

From w-pamed Fri Nov 8 12:57:31 1991
To: jonl
Subject: DR DOS ACTION ITEM SUMMARY
Date: Fri Nov 8 12:32:20 1991
Status: RO

EXH 16
WITNESS DATE 2/13/02
Silverberg
MARY W. MILLER

From lizsi Thu Nov 7 19:00:03 1991
To: martyta w-carrin w-clairl w-collin
Cc: lizsi w-pamed
Subject: DR DOS ACTION ITEM SUMMARY
Date: Thu Nov 07 19:52:45 PDT 1991

Here is the draft of the action items for our response to the DR DOS situation. Please take a quick look at it before we give to clients and Pam also wants you to think about who at the agency could be assigned to the different tasks.

Following is a summary of the actions that we will take over the next two weeks to counter the DR DOS situation with regard to positive reviews in key publications such as PC Week, InfoWorld and Byte, and to attempt to short-circuit any future reviews. Our goal is to communicate incredible momentum for MS-DOS 5, promote the quality nature of our product and to establish DR DOS as an incompatible product that has bugs and lacks robustness. This list only includes items that we think we can accomplish in this short timeframe. A plan for future activities will follow after we have gotten past this emergency stage.

LETTER TO EDITOR AT INFO WORLD

Bradsi/Bradc will draft this letter. Pam Edstrom called InfoWorld to secure placement for next week and was told that this section of the book was printed on Wednesday (because it's a non-news section and therefore not timely), so our letter will run in the following issue the week of Nov. 18.

As part of our follow-up with InfoWorld, PR will meet with Rafe Needleman, InfoWorld Reviews Editor, to obtain a complete explanation of their review process and secure agreement that we can call on a regular basis to obtain dates for Microsoft and competitive reviews. Pam Edstrom also will demand a re-review of DR DOS based on the news article about DR DOS bugs that ran in the same issue.

XXCAL REPORT MAILING TO PRESS LIST

Original copies of the XXCAL report will be mailed to approximately 100 key press people along with a letter from Microsoft with quotes from XXCAL. We have been informed that currently the report has not been finalized by XXCAL; Bradc will push testing company to provide final copies by Monday night. Carrine Greason will write the letter that will accompany the report.

QUOTES FROM INDUSTRY INFLUENCERS

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We will gather quotes from a variety of industry entities that will be used in three ways:

- o Letters to editors at key publications from Adrian King, Corey Smith and Gordon Eubanks. Pam/agency to provide.
- o The above letters to the editor also will be included in the press kit that will be handed out to people on our press tour.

- o "Industry Support Expands for MS-DOS" (third parties stand up for MS-DOS and trash DR DOS) press release. We will attempt to include quotes from the three people above, as well as George Colony, Jeff Tartar, unhappy end-users (Pam is getting a list from Ed Scannell at InfoWorld) if appropriate, etc. It will be similar in nature to the recent WordStar press release. Pam/agency is responsible for this.

The above items are contingent upon timely cooperation from the third-parties targetted. Our goal is to have these completed by Monday.

BRADSI/BRADC PRESS TOUR NEXT WEEK

As noted above, the intent of this press tour is to reinforce MS-DOS momentum and highlight grave concerns about DR DOS compatibility, bugs and robustness. Our stated purpose would be to discuss MS-DOS momentum, talk about our plans for portable computing and announce a couple of things (i.e., ROM DOS and Microsoft MS-DOS Customer Rescue Program (see description below)). We would take a positive approach to trashing DR DOS with clever positioning and without crashing the product -- talking about our concern for users and the risks associated with using DR DOS.

We would do a West Coast tour next week of the following publications: PC Week, InfoWorld, CRN, ComputerWorld, PC World, PC/Computing, Peter Lewis/New York Times, Walter Mossberg/Wall Street Journal, Jim Seymour/PC Week and Jerry Pournelle. The following week we will visit PC Magazine editors and Richard Hale Shaw/PC Mag contributing editor on the East Coast and Chris DeVoney.

PRESS TOUR PRESS KIT MATERIALS

We will hand out a press kit with the following materials during the press tour and mail the kit to select editors on the press list:

- o ROM DOS Press Release -- announcing the new product and talking about our strategy for portable computing. Carrine is handling; it is currently in approval at Microsoft.
- o Microsoft Announces MS-DOS Customer Rescue Program -- DR DOS users having problems can simply write a letter to Microsoft detailing their problems and send in the diskettes for DR DOS, and MS will send the first 25,000 customers the MS-DOS 5 Upgrade for the cost of shipping and handling. Lizsi will handle this release.

Note: the above two releases will be used as our news hook.

- o OEMs Reaffirm Commitment to MS-DOS release. This is complete. Bradc will inform OEMs that release will run next week.
- o Industry Expands Support for MS-DOS release (see description above).
- o XXCAL report
- o Myths/Facts Sheet -- Bradc will supply info; agency will compile
- o DR DOS/MS-DOS quotes from Compuserve -- Bradc to provide.
- o MS-DOS momentum release. We have been working on this for several weeks but have had problems getting the info required to contact sales wins; we would need significant help in this area.

USER GROUP SURVEY

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We will begin work on a survey of top user groups to see how many members are using MS-DOS vs. DR DOS. For example, PC User magazine in the U.K. wrote the following in an article in the September issue: "Although DR claims to have over three million users worldwide, an IBM PC User group survey revealed that only 2.6 percent of members used DR DOS." The agency will conduct the survey; the information will be used in future press materials.