

Windows PR

TO: Rich Abel, Kathryn Hinsch/Microsoft Corporation
FROM: Claire Lematta, Erin O'Shea, Randy Unsee/Waggener Edstrom
DATE: January 21, 1991
SUBJECT: P.R. Report Card Meeting
CC: Brad Silverberg

Waggener Edstrom presented a six-month report card on public relations accomplishments, the current situation, ongoing P.R. goals, recommended programs and budget considerations. (See attached overheads).

Windows Critics

Rich: Isolate them, stay aware of what they are saying, and why. There will always be a minimum number of critics.

Regarding Will Zachmann, Rich recommended he head a track at Windows World.

Regarding Larry Magid, he seems to be enamored with Geos. Larry is more of a small user advocate.

Charles Petzold is a challenge. He needs to be "owned." Petzold is mad about his name appearing in the "Tombstone" ad in the *WSJ*.

ACTION: Rich would like to see a dossier maintained of the key objections that Zachmann, Jeff Tarter, Magid and Petzold have about Windows, along with other key critics. We can plan to answer these objections in future P.R. efforts.

Windows 3.1

Review meeting taking place Monday with Steve.

Windows has come across to some editors as a multi-purpose panacea. Per Rich, for an upgrade to live up to expectations we need to demonstrate Microsoft's vision and strategy. How do we deal with Microsoft's image as being too big and slow to rapidly introduce Windows revisions?

Windows 3.1 is not a critical update but some needed changes have been made. However, some people may take a look at the product and say, "It took a year for this?"

ACTION: Agency needs to think through positioning and prepare two plans for 3.1 based upon aforementioned situation and shipping date.

Plaintiff's Exhibit

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Competition

Per Rich, Apple's System 7.0 is not a threat in the next 12 months, but the lawsuit is a wildcard.

GEOS: We have lost some OEM business (Laser Computers) and they are an image and public relations threat. GEOS provides a contrast in the marketplace. However, it has no ISVs and no software development, which has to be hosted on a Sun workstation.

ACTION: Rich is having an internal GEOS "sales presentation" to which Waggener Edstrom will be invited.

We need to tell editors today's desktop is rapidly moving to 386 processing power as the standard. While Windows can run on most models and hardware, it is our goal to keep up with market trends.

Ongoing Program

Rich is very interested in our user database and the proactive news placement program. He wishes to determine if there is a common thread among users and what motivates them to talk about the product.

ACTION: Agency to forward list of user names to Rich.

Windows News Flash Program

First issue has been published, second is written and will be distributed by the end of January, and the third issue is in the works. A masthead/logo has been produced.

ACTION: Agency will conduct an informal audit among key media contacts to determine how it is being received.

Whitepapers/Tips and Tricks

Our goal is to disseminate information and tips regarding Window's use and application in "real life" situations. We believe the product's acceptance will be greatly enhanced by this kind of testimonial.

ACTION: Rich needs to identify internal resources for this material, possibly from the transition team.

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Microsoft Activity Over Next Six Months

- Rich briefed Waggener Edstrom on a huge direct mail campaign designed to find influential users and advice givers.
- Adoption kit to be sold at self-liquidating price.
- Traveling workshop and seminars for user groups.
- Windows World.
- Window's discovery fairs.

Targeted Media and Stories

Trend stories for regional business press. Engineering publications could be good vertical venue for us. Publishing magazines, too. Application stories needed.

Windows networking: whetted everyone's appetite. Product is 18 months out. Agency should only promote direction Microsoft is taking in providing a network solution.

Budget: About \$85,000 remaining from January 1991 to June 1991 timeframe.

ACTION: Agency to prepare list of key projects and anticipated expenses.

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