

nothing more to do until it comes out -- we supplied key information in the form of a two page position paper that offered correct available memory numbers for both MS-DOS and DR DOS, and showed a positive comparison for MS-DOS. In addition, DR DOS is not completely compatible with third-party memory managers, though PC Magazine may not feel that the extra work required to use them with DR DOS is a significant problem -- that's subjective. We also offered numerous times to assist and/or fact check; PC Magazine declined as they almost always do.

Don Willmott, the review editor, is the one who managed the PC Magazine DR DOS 6 review this spring that we reacted so strongly to. He is resistant to sharing information before it is too late for fear we will overreact (and because it is PC Magazine policy). He hinted that:

- DR DOS has some memory management features that MS DOS doesn't (and perhaps shouldn't, given that it has to be a common denominator for so many millions of systems), and they are useful.

- At the same time, MS-DOS 5 clearly gives many people all they need to be satisfied with their memory management.

Again, PC Magazine emphasized that the focus of the article is products like QEMM, 386MAX, and Netroom. MS-DOS and DR DOS were included to address the issue of whether they alone can satisfy the memory needs of some/many/all users. We have been assured that DR DOS does not emerge "squeaky clean" from the evaluation.

In addition to these, we are following up with Infoworld regarding the poor showing of MS-DOS 5 support in their memory management review. We believe they may have used results from an old review, as it took them a whopping 12 minutes to reach a technical support person. We'll update you as we know more.

Earlier mail was sent on the BYTE review which will appear in January and has no reference to DR DOS.

Thanks to Richf for preparing the memory management position paper. We will continue to proactively provide written information and encourage editors/reviewers to let us offer personal assistance in all DR DOS and MS-DOS reviews and articles.

Carrine

From: w-lects  
To: adamt; bradg; joak; randym; richba; richf; rust; sergiop  
Cc: bradci; lizsi; lorisi; w-carrin; w-clairf; w-lects; w-wendyg  
Subject: MS-DOS PR Status Report - W/E 12/20 (long mail)  
Date: Mon, Dec 23, 1991 2:21PM

Date: Mon Dec 23 14:13:39 1991

MS-DOS PR Status Report  
Week Ending December 20

Accomplishments:

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PLAINTIFF'S  
EXHIBIT  
620  
A. No. 2:96CV645E

Plaintiff's Exhibit  
7637  
Comes V. Microsoft

MS-PCA 1179829  
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- o APM/ROM DOS Announcement  
Met with product marketing 12/19 to give general update, review press materials, etc. Received input on press materials; working to publish new versions this week. Received buy-off from product marketing on letterhead. Next meeting set for Jan 8 to review presentation and Q&A. Continued contact of OEMs for quotes, including new leads from Dell and Everex. Contacted all target editors and confirmed appointments with 75% of them; coordinated logistics for tour. IN PROCESS.
- o MS-DOS Ongoing Plan  
Incorporated marketing feedback into MS-DOS plan. Held additional brainstorming session to further identify "derail DR DOS" ideas. Reviewed key items of plan in person with Chase. Need additional meeting, to be held Jan 8. IN PROCESS.
- o Memory Management Utility Stories  
Talked to Jim Lauderbach of PC Week Labs regarding their memory management round-up for Dec 23. It will be neutral - DR DOS is not included. Sent mail to MS-DOS marketing team summarizing expectations for BYTE, PC Magazine. DONE.
- o MS-DOS Press Tour Action Items  
Performed basic research and drafted memo regarding results from our anti-DR campaign. Continued work on trip reports. IN PROCESS.
- o MS-DOS Usage Letter  
This needs to be discussed further, in Jan 8 meeting. IN PROCESS.
- o XXCAL Results  
Identify appropriate list of editors. Hand write notes and distribute. IN PROCESS.
- o Editorial Contact
  - InfoWorld - Robert Cringely  
Wrote/coordinated response to Cringely on alleged MS-DOS 5 model 90 problem. On Friday, left a message for him on result - just need to include "DOS-HIGH." Recommended that Chase follow up his earlier mail with the same message, which he did. DONE.
  - InfoWorld - Rafe Needleman  
Sent mail and talked to Rafe regarding poor showing on MS-DOS PSS number. He claims the calls were made recently and that it is all documented. PR to follow up with Tracey Capen after Jan 1. IN PROCESS.

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Goals for Week Ending December 27:

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NOTE: Liz, Claire and Carrie are on vacation this week. Lecta will be out Dec 25 - 27. If emergency, contact Carrie at home at (303) 297-7316.

- o APM/ROM DOS Announcement  
ACTION: Revise press materials per product marketing's input and distribute via email. Continue to gather OEM quotes for ROM DOS release. Finalize press tour schedule and nail down logistics. Coordinate Jan 8 meeting to review presentation and Q&A.
- o MS-DOS Ongoing PR Plan  
ACTION: Coordinate meeting on Jan 8 for further discussion of plan.

From: cathy1  
To: brade  
Cc: kathryn1  
Subject: DOS hacker pubs  
Date: Fri, Feb 1, 1991 1:41PM

Date: Fri Feb 01 13:40:09 PDT 1991

Yes, these publications are worth the extra effort.

Hackers are IEUs- not, of course in a corporate sense, but they do like to share information; we think they will spread the good news about DOS 5. So by targeting hacker pubs, you gain customers through the old "trickle down" effect.

Rather than spread our bandwidth too thin on initial DOS 5 announce efforts, we recommend targeting hacker pubs as part of an "ongoing" DOS 5 pr effort.

Tactic:

- I. Announcement  
send hacker publications the standard "it's here" press kit w/ eval copy. Follow with phone contact. Press visit not necessary.
- II. Ongoing  
build relationships with hacker pub editors by feeding them interesting tip 's tricks, and user stories.  
our efforts overall will have to be creative/techie.  
ideally, we would be able to place a regular "DOS Q & A" column in one or more of the pubs.

A decision on whether to proceed full force doesn't have to come until we work on a formal ongoing DOS 5 pr plan- but your feedback is welcome.

Cathy

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From: ericst  
To: brade

MSC 00045496

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