

in this issue

- Mary's Letter 2
- Around the Firm 2
- Employee Profile 3
- PR 101 3
- Just For Fun 4

Communiqué



News and Notes from Around the Firm

Georgia-Pacific Promotes Safe Driving To Teens Through NASCAR Sponsorship

Georgia-Pacific recently dropped the green flag on its second season of promoting safe driving to teens through a unique



Kyle Petty speaks to students at a Teen Safety 500 event in Southern California on April 24.

public awareness program dubbed the Teen Safety 500.

Georgia-Pacific is taking the program to eight cities across the country this year to stress the importance of safe and responsible

driving practices to teen-agers.

Teen Safety 500 events have been held in Columbia, S.C., Dallas and Fontana, Calif., with additional events scheduled for later this year in Boston, Kansas City, Atlanta and Miami.

Hayslett Sorrel has been working with Georgia-Pacific to generate national media coverage for the Teen Safety 500 events and arrange interviews for Georgia-Pacific NASCAR drivers.

Two high schools in each location are selected to participate in the Teen Safety 500.

Students are asked to sign a safe-driving pledge and can register online at www.gp.com to win prizes for themselves and their school.

Each participating school receives a contribution from Georgia-Pacific,

and one lucky student will win the grand prize – a \$1,000 gift card courtesy of Best Buy.

For more information about the Georgia-Pacific Teen Safety 500, visit www.gp.com.



The No. 44 Georgia-Pacific/Petty Dodge appears at a Teen Safety 500 event in Dallas.

New HS Service Helps Organizations Communicate More Effectively Online

Almost every company has a Web site these days, yet so many sites fall short when it comes to meeting what should be any site's chief objective – communicating with key audiences.

That's why Hayslett Sorrel created a new service aimed at helping companies improve their Web sites in an efficient, cost-effective manner.

WebCheck is a unique process in which our senior PR practitioners analyze an organization or company Web site from a PR/marketing point of view. The purpose is to identify the pitfalls that many sites fall into and improve the overall quality of the site.

At the end of a review, which typically takes one day to complete, the client receives a detailed report replete with observations and actionable recommendations.

"If you helped create your company's site or work with the site regularly, you become immune to problems or glitches that might be abundantly clear to an external visitor," said Charlie Hayslett. "Our new service gives you an objective review, and then provides recommendations based on our collective years of communication experience and research into Web-site best practices."

For more information on WebCheck, contact Thad Slaton at tslaton@hayslettsorrel.com or 770-522-8855 ext. 231.

Hayslett Sorrel
50 Glenlake Pkwy.
Suite 430
Atlanta, GA 30328
770.522.8855 p
770.522.8898 f
www.hayslettsorrel.com

HS5 • Spring 2002

PR vs. Advertising: What's Best for You?



You've likely read lately of the trend that advertising is on the decline while PR is on the rise. Is this true? Or is it just a notion put forth by some academician who wanted to write a book on the subject?

The answer is probably a little bit of both. Compared to PR, the advertising industry generates more revenue, gets more press, wins more awards and is more widely popular and recognized. We can all remember our favorite advertising campaigns, but who truly remembers PR campaigns without at least a little prodding?

While advertising is frequently more effective in creating a buzz about a product, Al Reis, author of eight books on branding, advertising and PR, points out that "the goal of traditional advertising is not to make the product famous, but to make the advertising famous." Reis notes that while many advertising campaigns such as "Got Milk" and Budweiser's "Wassup" were enormously popular and won accolades, they did not boost sales of the products.

Now PR has its drawbacks as well. You can't control the content or timing, and you can't control the appearance of your message, as you can with advertising.

But there's one area where PR distinguishes itself from advertising – credibility. No matter how creative the ad, there's always the issue of credibility, or lack thereof. Research over and over again shows that people are far more apt to believe what they read in newspapers or magazines or see on television.

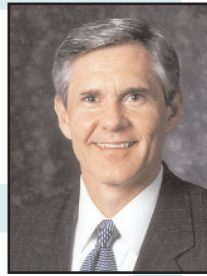
Is advertising on the decline? I don't know.

Perhaps a better question to ask is, "Which medium (or mix of media) is best suited to help you accomplish your goals?"

— Mary Sorrel

Bill Stephens Joins Hayslett Sorrel

Bill Stephens, a veteran communications professional with expertise in public relations and corporate communications, has joined Hayslett Sorrel as vice president.



Bill comes to Hayslett Sorrel from Stephens and Associates, where he served as president of

his own firm specializing in communications, business development and public relations services. Bill also has significant business, community and political experience, having spent more than a decade in the banking industry prior to serving as director of communications for former Georgia Governor and current U.S. Sen. Zell Miller during Miller's first term as governor.

Bill is currently serving his second term as a Georgia state senator. He has a bachelor's degree from the University of Georgia and an MBA from Georgia State University.

Hayslett Sorrel Adds Newnan Hospital to List of Clients

Hayslett Sorrel has added Newnan Hospital of Newnan, Ga., to our growing list of clients. Providing quality medical care

for more than 77 years, Newnan Hospital is a community focused, not-for-profit institution serving the people of Coweta County and surrounding areas.

Newnan Hospital is planning a new, state-of-the-art physical plant, and Hayslett Sorrel is working with the hospital to develop opportunities to share its unique story of providing the highest quality healthcare in its service area.

Financial Planning Association Hires Hayslett Sorrel for PR Counsel

Hayslett Sorrel has been hired by the Financial Planning Association (FPA) to serve as PR counsel.

FPA, the nationwide membership organization for the financial planning community, retained Hayslett Sorrel to provide strategic communications counsel and assist in media relations and other efforts to position the organization.

FPA was created in 2000 when the Institute of Certified Financial Planners (ICFP) and the International Association for Financial Planning (IAFP) joined forces to form one unified organization. FPA membership includes nearly 30,000 financial planners, allied professionals and organizations committed to advancing the financial planning profession.

Visit our new client online at www.fpanet.org.

Communiqué is written entirely by Hayslett Sorrel staff and published as a service to our clients. We appreciate your comments, suggestions and ideas about the newsletter. Please e-mail your input to mcheckoway@hayslettsorrel.com or visit www.hayslettsorrel.com.





the Case for Speechwriting

by Robert Byrd

For those who work in corporate communications, it may be the most dreaded statement a senior executive can utter:

“I don’t need a speech or anything. I’ll just use a few talking points.”

The fact is, there aren’t many people on the planet who can hold four or five phrases on a sheet of paper and deliver a coherent, logical, impactful presentation. Even the brightest executive is hard pressed to look down at her notes, see “SECOND QTR KEY” and come up with language that will motivate her employees to meaningful action to spur spring sales.

For some reason, too many executives seem to believe that going to the podium prepared is a

sign of weakness. This is, to put it bluntly, absurd. The spoken word is the most powerful weapon in a leader’s motivational arsenal, and great leaders know what they are going to say before they say it. King spoke from a text. Kennedy and Churchill spoke from a text. What makes your average senior VP think he’s better at delivering a message than them?

Even in today’s high-tech business world, no less an authority than Bill Gates has said there are some messages so important that CEOs must deliver them face-to-face. And that’s where speechwriting comes in – not to make a sales VP sound like Jesse Jackson, but to make sure the message is

delivered on target.

The key to speechwriting, especially in the corporate setting, isn’t flowery rhetoric or clever jokes. It’s communications strategy – treating an executive talk as you would any other marketing opportunity. Who is the audience? Why are we talking to them? What do they believe? What do we want them to believe? And importantly, what do we want them to do?

Answer those questions, and the speech – in the hands of any competent writer – begins to script itself. Ignore those questions, and you are likely to wind up with a lame joke at the beginning, “thank you very much” at the end, and precious little impact in between.

Profile

Michael Checkoway

Michael Checkoway’s route to Hayslett Sorrel was circuitous to say the least. Having gone to high school in Boston, graduated from college in Oregon, and spent time in Los Angeles and Florida, Michael has

covered the United States from East to West and North to South.

He came to Hayslett Sorrel after working as a journalist, private

investigator, anti-hunger crusader and golf tournament director.

Now an eight-year resident of Atlanta and 2 1/2 year veteran of Hayslett Sorrel, Michael uses his journalism background and communication skills to attract media coverage for a variety of consumer-related clients.

In recent years, Michael has become obsessed with traveling and is on a quest to accumulate as many frequent flier miles as possible.

When he’s not crafting press releases or harassing the media to write about his clients, Michael can usually be found on the golf course, assuming he can pry himself away from yet another Seinfeld re-run.



Michael hangs out on the Rialto Bridge overlooking Venice’s Grand Canal during a trip to Italy.



