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FROM: Marianne Allison/The Waggener Group

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SUBJECT: Windows 3.0 PR Activities Status

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What follows is a general overview of Windows 3.0 PR programs in progress.

The Editorial Community

In our advance work with publications under NDA we have focused on:

- o Being clear and direct about the compatibility issues related to the move to the new memory manager.
- o Encouraging them to cover the networking improvements.
- o Encouraging coverage of the upgrade program. We expect many publications to use the Windows upgrade logo as art and to print the 800 upgrade number.
- o Putting editors in touch with ISVs who are doing interesting things.
- o Screening and qualifying corporate beta sites for publications that want the user perspective.

As a result, we will see unprecedented coverage at announcement time in the weeklies and probably in the July issues (hitting mid-June) in monthlies. Negotiated special advertising issues with some of the key trades has meant that they have many pages to devote to Windows coverage. Following are highlights:

Weeklies

PC Week is preparing a 40-page Windows supplement. It will have a May 28 cover date but will be at the announcement event on May 22. The publication has several editors under NDA. Their section will feature a cover interview of Bill Gates and an interview with four of the development leads. Steve Morse (of MHT) is doing the First Look. It is an illustrated review of the product that uses extensive screen shots to illustrate features.

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Infoworld is doing a supplement under a similar arrangement to *PC Week's*. The difference is that no *Infoworld* editors are under NDA, with the exception of some contributing editors like Steve Gibson. This has made it difficult for us to give them original material or overt support. However we are working with them to make sure their information is not random and will even cooperate in a fact check with Michael Miller to help ensure an accurate product overview. Michael has obtained a beta from an unknown source and has even been getting regular updates!

We have talked to other weeklies to caution them that they may feel blown away by what they see from some of their competitors and to see if they want to work with us. *CRN* has shown some interest. *Computerworld*, *CSN*, *MIS Week*, etc., are not willing to do NDAs and will probably stick to their original plans. We expect substantial coverage from these weeklies as well, to the tune of 3-4 stories per publication timed for the May 28 issue. *Computer Currents* is doing a cover Windows issue to release May 22.

Monthlies

We have spent literally hundreds of hours working with the long-lead major monthlies to support them in their coverage of Windows 3.0. They are planning extensive coverage.

PC Magazine is doing a special advertising section in their early June issue. We have been working with their writer on the editorial for this. The First Look is written by Tony Rizzo and will be in the issue that ships May 22. We expect a cover banner highlighting the special supplement but not a cover story, since *PC Magazine* won't commit a cover to a product until it is holding shrink-wrapped product in hand. We will get product to *PC Magazine* the day it arrives from manufacturing so we can begin working with them on their follow-up coverage. We have spent dozens of hours with various *PC Magazine* editors.

We believe there is a very strong likelihood that we will see covers from *PC Computing*, *BYTE* and *PC World*. We think our chances are strong also with *Personal Computing*. We have worked with *Publish!*, *PC Resource*, *Compute*, etc., and are expecting strong coverage from these publications as well.

Notable: *PC Computing* is actually presenting Windows 3.0 as a complete paradigm shift, a breaking from the character DOS world. As Mike Edelhart put it, "We are telling people, if you are in the mainstream of computing, you are using Windows."

Business Press

Bill Gates is currently scheduled for press visits the week of April 30 to the business press and some general interest publications such as *People Magazine*. The short-term goal of these visits is Windows coverage. Longer term, we want them to credit Microsoft as bringing both the promise and reality of GUI to a PC. We will focus on Windows as the platform for important new technologies from Microsoft, including multimedia, handwriting and OOPs. Windows will also expand the number of ISVs who can participate in the market and provide a platform for innovative efforts from other software companies.

Local Press

PR will be making a concerted effort to take this story to the local press so they aren't reduced to wire service reports of the announcement.

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Press Issues

- o We are hearing virtually no product negatives. EDITORS LOVE WINDOWS 3.0. I believe it has literally changed their perception of what Microsoft can do and reinforced for them what incredible talent the company has. We also hear that Windows 3.0 seems COMPLETE. Editors love it the way it is and will not tell end-users to wait until 3.1 to get the rest of the product. If there is an issue it is that it will be so touted by editors that end-users will expect it to simultaneously transform their computing and end world hunger.
- o OS/2. The obvious. The family positioning message is essential. Steve Ballmer and Peter Neupert will be meeting with the press to introduce the SMK the week of May 30; one of the objectives of these meetings is to reinforce the family message.

We are concerned that the new 32-bit APIs in Windows will be taken out of context and misunderstood and reported as another edge that OS/2 has lost to Windows. We need to be VERY CAREFUL about how we talk about these. We now know from experience that some editors do NOT understand 32-bitness.

THIS WILL BE HARD FOR OS/2.

- o Mac publications will cover Windows extensively. We expect many Mac and Windows 3.0 shoot-outs and we are already seeing editors belittle Windows' roots in DOS and argue that the Mac offers better apps consistency. We are recommending saying nice things about Apple.
- o ISV issues. There is no question that some ISVs (e.g., WordPerfect) are not happy that they have missed the boat on Windows. We are beginning to see this reflected in coverage. In addition we expect smaller ISVs to complain bitterly about being treated unfairly in the event, not getting to demo, etc. We can expect the Carole Pattons of the world to remind us of this.

We should note that Windows product and program management have been incredibly helpful in the past few months in responding to editors and analysts with beta, and in working with freelancers on press materials. The demand for information on Windows 3 has been more intense than any product in memory and we have prevented bottlenecks thanks to their efforts.

The Event

Invitations to editors will go out next week. Press space is extremely limited in all sites, particularly Boston. We expect some publications to send editors to New York, where we have a little more breathing room. We are highlighting key press only and strictly controlling the access. Many "freelancers" and "contributing editors" are coming out of the woodwork. We expect that we will be unable to accommodate many of them unless they are willing to go to Dallas or Chicago . . .

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Bill will do a Q&A for interested press and others on announcement day. We expect to keep Russ and Rich busy on Wednesday with one-on-one interviews. Steve Ballmer will be in San Francisco and Paul Maritz will be in Boston; these are the two non-New York sites where we expect the most press interest. We will staff these two sites with PR and also support D.C.

Press Tours

We have conducted two press tours to meet with the major trade press and analysts. In addition, we did one press tour specifically to reinforce the improvements in Windows that make it a great product for networking. After the announcement, we will visit syndicated columnists. We will also target editors who cover apps development for the SDK, probably in conjunction with the Languages technology tour currently scheduled for June.

Press Materials

Press materials in progress include:

- o General announcement release.
- o Release on DOS ISV support. This will announce that the major players in the DOS world have committed to Windows. It will include statements from Ashton-Tate, Borland, Informix, Lotus, Oracle, Software Publishing, Symantec, WordPerfect and Xerox. We have received statements from most of these vendors. We are recycling a few that are not as positive as we would have liked.
- o Release on Win 3.0 networking/connectivity benefits.
- o SDK release.
- o Memory management backgrounder. This positions the Windows memory manager as the ultimate answer to DOS memory constraints. It will also explain DPML.
- o Q&A. Primarily focusing on upgrade and compatibility issues. This will also be distributed over user group bulletin boards and made available as a template to ISVs so that they can add their own upgrade Q&As.
- o Lists of compatible hardware and software.

We have alerted legal and editing to set aside resources to turn around these materials quickly. We know that product marketing will review them expeditiously as they make their rounds.

The press kit will be available at the event to press and analysts only and will be mailed to the Microsoft editorial list. We plan to put the announcement release and DOS ISV release over BusinessWire.

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ISV/OEMs

We began working with editors and analysts under non-disclosure in December. So that ISVs with impending products could feel free to work with editors on their own products, we began alerting them from the beginning on what publications had been briefed and were working with beta. This was extremely well received by the ISVs and we hope it made them more patient about waiting for Windows 3.0.

At the announcement, we will have an entire press kit devoted to third party news. It will include press releases from OEMs who will be announcing Windows bundles. We expect approximately 15 to participate.

In addition, we are including press releases from ISVs who meet the following criteria: 1) Their applications will require Windows 3.0. 2) Their app must be shipping within 60 days of the announcement. We set these criteria to keep the kit to a manageable size and to guarantee that there is real news in the kits. It is also an objective qualification process and seems fair to the ISVs. We expect about 25 ISV releases, including announcements from Microsoft (PowerPoint), Informix, Xerox, Whitewater Group, Polaris, Spinnaker, FutureSoft, hDC, Asymetrix, Caseworks, etc.

We should reflect on what a great thing it is to be at a point where we need to qualify ISVs for participation in a Windows event. Not long ago, quantity alone was our sole objective.

The third-party kit will also include press releases from the major publishers announcing Windows 3.0 books (including from Microsoft press) and a release on the MSU courses.

It will be available at the sites only, so we are encouraging participants to distribute their releases to their own lists if they want broader distribution.

Some ISVs who would otherwise qualify for our press kit are electing to hold off and announce their product in way that they can control better. We expect that COMDEX and PC Expo will be quite crowded with Windows announcements.

Broadcast Media

Broadcast media will be able to cover the event more efficiently through access to bridges. This eliminates the need for them to bring their own huge cameras. We will target the New York network affiliates to cover the event.

We are preparing a video news release on Windows that will be distributed to 150 stations throughout the country. We expect about 40 percent to pick it up. It will feature interviews with Bill Gates, Bill Machrone and Andy Seybold and lots of visual footage of Win 3.

The day after the event, Bill will be scheduled for interviews with 15-20 television stations throughout the country. He will be in a New York studio and stations will receive the video via downlink (it will appear to viewers like Ted Koppel's guests on Nightline.) We will supply these station with B-roll footage of the event and many Windows screen shots and they will have the option of using them with Bill's comments as voice-over.

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The purpose of doing both the VNR and the satellite press tour is to get the broadest possible distribution to TV stations. Most larger stations prefer to do their own stories and they will elect to use the Bill Gates interview. The smaller ones will be more likely to pick up the VNR.

After the Event

PR will prepare an ongoing PR plan following the announcement. However we expect to undertake the following:

- o Review program.
- o Visit syndicated columnists in mid-June.
- o Work with the languages group to have the new Windows SDK, the OS/2 SDK (the one that will have the 32-bit compiler) and the SMK put on the agenda of the Languages technology tour planned for mid-June.
- o Follow up with ISVs and do monthly press releases to ensure editors know what new 3.0-compatible applications are shipping.
- o Monitor corporate wins.
- o Phone interviews with radio stations throughout the country that have computer talk shows.
- o Work with *AdWeek*, etc., to place stories on the anatomy of the Windows roll-out.

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