

Holt leaves post at AC Nielsen for the top PR position at Whirlpool

By Craig McGuire

BENTON HARBOR, MI: Home appliance giant Whirlpool has lured industry veteran Barry Holt away from AC Nielsen to run its PR.

Holt, who joins the company as VP of global communications, will report directly to chairman and CEO David Whitwam. He has been charged with heading internal



Holt... heads global PR network

and financial communications, as well as with amplifying the company's image and managing Whirlpool's global network of communications pros.

"Barry's expertise will clearly support our company's global business strategies," said Whitwam.

Given the extent of Whirlpool's holdings – scores of manufacturing operations and

marketing programs throughout North and South America, Europe and Asia – and its reputation for being somewhat slow on its feet when it comes to PR, Holt would seem to have his work cut out for him. Nonetheless, he is enthusiastic.

"For someone who has been around as long as I have, this seemed a perfect next move for me," said Holt. "The biggest

challenge will be coordinating the large global network."

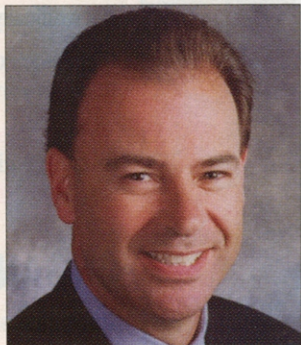
Trained as a journalist at Michigan State, Holt said he "learned the business from the ground up" at Burson-Marsteller. He then jumped to the client side, holding corporate PR posts at Pepsi-Cola International and Phillip Morris. He joined AC Nielsen in 1996.

Former C&W exec lured back to agency life

By Craig McGuire

EAST RUTHERFORD, NJ: John Frew, who departed Cohn & Wolfe eight months ago during an overhaul of the firm's executive hierarchy (*PRWeek*, Sept. 20, 1999), has resurfaced at The MWW Group.

Frew, formerly C&W's New York vice chairman, has just finalized a new contract at MWW as COO and national director of client services. In his new position, he will be involved in everything from



Frew... now with MWW

administration to direct client oversight.

Frew left C&W last year during a reorganization that also saw the departures of Los Angeles CEO Chris Wildermuth and Atlanta vice chairman Jim Overstreet. Overstreet eventually joined Bob Cohn – the "C" in C&W – at Atlanta-based marketing firm 360, while Wildermuth became the first director of corporate communications at tech vendor JNI Corp. in San Diego.

Frew said that after spending 19 years in the PR industry (including 11 years at C&W), he needed a break from the action. "I did some consulting and got my handicap down," he said, adding that he flirted with the idea of starting a sports and special-events firm. "I wasn't about to go into another agency," he said, but a meeting with MWW president and CEO Michael Kempner convinced him to return to the agency fray.

Though MWW is one of the fastest-growing independent agencies (reporting 57% growth last year), it trails C&W in terms of size and clout. Frew, however, praised MWW's decision-making structure, which he described as less bureaucratic than most agencies.

"It's so refreshing," he said. "If I have an idea, I can just walk into Michael's office with it. Good, bad – it doesn't matter. You know very quickly where you stand."

BW, PRN move to expand Internet-based monitoring services

By Craig McGuire

NEW YORK: Business Wire and PR Newswire, the two rivals dominating news-release distribution, are continuing to make inroads into the Internet-based monitoring business.

Business Wire and Medialink Worldwide inked a distribution deal earlier this month to offer BW clients a 36-hour pass to Medialink's NewsIQ Internet-based monitoring ser-



Tamraz... Business Wire COO

vice. The package was developed exclusively for BW clients.

"This 36-hour pass will provide our members with a window of opportunity that covers an entire standard TV news cycle," said BW COO Cathy Baron Tamraz. "It will enable them to initiate coverage immediately after transmission of a news release and track that coverage for an entire standard news cycle."

The deal marks the first formal BW/Medialink agreement since last year's launch of Newstream.com, an Internet news distribution service targeting online journalists.

PR Newswire, which established a presence in the Internet monitoring business via its purchase of eWatch from Wavo Corp. in January (*PRWeek*, Jan. 31), has announced plans to unveil expanded monitoring features

later this month. The enhancements include information on what type of media and specifically which journalists (providing that they allow their identities to be unclocked) are viewing news releases.

"It will allow PR and IR pros to gain understanding of the number of people viewing the releases both in the media and consumer areas," said PR Newswire spokeswoman Renu Aldrich.