# Draft: The News Agenda - Week of July 23, 2023

## === Microsoft Confidential ===

Below are key news announcements that Communications is prioritizing for the week ahead, as well as potential coverage flags. For further information on any planned activity, please reach out directly to the contacts listed. Additional questions, updates, or feedback? Please reach out to [gnchelp@microsoft.com](mailto:gnchelp@microsoft.com).

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| **Top News & Announcements** |
| **Monday, July 24QA Top News 1Proactive outreach opportunity**  QA Top News 1  Contact: [Jacob Coartney](mailto:v-jacobc@microsoft.com) |
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| **Wednesday, July 26 - Friday, July 28QA Top News 2Reactive response only**  QA Top News 2  Contact: [Karla Dalorzo Vargas](mailto:v-karlada@microsoft.com) |
| **Additional News & Announcements** |
| **Tuesday, July 25 - Thursday, July 27QA Test Tier 2 BReactive response only**  QA Test Tier 2 B  Contact: [Mitchel Goben](mailto:v-mgoben) |
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| **Tuesday, July 25QA Test Tier 2 AReactive response only**  QA Test Tier 2 A  Contact: [Witman Diaz Espinoza](mailto:v-widiaz@microsoft.com) |
| **Expected Coverage** |
| **Tuesday, July 25QA Others Expected Coverage 2Do not comment**  QA Others Expected Coverage 2  Contact: [Corrie Tonge](mailto:v-cotong@microsoft.com) |
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| **Thursday, July 27 - Friday, July 28QA Expected Coverage 1Do not comment**  QA Others Expected Coverage  Contact: [Karla Dalorzo Vargas](mailto:v-karlada@microsoft.com) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **@Microsoft Brand Social** | |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  |  |  | | |
| ​7/23 - 7/27​   * Tech News | What’s New for Microsoft Teams Rooms and Teams Meetings at InfoComm 2023 | Twitter, LinkedIn * Customer Success | ‘The last frontier of disruption’: With its new AI chatbot, EY teams seek to take the pain out of payroll questions | Twitter, LinkedIn * Education | How to enhance reading instruction: a guide to Immersive Reader for educators | Twitter, LinkedIn * Customer Success | America needs a sustainable blood supply. Mixed reality may entice a new generation of donors | Twitter, LinkedIn * Tech News | Microsoft Security innovations to expand multicloud protection | Twitter, LinkedIn * Social Good, Tech News | Microsoft Teams and Breakthru can support wellbeing at work | Twitter, LinkedIn |
| **Microsoft Home Page** |
| **Primary Feature Content**​  7/16   * Save up to 75% on Xbox and PC games. Reach new realms with hot deals on select titles. Hurry—Ultimate Game Sale ends 7/31. Shop Xbox games. Shop PC games (2 CTAs) * Save $350 on select Surface Pro 9. On campus and off, Surface Pro 9 with Windows 11 gives you the tablet flexibility you want, and the laptop performance and battery you need to stay ahead of the class. Shop Surface Pro 9.     7/17   * Save $350 on select Surface Pro 9. On campus and off, Surface Pro 9 with Windows 11 gives you the tablet flexibility you want, and the laptop performance and battery you need to stay ahead of the class. Shop Surface Pro 9 * $400 off select Surface Laptop 5. Study smarter with Surface Laptop 5, the beautiful Windows 11 touchscreen laptop that boasts more multitasking speed and battery life for real life. Now in bold, new colors. Offer ends 7/30. Shop Surface Laptop 5   7/18   * Stream Microsoft Inspire now. Don't miss a minute—tune in to get expert advice to help take your business, AI innovation, and customer success to the next level. Join event now * $400 off select Surface Laptop 5. Study smarter with Surface Laptop 5, the beautiful Windows 11 touchscreen laptop that boasts more multitasking speed and battery life for real life. Now in bold, new colors. Offer ends 7/30. Shop Surface Laptop 5   7/19 – 7/20   * Save $350 on select Surface Pro 9. On campus and off, Surface Pro 9 with Windows 11 gives you the tablet flexibility you want, and the laptop performance and battery you need to stay ahead of the class. Shop Surface Pro 9 * Harnessing AI breakthroughs for humanity. Experts weigh the transformative nature of GPT-4, reflecting on potential safeguards and exploring future uses in thought-provoking essays. Read the essays   7/21 – 7/22   * Save $350 on select Surface Pro 9. On campus and off, Surface Pro 9 with Windows 11 gives you the tablet flexibility you want, and the laptop performance and battery you need to stay ahead of the class. Shop Surface Pro 9 * $400 off select Surface Laptop 5. Study smarter with Surface Laptop 5, the beautiful Windows 11 touchscreen laptop that boasts more multitasking speed and battery life for real life. Now in bold, new colors. Offer ends 7/30. Shop Surface Laptop 5 |
| **Global News Horizon** |
| **Wednesday, August 2**  **QA Test GNH 1** |
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| **Thursday, August 3**  **QA Test GNH 2** |