



Looking... Northwestern plans to replace one vet with another

Northwestern scours industry to fill vacant director slot at Medill School

By Craig McGuire

EVANSTON, IL: Northwestern University, whose communications programs are considered among the best in the nation, has quietly started searching for a new director for its Medill School of Journalism's department of integrated marketing communications (IMC).

Current director Kurt Stocker announced earlier this month that he will step down at the end of the fall semester. Stocker plans to move to Florida, where he will pursue consulting opportunities and collaborate on a book on crisis management with IMC department chairman Clarke Caywood. Before landing at Northwestern, Stocker held high-ranking communications posts at Continental Bank (now Bank of America) and Hill & Knowlton.

Caywood said the school will scour all sectors of the PR pro-

fession to find a top-notch replacement. "By replacing one industry person with another, we'll show that we plan to remain closely allied with industry practices," he promised.

Caywood added that he will begin advertising the position soon. Interviews will be conducted throughout the spring and summer, and, ideally, Stocker's eventual successor will be named by the start of the fall semester.

The search comes at a time when Northwestern is busy constructing a facility to house the Medill School. Funded by a \$20 million grant from the Robert R. McCormick Tribune Foundation, the building will include advanced Internet and database technology capabilities as well as a floor dedicated to the communications department. Omnicom has pitched in \$500,000 to outfit what is being described as a "smart classroom."



Lights, camera, action... Newstream.com set to launch tomorrow

Newstream.com debuts, 6,000 journo's signed on

By Craig McGuire

NEW YORK: Business Wire and Medialink are finally ready to pull back the curtain on their Newstream.com Internet portal.

The site is set for its full-fledged online debut tomorrow, though it initially launched in late October for registration purposes only. To date, 6,000 journalists have signed up for the service.

Tomorrow's unveiling marks the debut of the site's promised multimedia content. "Corporate communications departments invest substantial resources creating these multimedia pieces, which end up on someone's shelf," said Business Wire PR manager Daniel Savio. "We're giving this content new life by providing a place where online journalists can access it."

The fully functional site will offer streaming video and audio, live webcasts, photos, press releases, financial information and other corporate

content. Among the sectors to be prominently featured are technology, healthcare, business and world/government news.

While journalists can access the Newstream.com archives for free, companies and organizations will be required to pay if they want their information included. The pricing structure starts at \$995 for text plus one multimedia element (such as a logo) for a six-month placement. Each extra multimedia element costs an additional \$200.

Savio added that Business Wire and Medialink will also be generating monitoring reports. "These will show not only which media organizations are visiting the site, but exactly what they are looking at when they do," he said.

To gain access to the newstream.com archives, online journalists need only register at the site. Multimedia content is available in a variety of "Web-ready" formats, including GIF, JPGs and streaming video.

Lexis finds a partner in Press Access

By Craig McGuire

DAYTON, OH: Looking for a partner to help it penetrate the PR industry, online data provider Lexis-Nexis acquired Press Access last week for \$28 million.

With Lexis-Nexis paying the bills now, Press Access has the cash and resources to build up its Web-based applications, while integrating valuable Lexis-Nexis content into its products.

New Press Access features will include expansion of coverage (the vendor currently only focuses on technology, healthcare and financial publications); enterprise-wide information solutions; and analysis of media coverage leveraging indexing and metadata.



Nemrow... sold Press Access

For some time, Lexis-Nexis has been seeking partners to help leverage its content - at last count its searchable databases numbered over 2.5 billion documents.

"Taking our content and their front-end, we plan to begin introducing new prod-

ucts within the next six months," said Don Thibau, VP of business development at Lexis-Nexis.

A private company based in Boston with sales posts in Los Angeles, San Francisco and Chicago, Press Access has been looking for a cash infusion all year.

"Not only does this give us access to that capital, we are now part of Lexis-Nexis, which includes a sales force of over 500," said Rochelle Nemrow, Press Access' co-founder and VP of product strategy.

Meanwhile, cross-marketing schemes will give Press Access a crack at the tens of thousands of PR pros that use Lexis-Nexis services, said Thibau.