TO: Steve Ballmer, Brad Chase, Richard Fade, Rich Friedman, Bill Gates, Gary Gigot, Scott Oki, Sergio Pineda, Brad Silverberg, Marty Taucher/Microsoft Corporation

FROM: Carrine Greason, Catherine Richardson Fix/Waggener Edstrom

DATE: May 17, 1991

SUBJECT: Anticipated Coverage of MS-DOS 5

CC: Marianne Allison, Pam Edstrom, Liz Sidnam

The following is a listing of MS-DOS 5 long-lead coverage that will appear after the June 11th announcement. We have been working with these publications for several months; the result will be a blanket of coverage in trade publications, both long and short lead, regional publications and radio shows. This does not include anticipated coverage from short-lead publications. Potential "feathers" in the MS-DOS 5 cap are pending covers on *PC Computing*, *PC World*, *PC Today* and *Software Design*. Solid coverage will appear in *PC Computing*, *PC Magazine*, *PC World*, *PC Sources* and *BYTE*. The reviewers have all been happy with MS-DOS 5. The only exception was Scott Spanbauer, who we've met with again and seems to have been turned around.

BYTE, Jon Udell

Jon Udell is currently writing a "Short-Look" that will appear in late June.

Computer Craft Magazine, John Warren

John has written a review that will appear in mid-summer. The review is fairly extensive.

Computer Language

They currently have no MS-DOS 5 coverage scheduled.

Dr. Dobb's Journal, Jon Erickson

Dr. Dobb's is currently running MS-DOS 5 through vigorous compatibility tests for their largest issue of the year--the August issue featuring C compilers. Jon Erickson is writing an indepth review from these compatibility tests as well as his own beta testing. This will be great coverage for MS-DOS 5.

Government Computer News, Rick Vizachero

Rick is writing a "quick look" of MS-DOS 5; it will be appearing in July.

Lotus Magazine, Eric Grevstead

Eric will be writing a story on MS-DOS 5 that will appear in July. Eric has been working with beta since April. *Lotus* is a computing magazine for managers and professionals who have integrated personal computers into their work. Eric is also a contributing editor for *inCider* and is fairly technical.

Microsoft Systems Journal, David Thielan

David's article will appear in the July 3rd edition.

PC Computing, Paul Sommerson, Paul Bonner

Paul Sommerson is writing a comprehensive review for the July issue. This is in good position for a cover. Paul has been working extensively with various betas for several months and his article should be a thorough review.

Paul Bonner is working on a Windows-oriented column that addresses the rewards of MS-DOS 5 for the Windows user.

PC Magazine, Ray Duncan, Gus Venditto

Ray Duncan's "First Look" will be the first MS-DOS 5 coverage that will appear in *PC Magazine*. Gus Venditto is working on a story on the marketing of MS-DOS 5 aned the retail upgrade. There is also a full review scheduled to appear two months after the announcement. Both have been using beta for several months.

PC Sources, Charlie Bermant

Charlie has written a review that will appear in their July issue. Charlie has been a beta tester for quite some time and has a broad base of MS-DOS knowledge. This should be a good review with a historical perspective on DOS as well.

PC Techniques, Jeff Dunteman, George Seaton

Jeff will be editing a comprehensive review for their August/September issue. This issue will hit the stand the last week of July. Jeff has been very happy with MS-DOS 5 and has been a beta tester for several months.

George Seaton, *PC Technique's* technical editor, will be writing the review.

PC Today, Jackie Fox

Jackie will be writing a product review/introduction to MS-DOS 5. Jackie has been working with beta since April and her article is slated for July. This is a potential cover.

PC World, Scott Spanbauer

Scott is writing a comprehensive review that will be in the July issue. This is also a potential cover. Scott has been working with the beta for several months and has overcome some glitches he ran into in December. This should be a well-rounded review.

Portable Office, David Essex

David will be editing the review on MS-DOS 5 that will appear in *Portable Office's* August issue.

Software Design, David Thielan

David's article on MS-DOS 5 is anticipated to be a cover and is due out June 17th.

REGIONAL PUBLICATIONS:

Computer Currents, Nick Anas

Nick is writing two articles for *Computer Currents* that cover DOS. The first article is entitled, "DOS Lives". This article is a broad coverage of DOS; however, it does contain some information on MS-DOS 5 that has been previously published. This article will hit the stands Tuesday, May, 21. The second article, appearing June 18, is specific review of MS-DOS 5. Nick has been a beta tester for some time.

ComputerEdge, Andy Rathboune

ComputerEdge is planning on a First Impression in their Etc. column the week after the announcement and are currently considering a complete review the next month.

MicroTimes, Lenny Bales

Lenny is currently working on his MS-DOS 5 article, which is scheduled for the July issue.

Chicago Computer Guide, Armand Musey

Armand is planning on covering MS-DOS 5 in July. This review will be fairly straightforward as Armand isn't extremely knowledgeable about DOS and isn't a beta tester.

RADIO:

Business Radio Network, Thom Foulkes

On June 23rd, Thom will interview Mr. Van Worthington, author of the running MS-DOS series. The focus of the interview is to get Van Worthington's opinion and review of MS-DOS 5.

Additional Radio Currently Being Contacted

We are currently proactively tracking the following radio shows:

- o   Your Expanding InfoSphere
- o   Tech Talk
- o   Computing Success!
- o   Compusolve Radio Talk Show
- o   CompuTalking
- o   Consumer Watch
- o   Sound*Bytes
- o   Computer Show
- o   PC Spotlight
- o   Chip Talk
- o   Automation Spotlight/WDCQ

Brade

EXPENSES	PER ITEM	AMT	EST BUDGET	COMMENTS
Invite/Logo Design				
Design/Creative			$3,500.00	Take 5/Using MS DOS
Production Costs	$2.50	3000	$7,500.00	Printing/2 color/Envelopes
Project Coordination			$2,500.00	Pam Reynolds/Janet Church
Postage	$0.29	3000	$870.00	Postage/First Class
Rental of Lists	$0.00	0	$0.00	
Phone Registration/ Followup			$5,000.00	MANUS 800
Sub-Total Mailer			$19,370.00	
Collaterals				
Press Kits	$3.50	3000	$10,500.00	4 color/2 different backgrounds
Slides			$0.00	
Name Badges	$1.50	1200	$1,800.00	MS Receptionist type/4 color
Center pieces			$750.00	For Buffet Tables
Totebags	$10.00	1200	$12,000.00	Boat Bags/2 sided design
Banners			$6,000.00	Ship sign and banners inside
Sub-Total Collaterals			$31,050.00	
Creatives				
Creative design			$5,000.00	Watts/Silverstein
Video I Production			$30,000.00	does NOT include travel
Video II Production			$80,000.00	includes coordination
Sub-Total Creatives			$115,000.00	
Jazz Bands				
Dave Brubeck			$50,000.00	video/onsite/evening sets
Filler Jazz band			$5,000.00	NY band
Industry Jazz band			$8,000.00	travel and expenes(4X2K)
Musical Equipment Rental			$6,000.00	depends on instruments
Onsite Management			$3,000.00	Pete Fountain Productions
Sub-Total Bands			$72,000.00	
Computer Rentals				
Stage Machines	$450.00	2	$900.00	(2) 386/33 and Monitor
Demo Machines	$450.00	4	$1,800.00	(4) 386/33 and Monitor
Large Monitors	$350.00	4	$1,400.00	large monitors
Demo Staging			$1,000.00	tradeshow stations
Registration			$450.00	
Printer			$150.00	for namebadges
Sub-Total Computer Rentals			$5,700.00	
Staging				
Projection			$8,000.00	Staging Techniques
Video			$2,300.00	"
Audio			$775.00	"

Susan Anderson/PR /Corporate Events 5/2/91

EXPENSES	PER ITEM	AMT	EST BUDGET	COMMENTS
Staging Cont:				
Lighting			$150.00	Most supplied by venue
Scenery/Hard Set			$2,850.00	Staging Techniques
Misc Equipment			$100.00	Scaffold for video
Manpower			$6,650.00	Local labor for setup/site inspect
Est Expenses			$2,535.00	
NY 8.25% tax			$1,930.00	
Sub-Total Staging			$25,290.00	
Satellite Up Link				18 Cities
Cameras			$2,545.00	
Satellite Time			$6,500.00	2 hours 3:30PM-5:30 PM
Manpower			$1,800.00	
Est. Expenses			$835.00	
NY 8.25% tax			$964.00	
Sub-Total Satellite			$12,644.00	
SHIP/Site				
Ship Rental			$36,000.00	
Crew F&B setup	$130.00	70	$9,100.00	2days X35 breakast&lunches
Lunch	$80.00	300	$24,000.00	and beer & wine
Reception/Dinner	$110.00	600	$66,000.00	and beer & wine
Gratuities			$1,000.00	
Sub-Total Hotel			$136,100.00	
On-Site Expenses				
Electrical Engineer(ship)			$500.00	
Registration			$500.00	Logistiscs or Manus
Security			$0.00	Included in ship rental
Sub-Total On-Site			$1,000.00	
Freight				
Collaterals Shipped			$1,500.00	
Computer Rental Shipment			$1,000.00	
Sub-Total Freight			$2,500.00	
Misc Expenses				
Logistics			$2,000.00	Site search
Creatives not used			$20,000.00	Media team
Sub-Total Misc			$22,000.00	

DOS 5 Announcement Estimate			$442,654.00	

Does NOT Include Travel/Waggener Edstrom/CD Production

FIELD EXPENSE Down Link	$3,400.00	18	$61,200.00	ESTIMATE

Susan Anderson/PR /Corporate Events 5/2/91

Brad

ESTIMATE DOS 5 ANNOUNCEMENT, NEW YORK, ABOARD SHIP

EXPENSES	PER ITEM	AMT	EST BUDGET	COMMENTS
Invite/Logo Design				
Design/Creative			$3,500.00	Take 5/Using MS DOS
Production Costs	$2.50	3000	$7,500.00	Printing/2 color/Envelopes
Project Coordination			$2,500.00	Pam Reynolds/Janet Church
Postage	$0.29	3000	$870.00	Postage/First Class
Rental of Lists	$0.00	0	$0.00	
Phone Registration/ Followup			$5,000.00	MANUS 800 (@ 2K)
Sub-Total Mailer			$19,370.00	
Collaterals				
Press Kits	$3.50	3000	$10,500.00	4 color/2 different backgrounds
Slides			$0.00	
Name Badges	$3.00	1200	$3,600.00	3X2 3/4" plastic/4 color logo
Center pieces			$750.00	For Buffet Tables
Totebags	$16.00	1200	$19,200.00	Boat Bags/2 sided design @ 10K
Banners			$6,000.00	Ship sign and banners inside
Sub-Total Collaterals			$40,050.00	
Creatives				
Creative design			$5,000.00	Watts/Silverstein
Video I Production			$30,000.00	does NOT include travel
Video II Production			$80,000.00	includes coordination
Sub-Total Creatives			$115,000.00	
Jazz Bands				
Dave Brubeck			$50,000.00	video/onsite/evening sets
Filler Jazz band			$5,000.00	NY band cut (5K)
Industry Jazz band			$8,000.00	travel and expenes(4X2K)
Musical Equipment Rental			$6,000.00	depends on instruments
Onsite Management			$3,000.00	Pete Fountain Productions
Sub-Total Bands			$72,000.00	
Computer Rentals				
Stage Machines	$450.00	2	$900.00	(2) 386/33 and Monitor
Demo Machines	$450.00	4	$1,800.00	(4) 386/33 and Monitor
Large Monitors	$350.00	4	$1,400.00	large monitors
Demo Staging			$1,000.00	tradeshow stations
Registration			$450.00	
Printer			$150.00	for namebadges
Sub-Total Computer Rentals			$5,700.00	
Staging				
Projection			$8,000.00	Staging Techniques
Video			$2,300.00	"
Audio			$775.00	"

Susan Anderson/PR /Corporate Events 5/1/91

ESTIMATE DOS 5 ANNOUNCEMENT, NEW YORK, ABOARD SHIP

EXPENSES	PER ITEM	AMT	EST BUDGET	COMMENTS
Staging Cont:				
Lighting			$150.00	Most supplied by venue
Scenery/Hard Set			$2,850.00	Staging Techniques
Misc Equipment			$100.00	Scaffold for video
Manpower			$6,650.00	Local labor for setup/site Inspect
Est Expenses			$2,535.00	
NY 8.25% tax			$1,930.00	
Sub-Total Staging			$25,290.00	
Satellite Up Link				18 Cities
Cameras			$2,545.00	
Satellite Time			$6,500.00	2 hours 3:30PM-5:30 PM
Down Link	$3,400.00	18	$61,200.00	Video projection+sound *160K*
Manpower			$1,800.00	
Est. Expenses			$835.00	
NY 8.25% tax			$6,066.00	
Sub-Total Satellite			$78,946.00	
SHIP/Site				
Ship Rental			$36,000.00	
Crew F&B setup	$130.00	70	$9,100.00	2days X35 breakast&lunches
Lunch	$80.00	300	$24,000.00	and beer & wine *$24,000*
Reception/Dinner	$110.00	600	$66,000.00	and beer & wine *$66K*
Gratuities			$1,000.00	
Sub-Total Hotel			$136,100.00	
On-Site Expenses				
Electrical Engineer(ship)			$500.00	
Registration			$500.00	Logistiscs or Manus
Security			$0.00	Included in ship rental
Sub-Total On-Site			$1,000.00	
Freight				
Collaterals Shipped			$1,500.00	
Computer Rental Shipment			$1,000.00	
Sub-Total Freight			$2,500.00	
Misc Expenses				
Logistics			$2,000.00	Site search
Creatives not used			$20,000.00	Media team *$9K*
Sub-Total Misc			$22,000.00	

DOS 5 Announcement Estimate	$517,956.00

Does NOT Include Travel/Waggener Edstrom/CD Production

Susan Anderson/PR /Corporate Events 5/1/91

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DOS 5.0 WATCH
Status: P=Proposed N=Negotiation S=Signed N/A = Not Applicable
Ship date is OAK + n days... i.e. 60, 30, etc
DRI Threat is Y or N

Account	Status	Close Date	Ship Date	DRI Threat?
AT&T	S	4/91	6/91	N
Tandy	S	4/91	+30	N
PB	S	4/91	ASAP	N
ALR	N	Beta		Y
Everex	S	Jan.	30	N
SMS	S	Dec	30	N
Wyse	S	Feb	30	N
CompuAdd	S	7/90	+30	N
Wang	S	4/91	+30	N
ZDS	S		ASAP	N
Tandem	S			
Commodore	N	4/91	OAK +90	N
Phoenix	S	12/90	30	N
Intel	S	12/90	30	N
Compaq	S	9/90	30 or less	N
Dell	S	4/91	30	N
Digital	P	5/91	When available	N
NCR	S	3/91	+ 60 days	N
Atari	N	4/91	+90	N
Momenta	N	4/91	+120	N
Tandon	S	4/91	+30	N
Northgate	S	2/91	+30	N
AST	S	3/91	60	N
HP	S	N/A	60	N
Memorex-Telex	S	1/91	60	N
Northgate	S	2/91	30	N
Data General	N	5/91	?	N
PC Craft	N	4/91	5//91	N
Bell Computer	N	4/91	5/91	N
Intermec	N	6/91	Mid 1992	N
Melard Tech	P	6/91	Late 1991	Y
NCR POS	S	6/91	Late 1991	N
NCR Financial	S	6/91	Late 1991	N
Telxon	P	6/91	1992	N
Positive	N	4/91		N
Win Labs	N	4/91		N
Sysorex	N	5/91		Y
Osicom	N	4/91		N
C3	N	4/91		N
Swan	N	5/91		?
Insignia	N	4/91	+60	
TI	N	4/91	+60	N
Austin Comp.	N	4/91	+60	
Tricord	N	4/91	+90	N
Unisys	N	4/91	TBD	N