From: bradc
To: lizsi; w-carrin
Cc: bradc; bradsi; martyta
Subject: amazing
Date: Tue, Oct 29, 1991 11:43AM

Date: Tue Oct 29 11:43:39 PDT 1991

i won't even say on email what i am thinking. needless to say we need to talk about Byte in our meeting this week...

| Last week, at the COMDEX/Fall computer trade show, DR DOS
| 6.0 won the "Oscar" of the computer industry, being named
| "Best of COMDEX/Fall" for utility software, one of eight
| award categories. The awards honor outstanding new computer
| products at COMDEX, and are awarded by the editors of BYTE
| Magazine and The Interface Group, the producers of COMDEX.

From: billg
To: bradsi; bradc
Cc: steveb
Subject: DR dos reviews
Date: Wed, Oct 30, 1991 1:03PM

Date: Wed, 30 Oct 91 13:02:48 PST

I was really disappointed in the pc week review of dr dos. We didnt get much against them on compatibility and they scored big against us. I hope we can do better in future reviews.

Is there any speed difference between the 2 products?

We are allowing the market to perceive DR dos as the better product despite our own views.

From: bradc
To: lizsi; w-carrin
Cc: bradc; martyta
Subject: FW: DR dos reviews
Date: Wed, Oct 30, 1991 2:32PM

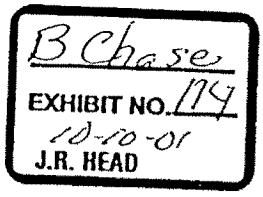
Date: Wed Oct 30 14:33:09 PDT 1991

pls consider for our friday mtg. we need to do better educating the press b/c they aren't doing it themselves.

>From steveb Wed Oct 30 13:56:48 1991
To: billg bradc bradsi
Subject: DR dos reviews

Date: Wed Oct 30 13:56:18 1991

can nwe do some sort of press release of the independent compatibiltiy
testing we had done??



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From: bradsi
To: martyta; w-pamed
Cc: bradc; lizsi; w-clairl
Subject: msdos pr
Date: Wed, Oct 30, 1991 5:28PM

Date: Wed, 30 Oct 91 18:24:41 PST

do we have anyone full time on msdos pr?

i heard that carrine was splitting time on msdos and languages. i was quite surprised to hear this. i don't see how we can not keep msdos covered with at _least_ one fulltime dedicated pr person. we are getting KILLED in some reviews, like the byte review, and honestly not doing a very good job right now with pr. even our "good" reviews, like the pc week one, is bad.

this is the franchise we're talking about, under attack. sure seems to me we could have a full time pr person on it. eh?

thanks for your help on this.

From: bradsi
To: billg; steveb
Cc: bradc
Subject: drdos reviews
Date: Wed, Oct 30, 1991 5:43PM

Date: Wed, 30 Oct 91 18:39:55 PST

we beat dr-dos on compatibility in the pc week review, though not as decisively as we had hoped. the headline on p139 says we have the edge in compatibility. that review was a turnaround, thanks to good work by bradc, as it was initially more strongly in favor of dr-dos until we talked to them.

we are faster than them, sometimes by a little, sometimes, such as when their undelete-watcher is on, by a lot (factor of 3-10 at times).

the byte review (actually, it was a "first look") was a bad one for us. they took an uncritical look at dr-dos. they have historically shown a dr bias.

the infoworld first-look was positive for us -- they found a number of incompatibilities with dr-dos, including having trouble running on a ps/2 with windows.

we have been working with pr to know all the reviews that are in progress and work with them early. when we do that we are able to get them to see their defects. the pubs are not always forthcoming with their dr editorial plans. the byte review was a surprise to us and so we have stepped up our efforts with pr to track the reviews early.

we have a good document that describes the problems with dr that we

can get out. it's a delicate situation to handle right.

we have a great relationship with jeff proise of pc mag, who wrote the msdos review for pcmag, and with whom we've spent the time to explain the problems.

if you have other ideas, please let us know...

From: bradsi
To: bradc
Subject: Re: msdos pr
Date: Thu, Oct 31, 1991 5:55PM

Date: Thu, 31 Oct 91 18:51:27 PST

> From w-clairl Thu Oct 31 17:07:26 1991
> To: bradsi
> Subject: msdos pr
> Cc: lizsi martyta w-clairl w-pamed
> Date: Thu Oct 31 16:51:08 1991
>
> Brad, your concern is well taken, from the perspective that you should have a full understanding of how PR will support MS-DOS from a strategic and tactical sense. Marty called me today and we will be getting back to you with the plan for how this important product area will be covered. And how we will improve the communication of what the PR effort is for MS-DOS.
>
> Claire

From: bradc
To: billg; bradsi; steveb
Cc: bradc
Subject: RE: drdos reviews
Date: Thu, Oct 31, 1991 7:07PM

Date: Thu Oct 31 19:08:22 PDT 1991

since the release of dr dos we have been attempting to monitor the

review plans of all the pubs. the strategy is to try highlight the key people in the pubs we need to educate and if necessary even to give them a copy of our dr dos evaluation. Even though our testing effort was done by a neutral third party we encourage

them to test what we found for themselves.

as bradsi indicated this is delicate. we can't just call and say "when are you doing your dr dos review b/c our evaluation turned up lots of bugs." as you know the press is particularly sensitive

to be manipulated by Microsoft.

all that aside this is our #1 PR priority and PR redoubled their efforts last week b/c we need to do a better job. we are meeting again tommorrow to brainstorm and will toss around some additional ideas brad and i have, pr has and your ideas Steve.

i will keep you apprised and welcome more suggestions...

>From steveb Wed Oct 30 18:19:38 1991
To: billg bradsi
Cc: bradc
Subject: drdos reviews

Date: Wed Oct 30 18:18:57 1991

can we get a thrid party who agrees with us to publish their results

From: lizsi
To: bradsi
Cc: bradc; lizsi; martyta; w-clairl; w-pamed
Subject: FW: msdos pr
Date: Thu, Oct 31, 1991 7:28PM

Date: Thu Oct 31 20:26:09 PDT 1991

Brad, currently there is a team of people dedicated to MS-DOS, and this team will be strengthened even further over the next couple months as we bring new people on board.

The public relations team, both internal and external, is organized by experience into levels that map to different responsibilities. For example, we don't necessarilty want Carrine to spend all of her time on MS-DOS because there are responsibilities that can be more efficiently and cost-effectively handled by someone with less experience. Carrine for example doesn't need to spend her time on routine press requests for information and product or scheduling appointments for press tours. As a more effective use of resources, this is better handled by someone more junior. So although it would appear that we don't have a "full-time" person dedicated to the product, when you add together the team resources dedicated to MS-DOS it adds up to much more than a full-time person.

The current team has seven members working on MS-DOS, and I am attempting to hire another person internally as well. For example, Claire Lematta (account manager) and I (PR manager) are counterparts that oversee the business and provide high-level strategic counsel, planning and media relations for MS-DOS. Carrine (account executive) dedicates one-half of her time to MS-DOS for strategy, planning and project implementation, and I am currently interviewing for a counterpart internally (PR specialist) who will split time equally between MS-DOS and Windows. At the agency, we also had an assistant account executive helping Carrine with MS-DOS part-time, who is being replaced by Leeta Wiley (assistant AE) on a full-time basis over the next couple weeks. Pam Austin (user story coordinator) also dedicates time lining up user stories and sales wins for MS-DOS. Furthermore, whenever we need to pull out the big guns, both Marty and Pam Edstrom provide high-level counsel on MS-DOS as well.

I think that one of the perception problems we are having is that much of the work on MS-DOS goes on behind the scenes. For example, here is a list of activities that we are currently working on for MS-DOS:

- ROM DOS Launch
- APM launch

- o Ongoing work to counter possible IBM/DR DOS announcement
- o Counter work for DR DOS reviews
- o Ongoing work on DOS piracy
- o Researching/lining up sales wins
- o Continuing work on MS-DOS reviews
- o DOS 5.oa preparation
- o Campaign to change use of "DOS" and "DOS 5" to "MS-DOS 5"
- o Handling of ongoing press requests for information, interviews and product
- o Campaign to broaden reach of MS-DOS promotion and reviews to regional publications

>From now on, starting next week, we will provide a bi-weekly status report of all the PR activities for MS-DOS. We spend as much time as possible on strategizing and implementing for DOS because this is most crucial to our efforts. However, we will make a concerted effort from now on to spend extra effort making sure that proposals are well-documented and clearly communicated to management.

As you can see from this, we have a strong team in place, which will be further strengthened in the near future. Please let me know if you have any further questions.

Regards,
Liz

>From bradsi Wed Oct 30 17:26:08 1991
To: martyta w-pamed
Cc: brade lizsi w-clairl
Subject: msdos pr
Date: Wed, 30 Oct 91 18:24:41 PST

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thanks for your help on this.

From: bradsi
To: lizsi; martyta
Cc: brade; w-clairl; w-pamed
Subject: RE: FW: msdos pr
Date: Fri, Nov 1, 1991 10:15AM

Date: Fri, 01 Nov 91 11:11:26 PST

we need one person devoted to and responsible for ms-dos pr. that's not a lot to ask! i would pimp other things -- not windows -- to

make it happen. ms-dos is the company's franchise, accounts for 37% of our income, and is under attack. we have not been on top of the reviews for dr-dos and we need to be. as long as there are 7 people split on ms-dos but no one responsible for it, there is no one brade or I can go to and bad stuff will continue to happen. as a result, much of the burden for guiding and directing pr, thinking things thru ahead of time, falls into my or brade's lap.

| >From martyta Fri Nov 1 08:57:44 1991
| To: bradsi lizsi
| Cc: brade w-clairl w-pamed
| Subject: RE: FW: msdos pr
| Date: Fri Nov 01 09:53:54 PDT 1991
|
| what about Windows? What priority is that?
| Should we take PR resources off Windows and focus
| them on DR DOS?
| >From bradsi Thu Oct 31 21:06:13 1991
| To: lizsi
| Cc: brade martyta w-clairl w-pamed
| Subject: FW: msdos pr
|
| Date: Thu Oct 31 21:05:46 1991
|
| I'm sorry, Liz, but your mail was far from convincing and
| in fact reinforced some of my fears. There may be a number
| of people spending _some_ time on ms-dos but no one really
| focused on it. And it shows -- we have NOT done a good
| job managing the reviews for dr-dos and it's hurting
| us very badly. I think it's very important that we have
| a strong person paying attention to ms-dos as their
| primary responsibility. This is what I expect. We cannot
| afford more reviews like the Byte one.
|
| Thanks for giving this the appropriate attention.
| Priorities #1 2 3 all have to devoted to dr-dos.
| we did a good job getting ready for comdex, but we have not
| done a good job at all with the reviews.
|

From: cricst
To: dosforum; dosmktg
Subject: DR-DOS Defector
Date: Fri, Nov 1, 1991 10:33AM

Date: Thu, 31 Oct 91 22:33:21 PST

Ron Holtz had been pretty active on DR-DOS forum...

| >From toddm Fri Nov 1 09:49:17 1991
| To: dosdev
| Subject: DR-DOS Defector
| Date: Fri Nov 01 09:46:40 PDT 1991
|
| Just received this today on CIS:
|
|
| #: 27244 S1/General

CONFIDENTIAL

MX 5177170
CONFIDENTIAL

MSC 00045796