

From pcmgatel!bradsi Sat Nov 14 08:32:35 1992
From: bradsi
To: jonl, paulma, wagged!wa.wagged.com!claire
Cc: CLAIRE@wa.wagged.com, collinsh
Subject: RE: Need Editor intros at Comdex
Date: Fri, 13 Nov 92 18:34:00 PST
X-Mailer: Microsoft Mail V3.0

i just want them go know who amy cortese etc are so they can call them at a later date. that's all.

From: claire
To: bradsi; jonl; paulma
Cc: CLAIRE; collinsh
Subject: FW: Need Editor intros at Comdex
Date: Friday, November 13, 1992 6:05PM

Re: requests from your guys. It's obviously not my call whether or not they meet with the press and what they talk about. With the number of established

Windows spokespersons now talking to the press, I really don't think its advisable to add yet another set of guys that are out talking to editors.

However, we take our direction from you and if this is what you want us to do, we will do our best to get jeff and joseph prepared and out there.

Claire

From: CLAIRE
To: jefft; bradsi; collinsh; jonl; richt; w-clairl
Cc: MSA; OBRIEN; PAMED; CLAIRE; DEBH; MELISSAW; josephk; cameronm; dwaynew;

martyta; scottsan
Subject: RE: Need Editor intros at Comdex
Date: 13 of November,1992 16:31

Jeff, I think it is time to take a step back and think about how we actually

achieve "fud" against OS/2. I realize that you, Joe and scott have been charged with worrying about how OS/2 is doing in corporate america and the press. And that you are a pressure point for concerns from your management about OS/2 coverage. But what you are proposing is both not advisable and at this late date not even possible.

Our comdex plan has been to use Cameron and Dwayne as our primary points of contact. They are meeting with almost everyone on this list. What you need to do is get your latest OS/2 information to them to allow them to weave it into their conversations as appropriate. But neither of them will say, well,

now let's talk about OS/2 and let me tell you all the things that are wrong about your coverage. the way you achieve what you want is to raise questions

in the minds of the reporters, in the context of your own news. The press knows that Microsoft would love for OS/2 to fall off the face of the earth. So what we say about it will be taken in context--ah, its coming from MS so i'd better not believe what they say verbatim.

However, we can raise questions with the press--fud points-- that direct

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the

editor's attention to areas she/he might go off and look into. We can point out the incredible momentum behind Windows 3.2 apps and say, gee, sort of shows that developers are all caught up with that, hum, what have you seen lately new for OS/2? And so forth.

Fundamentally, Microsoft cannot assign OS/2 killers and then go out directly

to the press and tell them, we are here to straighten you out about OS/2. This is not how PR works and its not the way that the editorial community will get your messages. Here are the facts:

1. You cannot stop the press from writing about OS/2 and IBM. IBM is still the leading computer company in the world. what they do and what they say is

newsworthy.

2. OS/2 is not going to go away and there is no "fix" for it. The press write stories based on what is newsworthy and frankly what makes good copy. That means compare and contrast. Product and company rivalry are all what its about in the trade press. MS and IBM are two very high profile rivals. Windows and OS/2 are two high profile rivals. IT makes good copy. Its true that OS/2 coverage seems to say that its making more progress than we believe that it is. But you telling the press that it isn't so won't change what they are doing.

3. The vast majority of the OS/2 coverage is in the trade publications. OS/2

is not getting the kind of incredibly high profile coverage that Windows has

been achieving frequently in the business press, television, radio, syndicated columnists etc. The business press write things now like "the wildly successful Windows product from Microsoft." I agree we need to be concerned about what IBM is doing--what we do tactically must be clever and well thought through, but not a direct frontal assault on the editorial community. Look at what happened to Steve Ballmer when he went out with terminator. He got massively creamed by the press. They wrote that what he did was incredibly rude to IBM and in fact made IBM look like the underdog. We don't want to repeat that experience.

Jeff, I would be happy to sit down with you and discuss above. Fundamentally

we can work to achieve some of your objectives through the press--how we do it is the key.

Claire

Your objectives cannot be accomplished by somehow you meeting the press to tell them, well I work with Windows marketing...and then proceed to say nasty things about OS/2.

From: Jeff Thiel
To: w-clairl
Cc: jefft, josephk, scottsan
Subject: Need Editor intros at Comdex
Date: 12 of November, 1992 20:44

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Claire, at least one of the cc:'s needs to meet every editor on the

list below at Comdex. How can this be arranged?

Joe and I got beat up again today because we're not getting FUD about OS/2 into the press. I think the only way this will happen is if we develop personal relationships so the press will listen to info we provide them.

thanks,

jeff

From: <PAMK@or.wagged.com>
To: <microsoft!scottsan>
Cc: <PAMK@or.wagged.com>; <jefft@microsoft.UUCP>
Subject: General info on editors and their respective beats
Date: Wednesday, November 11, 1992 10:32AM

Scott,

Below is a list of some of the editors at top tier publications. The majority of the monthlies have dedicated "systems" editors that cover both Windows and OS/2, whereas the editors at weeklies are usually split between MS and IBM beats. Sorry for not getting this info to you last night, but mail froze up on me and I couldn't get a message out. Let me know if you have questions. By the way, what's your direct extension-- couldn't find it

in the yellow directory. Thanks. --Pam

PC Week

--Amy Cortese. Just took over Systems beat from Paul Sherer. Amy is responsible for Systems news.

--Larry Seltzer. generally covers OS/2 from a labs standpoint, but is not an OS/2 bigot

--Eammon Sullivan. Senior labs editor. Usually is our contact for "First Looks".

--Steve Higgins. Generally tied into the enterprise/networking beat.

Also

contributes to systems news articles.

--John Dodge. Exec. news editor. Oversees news staff and writes columns and editorials regularly.

InfoWorld

--Ed Scannell. Primarily responsible for OS/2 coverage.

--Stuart Johnston. Seattle bureau chief for IW. Handles MS news exclusively.

--Vance McCarthy. responsible for networking beat.

--Kevin Strehlo. InfoWorld labs director. responsible for "First Looks"

Computerworld

--Chris Lindquist. Key contact for MS systems news articles.

--Rosemary Cafasso. Last name used to be Hamilton. More tied into the IBM beat, but will contribute to Windows-related news articles occasionally.

Computer Reseller News

--Amanda Mitchell. responsible for the systems news beat.

--Heather Clancy. Most recently responsible for the MS news beat, but is now focused on feature and trend-related coverage.

--Ed Sperling. Supposedly responsible for covering MS beat, but has yet to be a viable presence in terms of editorial contact and news reporting.

--Joel Shore. editor at large for CRN. Does in-depth operating system

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articles.

PC World

--Steve Fox. Senior editor-- usually key contact for all MS

systems-related

topics.

--Robert Lauriston. contributing editor. has done numerous

Windows-related

articles.

PC Magazine

--Robin Raskin. senior editor. oversees editorial content for PC Mag

--David Greenfield. networking specialist.

--Frank Derfler. contributing editor for PC Mag. Was key contact for

Windows 3.1 and WFW "First Look" caliber reviews.

PC/Computing

--Dale Lewallen. Has been key contact for general Windows-related topics.

Wrote WFW review that will appear in December issue.

--Sebastian Rupley. Is member of "new products" editorial staff at PC/C.

Key contact for new product announcements and testing.

--Ed Bott. Senior editor. More involved in assigning editorial projects than actually writing, but would like to be kept in the loop more.

BYTE

--Jon Udell. Key contact for all Windows-related coverage.

Corporate Computing

--Kevin Bachus

--Tracy Capen. Oversees lab-related features for PC, LAN and

communications

products.

--Rafe Needleman. Exec editor.

Windows Magazine

--John Ruley. Now editor-at-large, formerly news editor.

--Jake Kirshner. New news editor at Windows Mag.

--Fred Langa. Executive editor. Responsible for magazine's editorial direction.

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