



Communiqué



in this issue

- Client News 1
- Charlie's Letter 2
- Around the Firm 2
- Employee Profile 3
- Just For Fun 4

News and Notes from Around the Firm

Hayslett Sorrel, Coneman Teach Work Zone Safety at ATSSA Convention in Dallas

Hayslett Sorrel and Coneman, the Georgia Department of Transportation's Work Zone Safety mascot, recently participated in a workshop entitled "Diverse Work Zone Campaigns" at the American Traffic Safety Services Association's Convention and Traffic Expo in Dallas.

While Kackie Gilbert and Lindsey Miller conducted the workshop, Coneman was in attendance to generate excitement and showcase Georgia's award-winning Work Zone Safety campaign.

Hayslett Sorrel worked with GDOT to create a comprehensive Work Zone Safety campaign featuring Coneman as its mascot.

GDOT's campaign ultimately led to a 57 percent reduction in work zone fatalities over a six-month period and received several awards from national organizations such as ATSSA for its creativity and effectiveness.

For more information about GDOT's Work Zone Safety campaign, visit www.dot.state.ga.us.



Coneman attended the ATSSA Convention in Dallas.

client news

DeKalb Medical Center, Lipton Iced Tea and America Online

DeKalb Medical Center Wins Right to Build New Hospital in South DeKalb

The Georgia Division of Health Planning recently approved DeKalb Medical Center's application to build the first full-service hospital in Atlanta's south DeKalb County.

Hayslett Sorrel worked with DeKalb Medical Center for the past several months assisting

the organization in its attempt to win state approval. Not-for-profit DeKalb Medical Center beat out its competitor Tenet Healthcare Corp. for the right to build the new hospital.

Groundbreaking for the 100-bed hospital is expected to occur by mid-April, with an opening scheduled for 2005.

The new hospital will offer general inpatient medical care, inpatient and outpatient surgery, emergency services, maternity services including a neonatal intensive care unit, and an adult intensive care unit.

DeKalb Medical Center first proposed a hospital in south DeKalb in 1986, but the state did not grant approval at that time.

Hayslett Sorrel provided strategic counsel, consumer

research, public relations, advertising, direct mail and media relations support for the project.

Lipton Iced Tea and America Online Paint the Town Yellow

Hayslett Sorrel recently managed the fulfillment of Lipton Iced Tea's Paint the Town Yellow sweepstakes, co-sponsored by America Online. Hayslett Sorrel created personalized prize packages for the five winners, selected randomly from more than 25,000 entries. Winners received a complimentary night on the town, including dinner for four, limo service and entertainment, in cities such as Chicago, Seattle, San Francisco and Indianapolis.



Rendering of New South DeKalb Hospital

A Toast to the *Journal* and Cohn & Wolfe



When I returned to Atlanta after college, it was to join *The Atlanta Journal*, then far and away the state's largest newspaper. When I left the *Journal* nearly a decade later, it was to go to work for Cohn & Wolfe, at the time the city's biggest public relations firm. Late last year, the newspaper and C&W shut down within a few weeks of each other.

Beyond the obvious observations about the frailties of even the strongest brands, the one-two punch of seeing my first two post-collegiate employers go down the tubes sent me reaching for the single malt and pondering what both institutions meant to the city – and to me.

The early '70s was an amazing time to be a newspaper reporter, and *The Atlanta Journal* was home to some of the best. From the time I was 7 or 8 years old, I had wanted nothing more than to be a newspaper reporter. And now here I was, working at a big-city daily in an era defined by civil rights, Vietnam and Watergate. Back then the *Journal* and *Constitution* had separate staffs, and the competition was very real. There was nothing worse than a 6 a.m. phone call from the city desk informing you that the *Constitution* had just kicked your butt on a story.

As a place to work, the newspaper was only a little more tolerable than Three Mile Island after the meltdown. But it was worth the grief to have an opportunity to work with the likes of Raleigh Bryans, Prentice Palmer, David Nordan, Charles Seabrook, Chet Fuller, Ann Woolner, Leonard Ray Teel, Lewis Grizzard, Ron Taylor, Bob Johnson and so many others. Nordan was arguably the best political reporter in the country in the late '60s and early '70s; Taylor,

(See *Journal* on page 3)

Johanna Blood to Serve as President of IABC Atlanta Chapter in 2002

Hayslett Sorrel Senior Account Manager Johanna Blood is serving as this year's International Association of Business Communicators



Atlanta chapter president. IABC's Atlanta chapter is comprised of more than 250

members comprised of local communications professionals, both on the corporate and agency side of the business.

Johanna has been active in IABC for three years and chaired last year's Golden Flame Awards, the chapter's largest fund-raiser that recognizes professionals for their outstanding work in communications. IABC membership information can be found on the chapter's Web site at www.iabcatlanta.com.

Hayslett Sorrel Adds Birmingham Firm to Growing List of Clients

Hayslett Sorrel has added MEDJET Assistance of Birmingham, Ala., to our growing list of clients.

A membership program for travelers, MEDJET Assistance transports its members to the hospital of their choice if they

become ill, injured or hospitalized while traveling. Members are transported in a medically equipped and staffed jet at no charge to them.

Hayslett Sorrel is working with MEDJET Assistance to attract media coverage of the company's unique product, place transport stories nationally and locally, and develop speaking and presentation opportunities for its executives.

Visit our new client online at www.medjetassistance.com.

Hayslett Sorrel Expands Media Relations Work with Georgia-Pacific

Already working with Georgia-Pacific in a number of areas, Hayslett Sorrel is now coordinating national and local media coverage for the upcoming Georgia-Pacific Teen Safety 500, a public awareness program that encourages teen-agers to drive safely and responsibly.

Developed through Georgia-Pacific's NASCAR sponsorship, the Teen Safety 500 features events and appearances by Buckshot Jones, driver of the No. 44 Georgia-Pacific/Petty Dodge, in eight cities nationwide.

Over the course of the NASCAR season, students will have the opportunity to meet Buckshot, sign a safe driving pledge and win prizes for themselves and their school.

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Journal (continued from page 2)



the best pure writer I ever knew; Seabrook, Woolner and Teel, among the most dedicated journalists ever to work anywhere.

Like afternoon papers everywhere, the Journal's circulation had been declining for years, but its final fate was probably sealed when Elvis died in 1977. In a harbinger of media trends to come, the Constitution devoted acres of front-page space, day after day, to the King's death while the Journal refocused on serious news. That was when the Constitution slipped past the Journal in circulation and never looked back.

I don't know exactly what happened at – or to – Cohn &

Wolfe, but my hunch is that its death rattle began when Bob Cohn left the building. My line on Cohn is that if he and P.T. Barnum had been born at the same time, the world never would have heard of P.T. Barnum. Bob was a promotional and creative genius, his shop a factory for huge and outrageous ideas that, more often than not, actually worked.

The story may be apocryphal, but Cohn gets credit for the best job rejection line I ever heard. A young woman who had just finished college was interviewing for a job with C&W. When Bob asked her why she wanted to work there, she said it was because she liked to work with people. "If you like working with people," Cohn supposedly grumped, "go to work in a funeral home. This is a PR firm." Yes it was.

While Cohn & Wolfe was never the same without Cohn (or, for that matter, Norman Wolfe), it spawned the Atlanta PR industry that exists today. Five of the city's largest independent public relations firms, including Hayslett Sorrel, have roots at C&W.

Years ago at some long forgotten place, I found myself standing next to Celestine Sibley, the late and very great Atlanta Constitution columnist. It had been years since I had last seen her, and so I reintroduced myself. "Oh yes," she said, not missing a beat. "You're a Journal man."

Yes I am, and a Cohn & Wolfe alum as well ... and appreciative to both for the opportunities they gave me and for what I learned from both. They left us better than they found us.

Charlie

Lindsey Miller

Profile

Lindsey Miller's journey to Atlanta has taken her from purple mountains' majesty across the fruited plain. After growing up on a farm in Nebraska and graduating from the University of Denver, Lindsey found her way south to the world of public relations.

Having come to Atlanta for an internship in the public affairs department at TBS, Lindsey later worked for Jack Morton Productions and the Atlanta Market Center.

Prior to joining Hayslett Sorrel in 2000, Lindsey directed trade shows for Semco Productions. She now uses her experience to manage Hayslett Sorrel's work with the Georgia Department of Transportation and various other event planning and media relations accounts.

Lindsey spent a weekend last fall participating in the

AVON Breast Cancer 3-Day, walking 60 miles to raise money for breast cancer research.

Proving that you can take the girl out of the country, but you can't take the country out of the girl, Lindsey still enjoys spending time with her "all-Cornhusker" family and attending Nebraska football games.



Lindsey finds her way through the airport and back to Atlanta after working another Hayslett Sorrel event.



