
From: Jeffrey Epstein <jeevacation@gmail.com>
Sent: Sunday, June 9, 2013 6:00 PM
To: Steven Sinofsky
Subject: Re: next

the board meeting on tues will be very difficult for steve= you are in a good position, relax.

On Sun, Jun 9, 2013 at =:41 PM, Steven Sinofsky <steven.sinofsky@msn.com> wrote:

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

Two things occur to me:

* Steve is a guy that thinks he can use the press but gets confused. =e is currently driving a big reorg and doing most of that through the pres= first--many senior people know less than they are telling the NY Times an= Bloomberg (a good indication of talking to the press is that these storie= were almost the same)
<http://www.bloomberg.com/news/2013-06-03/microsoft-s-ballmer-said-to-plan-broad-restructuring.html>
<<http://www.bloomberg.com/news/2013-06-03/microsoft-s-ballmer-said-to-plan-broad-r=structuring.html>> and
<http://bits.blogs.nytimes.com/2013/06/03/microsoft-weighs-restructuring/>
<<http://bits.blogs.nytimes.com/2013/06/03/microsoft-weighs-re=tructuring/>>

* Brad can be influenced to at least speak to PR and tell them how to han=le. Right now for example, this whole NSA PRISM thing makes me want to =o be a whistleblower since everyone is being less than forthright. It s=ems like Jay could talk to brad and politely / indirectly remind him that =e 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 fo=nd out steve organizes to prevent succession planning, for example.

Steve has a lot going on. He is getting board ap=roval for the reorg which is really all driven by financial reporting stuf= -- he really wants to obscure reporting (BING, Phone, XBOX) Or one cou=d be generous and say he wants to manage the business differently and thin=s 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 an= not worry? Hard to work for someone if there is a perception you can	t say "things" about competitors...just jittery about that. SOR=Y!

Sent from Windows Mail on Surface RT

<http://blog.learningbyshipping.com> <<http://blog.learningbyshipping.com>> | @stevesi

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