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Communique'



News and Notes from Around the Firm

Britney Spears Joins Rally Against Cancer for Hayslett Sorrel Client

Britney Spears was in Baton Rouge on March 2 to host The Rally Against

event in conjunction with Ardent Health Services and the Britney Spears Foundation.

national and local media including outlets such as Entertainment Tonight, Inside Edition, Access Hollywood and People Magazine.



Britney Spears speaks to the crowd at The Rally Against Cancer at Summit Hospital in Baton Rouge.

Cancer at Summit Hospital. The event was designed to promote cancer awareness and the need for early detection screenings as an important prevention tool. Hayslett Sorrel organized the

Spears was joined by her parents, older brother Bryan and younger sister Jamie Lynn. Like many families, the Spears family has been personally touched by cancer. Spears' grandmother died from the disease, and she has an aunt who is undergoing treatment for ovarian cancer.

More than 1,000 people attended the event and received free information and colon-screening kits, signed up for prostate screenings and registered to win free mammograms.

The event attracted extensive



Young fans wait to get a glimpse of Britney Spears at The Rally Against Cancer.

Mary Sorrel, Co-Founder of Hayslett Sorrel, Leaves Firm

Mary Sorrel, co-founder and president of Hayslett Sorrel, left the firm, effective April 30, to devote more time to her family.

Mary co-founded the firm with Charlie Hayslett in October 1994. In just over eight years, Hayslett Sorrel has become one of Atlanta's leading communications and event management firms, and was

the top Atlanta agency winner at last fall's IABC and PRSA awards celebrations.

"I'm very sad to be leaving the firm, but I'm at a point in my life where I want to focus my full attention on my family," said Mary. "I've enjoyed working with Charlie, our team and our clients, and not a day will go by that I won't miss them."

"Mary has been a great

partner and has played a critical role in the growth and success of the firm over the past eight years," said Charlie. "We absolutely respect her need to spend more time with her family right now, but she will be sorely missed by her friends and colleagues here at Hayslett Sorrel. We wish her –

(See **A Sad Goodbye**, pg. 4)

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Promina Joins Hayslett Sorrel Client List

Hayslett Sorrel recently added PROMINA to our expanding health-care practice. PROMINA is Georgia's largest not-for-profit health system, comprised of 2,300 metro Atlanta physicians, DeKalb Medical Center, Gwinnett Medical Center, Southern Regional Medical Center, Decatur Hospital, Joan Glancy Memorial Hospital and South DeKalb Hospital (under development).

Hayslett Sorrel will provide PROMINA with public relations services, including community relations, media relations, internal communications, event management, crisis management and public affairs support.

Hayslett Sorrel Client NIIT Acquires CognitiveArts

Continuing its growth in the e-learning market, global training leader and Hayslett Sorrel client NIIT announced in February that it has acquired CognitiveArts, a Chicago-area company that designs simulation-based training for Fortune 500 companies such as Wal-Mart, Sears and Walgreens.

NIIT operates in 44 countries and is ranked by International Data Corp. among the top 15 training providers globally. Hayslett Sorrel handles media relations and other PR activities for NIIT's Atlanta-based U.S. operations and for CognitiveArts. Visit NIIT at www.ksb.niit.com.

Thad Slaton Serving as Finance Director of IABC Atlanta Chapter in 2003

Hayslett Sorrel Director of Client Service Thad Slaton is serving as finance director for the Atlanta Chapter of the International Association of Business Communicators. IABC-Atlanta comprises more than 250 local communications professionals, both on the corporate and agency side of the business.

Hayslett Sorrel Director of Client Service Johanna Blood served as IABC-Atlanta president in 2002.



InterContinental Hotels Group Presents 2003 Plans to Strategic Alliances and Marketing Partners

InterContinental Hotels Group (ICHG), owner and franchisor of such renowned hotel brands as InterContinental, Crowne Plaza, Holiday Inn, Holiday Inn Express and Staybridge Suites hotels, recently unveiled its 2003 marketing plans to its strategic alliance and marketing partners.

The group of more than 60 people, representing airlines, rental car companies, credit card companies and other ICHG partners from around the world, met at the Presidente InterContinental Hotel in Los Cabos, Mexico, to hear the individual hotel brands outline their strategic plans for 2003. Several partners came from as far away as Japan.

"Our partner marketing and strategic alliance conference is a great opportunity to facilitate relationships with our business partners, while giving them the opportunity to learn about our brands," said

Mary Dogan, director, partnership marketing.

Hayslett Sorrel coordinated and staged the conference and its related events for ICHG.



Attendees of InterContinental Hotels Group Conference in Los Cabos enjoy a sunset dinner overlooking the Sea of Cortez.

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



PR: how not to do it

by Robert Byrd

In recent months, two of Georgia's notable institutions have found themselves in PR predicaments not entirely the fault of others – the University of Georgia and Augusta National Golf Club.

Without getting into whether Augusta should recruit women or how UGA should run its basketball program, it is evident that the controversies didn't have to play out as they did. In both cases, proud institutions wound up looking defensive and arrogant.

At UGA, President Michael Adams was in a particular pickle – an admired member of the Knight Commission, a leading voice for cleaning up college athletics, facing scandal at his own school. Adams' decision to end Georgia's basketball season may well prove the right one; the school is now moving

forward with a respected new coach. But how he communicated his decision – or, in some cases, didn't – spoke volumes, and violated a number of the commandments of PR.

President Adams didn't speak with Georgia's players before canceling their season. (Thou shalt deliver bad news yourself.) When players went to his home, the police were called. (Don't appear defensive.) When he finally appeared, he stood before the white-columned mansion and told his student-athletes, some from modest backgrounds, "We're all suffering." (Show some sensitivity.)

For days afterward, Adams failed to acknowledge that, by all accounts, hiring tainted coach Jim Harrick was his idea. (Accept responsibility. Show contrition.) It

was a surprising performance from an accomplished academician whose doctorate is in political communication.

In Augusta, club chairman Hootie Johnson started the firefight over women members by issuing a Khrushchevian public response – "Not at the point of a bayonet" – to a routine form letter from an obscure activist asking the club to reconsider its admissions policies. (Thou shalt not go nuclear.) Then the club, famous for its ban on discussing membership policy, spent the winter discussing its membership policy, complete with explanations from the club's PR counselor. (Be consistent. Don't hide behind flacks.)

At this point, a word of disclosure: I am a proud alumnus of UGA and a

(See PR 101 on pg. 4)

Profile

Janet Moitoza

Janet Moitoza is not one to take the road less traveled. In fact, on the road is where you'll likely find Janet most of the time.

Coordinating award-winning events for a number of Hayslett Sorrel clients, Janet spends more time traveling than most airline pilots.

She joined Hayslett Sorrel upon graduating from the University of Georgia in 1997. Even prior to coming to Hayslett Sorrel, though, Janet has been on the road. A self-proclaimed military brat, Janet has lived in Nebraska, Texas, Rhode Island, New York, Virginia and Germany.

When not traveling for work, Janet enjoys traveling for pleasure. Her quest to find the world's greatest beaches

has taken her to Italy, Thailand and Croatia. Janet just returned from a trip to Japan and Thailand where she toured the countries and also found time to hit the beach.

On rare occasions when she does find herself at home, Janet enjoys working out, spending time with friends and packing for her next trip.



Janet's trip to Thailand gave her yet another reason to hit the beach.

