

Erik Stevenson

From: wagged!wa.wagged.com!claire  
To: bradsi; collinsh; jimall; jont; paulma  
Cc: PAMED  
Subject: RE: Speaking of the press ... and the pot boiling  
Date: Tuesday, November 30, 1993 10:13AM

Paul - this is how we will proceed. Thanks for guidance.

Claire

From: Paul Maritz  
To: claire; bradsi; collinsh; jimall; jont; paulma  
Cc: PAMED  
Subject: RE: Speaking of the press ... and the pot boiling  
Date: Monday, November 29, 1993 3:55AM

It is overkill to have both brad and jimall there. Bradsi should take this turn.

The messages should be:

1. The PDC is our annual event to keep developers abreast of the Windows family. It will also mark one of the two key pre-release milestones in the roll out of the next version of Windows (Chicago) in that we will provide developers indepth information and a developers kit to take away (the other key milestne is broad beta release). We will also lay out roadmap for coming releases of NT.
2. The message to ISV's for the coming year is:
  - a. get ready for Chicago - which means taking advantage of following

Win32, OLE2, new UI functions, PnP.

b. because we have implemented Win32 on NT and Win3.1, by following few commonsense rules, ISVs can also have their apps run on these platforms.

The messages above also speak to issue of whether the PDC is the "introduction of Chicago" or not. It is one of the key events to get Chicago rolling, and also comes at a time when FUD'ing OS/2 is becoming more important. Further, we know from experience that the press does not deal well with abstract concepts like API's. Thus we should recognize that this will be one of the introductions for Chicago, and should not shy away from getting whatever benefit we can from that.

To ensure that everyone can handle the above messages, we should get the 3-4 slides that Bradsi will use on the tour, and the Q/A circulated.

I also want to turn up the heat wrt attacking OS/2 - ie. when it comes up on the tour (which it will), we should have our material ready. I would like to see this as backup for the tour material.

From: <CLAIRE@wa.wagged.com>  
To: <bradsi@microsoft.UUCP>; <collinsh@microsoft.UUCP>;  
<jimall@microsoft.UUCP>;  
<jont@microsoft.UUCP>; <paulma@microsoft.UUCP>  
Cc: <PAMED@or.wagged.com>  
Subject: RE: Speaking of the press ... and the pot boiling  
Date: Wednesday, November 24, 1993 5:53PM

yes we should resolve who goes. i sort of agree that two vps is overkill, but its important to communicate our non-chicago message as well. if just bradsi goes, you have to carry all the mantle.

goals of press tour are:

1. set context for trades about what will happen at pdc to aid in leak control
2. state what is important for windows developers to concentrate on NOW

that's what we want to accomplish.

claire

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From: bradsi  
To: claire; bradsi; collinsh; jimall; jonl; paulma  
Cc: CLAIRE; PAMED  
Subject: RE: Speaking of the press ... and the pot boiling  
Date: 24 of November, 1993 8:09

I'd like to understand the goals of the press tour for the week after next, and who will be visiting. It seems like a bit of overkill to take both jim and me. I wonder if I can handle the Chicago part and save Jim a trip (unless of course he really wants to go...).

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From: Collins Hemingway  
To: bradsi; jimall; jonl; paulma; wagged!wa.wagged.com!claire  
Cc: CLAIRE; PAMED  
Subject: Speaking of the press ... and the pot boiling  
Date: Tuesday, November 23, 1993 5:57PM

We currently have approx 40 technowriter press types being allowed into the PDC gratis and under NDA. Jon may decide to pay for a couple more, but our goal is to keep the number fairly low. As we begin to tell editors they can't get in (free), we will start catching a lot of flak. There are easily twice this number of semi-legit tech editors, and invariably some will learn they had to pay and others didn't.

And there are dozens of analysts who we also need to brief, as we in PR keep saying ... the PDC is not necessarily the right place to do this, and we need to be all-out in getting in front of the analysts in this same period ... but if a particular analyst hasn't seen us by PDC time, they will be complaining; and if they have to pay, they will feel doubly burned.

Various subs are also inviting editors (paying for it themselves) and tho it's NDA and the subs supposedly know this, we can't guarantee that UK, for instance, might not invite somebody who's not the same profile as our NDA types (legitimately longer-term writers and book authors).

Net-net: We will continue with the course of downplaying the PDC and focus the weeklies on the press tour by brad/jimall the week before. But we could be facing a serious PR problem if all the press/analyst community rise up together in anger. ... We will keep you apprised.

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From: Brad Silverberg  
To: Jim Allchin; Jonathan Lazarus; Paul Maritz;  
wagged!wa.wagged.com!claire  
Cc: CLAIRE@wa.wagged.com; Collins Hemingway; PAMED@or.wagged.com

Subject: RE: PDC PR goals  
Date: Tuesday, November 23, 1993 5:36PM

Whether we want it to be or not, the PDC is the beginning of the Chicago launch. It's the first time we are talking to such a wide audience. And though it's under NDA, we know word will get around.

The #1 reason people are coming is to hear about Chicago. Our message to isv's will be #1: exploit Chicago. #2 Develop for win32 and ole.

We know there is incredible interest in the press about Chicago. The pot's

not just simmering, it's boiling over into frustration and even anger because we have not briefed them about Chicago. You yourself told me Claire

that it's getting to be a pretty desperate situation with the press and analysts. They are confused and don't know how to advise their clients or even give advice/feedback to msft. Meanwhile, our competitors are out there positioning Chicago for us.

We need to and will have a very strong Chicago message at the PDC. It shouldn't be -- and won't -- be just Chicago. We need to explain the overall strategy as well as bring people up to date on NT, Win32, OLE2,

and Cairo. These will have strong roles at the PDC for sure. But we should not lose sight of the biggest reason people are coming: to hear about Chicago.

Along this vein, I got the following today from steveb [I'm sure you will recognize the authenticity]:

I think perhaps we should be more solicitous and helpful to the press early we should get their input suggestions and feedback particularly the monthlies like pc computing I think we ought to get them to help us explain early what Chicago is to their readers

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From: wagged!wa.wagged.com!claire  
To: bradsi; jimall; jonl; paulma  
Cc: PAMED; CLAIRE; collinsh  
Subject: PDC PR goals  
Date: Tuesday, November 23, 1993 3:49PM

Guys,

We have a problem. I don't believe there is agreement about the coverage goals for the December PDC. At the risk of over-simplifying, this is

what

I have heard:

JonL: the pot is simmering nicely on Chicago. We need to focus attention away from strictly Chicago messages for the PDC. This is not a redux of the

Windows 32 PDC in July 1992 which essentially started the launch of Windows

INT.

Brads: This is the effective start of the race to Chicago ship. We are launching Chicago at the PDC.

We can't do both. The PDC is under NDA, unlike the July '92 PDC. We have asked the press to stay away unless they are willing to do NDA. We decided

the best strategy is to pre-brief the weeklies the week before, set the context and then have some ISVs lined up the week of to say, we are very excited this is great stuff but that's all. We know there will be leaks, but we will set the tone of what the press should look for on our press tour.

So, are we launching Chicago? Is this the PDC for Chicago? Is it broader?

Do

we want strong Windows NT messages as well? What about Cairo? Do we want to

stick with our current messages: develop for Windows 32, OLE 2, plug and play.

I am confused. Please clarify what you think we should be doing.

thanks claire