

**To:** Jeffrey Epstein[jeevacation@gmail.com]  
**From:** Steven Sinofsky  
**Sent:** Sun 6/9/2013 5:41:20 PM  
**Subject:** next

So what should I do about PR stuff once we sign. While one school of thought says they won't do anything that is highly unlikely since they will get calls and have to say something. They will officially no comment but then while on the phone set a tone for the story as best they can.

Two things occur to me:

- Steve is a guy that thinks he can use the press but gets confused. He is currently driving a big reorg and doing most of that through the press first--many senior people know less than they are telling the NY Times and Bloomberg (a good indication of talking to the press is that these stories were almost the same)  
<http://www.bloomberg.com/news/2013-06-03/microsoft-s-ballmer-said-to-plan-broad-restructuring.html> and <http://bits.blogs.nytimes.com/2013/06/03/microsoft-weighs-restructuring/>
- Brad can be influenced to at least speak to PR and tell them how to handle. Right now for example, this whole NSA PRISM thing makes me want to go be a whistleblower since everyone is being less than forthright. It seems like Jay could talk to brad and politely / indirectly remind him that we know MS went to the press and how they did back in November. And that two can do this, I just didn't last time -- would be awful if folks found out steve organizes to prevent succession planning, for example.

Steve has a lot going on. He is getting board approval for the reorg which is really all driven by financial reporting stuff -- he really wants to obscure reporting (BING, Phone, XBOX) Or one could be generous and say he wants to manage the business differently and thinks that people follow the money when they build products (odd). Wants to buy a phone company too.

Are we sure people like Apple will read the agreement and not worry? Hard to work for someone if there is a perception you can't say "things" about competitors...just jittery about that. SORRY!

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