

in this issue

- Client News 2
- PR 101 3
- Employee Profile 3
- HS' Awards 4

# Communique



News and Notes from Around the Firm

## Big Nights for Hayslett Sorrel at Annual IABC, PRSA Awards Celebrations

When the curtain was drawn on the 2002 IABC and PRSA awards celebrations, held within a few weeks of each other last fall, Hayslett Sorrel had taken home a total of 16 awards.

At both events, HS won the most awards of any agency – 10 IABC Flame Awards and six PRSA Phoenix Awards, as well as a PRSA Certificate of Excellence.

Held at the Fox Theater's Egyptian Ballroom in late October



Hayslett Sorrel picked up 16 awards from the annual IABC and PRSA award celebrations.

and hosted by former CNN anchor Lynne Russell, the IABC Golden Flame Awards recognize corporations and agencies for excellence in communications

and highlight the results-driven work of local professionals.

The PRSA Phoenix Awards, held at The Ritz-Carlton, Buckhead, recognize excellence in public relations.

Our awards came in a number of categories for work with a variety of clients including DeKalb Medical Center, Mt. Pisgah Christian School, Target Corporation, The Coca-Cola Company and AFC Enterprises (see page 4 for a complete list of HS awards).

## CowParade 2003 Coming to Atlanta This Summer

Following in the hoofprints of Chicago, New York, and London, Atlanta will be the next city to host CowParade. Atlanta will serve as an urban pasture to a herd of 200 painted, costumed and whimsically transformed cows that will be on display on city streets for three months this summer. Following the event, the cows will then be auctioned off to raise money for charity.

CowParade Atlanta 2003 is the most recent incarnation of a wildly successful public art exhibition designed to celebrate the spirit of fun, art and community. Proceeds from the auction benefit the Southeast Division of the American Cancer Society and TechBridge, a non-profit organization providing high quality, subsidized technology

consulting and development services to Georgia charitable organizations.

Mary Sorrel is leading the communications and event management committees for CowParade Atlanta, and HS will play a major role in CowParade's media relations efforts.

Corporations, community groups, individual merchants and private citizens can sponsor cows beginning at \$7,500 each. The cows offer unlimited fun and memorable marketing opportunities for sponsors.

CowParade first began in Zurich, Switzerland, in 1998, and both the 2000 CowParade in New York City and the 1999 CowParade in Chicago were widely touted as the most successful public art programs in



The Night BEEFore Christmas, the first Atlanta cow, made her debut at the Festival of Trees.

each city's history. More than 44 million people viewed the New York event, and the Chicago event generated nearly \$500 million in economic impact. Approximately \$8 million has been raised for charitable organizations since CowParade started in 1998.

Visit CowParade online at [www.cowparadeatlanta.com](http://www.cowparadeatlanta.com).

Hayslett Sorrel  
50 Glenlake Pkwy.  
Suite 430  
Atlanta, GA 30328  
770.522.8855 p  
770.522.8898 f  
[www.hayslettsorrel.com](http://www.hayslettsorrel.com)

“Client Service: First, last and always”



**N** IIT Is Newest Addition to Hayslett Sorrel Technology Practice

One of Hayslett Sorrel's newest clients is NIIT Technologies, an arm of global technology and training leader NIIT Limited. NIIT Technologies provides a wide range of customized knowledge solutions and software services. Hayslett Sorrel provides media relations and related services to NIIT.

NIIT is headquartered in India, with its U.S. headquarters in Atlanta. Founded in 1981, NIIT Limited operates in 39 countries and is traded on the BSE Indian stock exchange.

For more information, visit our new client online at [www.niit.com](http://www.niit.com).

**S**outhern Regional Health System Wins Approval for Acute Rehab and LTACH Facilities

The Georgia Division of Health Planning recently approved Southern Regional Health System's application to build the first acute inpatient rehab facility and the first long-term acute care hospital serving Atlanta's Southern Crescent. Currently there are no such facilities in south metro Atlanta.

Hayslett Sorrel worked with Southern Regional for several months, assisting the organization in its attempt to win state approval. Not-for-profit Southern Regional Medical Center earned approval for these facilities despite opposition from South Fulton Medical Center, a for-profit, Tenet Healthcare Corp. facility.

The 30-bed, \$1.38 million LTACH, a "hospital within a hospital," is projected to open March 30 within Southern Regional Medical Center's existing facility. LTACHs are a growing service for patients who need 24-hour hospital care for more than 25 days, particularly elderly patients with chronic and complex medical conditions. The 20-bed, \$3.3 million inpatient acute rehab program is projected to be operational by July 2003.

Hayslett Sorrel provided strategic counsel, public relations, advertising and media relations support for the project.

**G**eorgia Cancer Coalition Joins Growing List of Hayslett Sorrel Clients

Hayslett Sorrel added the Georgia Cancer Coalition to our portfolio of clients recently, completing Web-site analysis projects for the GCC and its regional partners.

A public-private partnership, the GCC is a statewide network of people and organizations working together to save lives and reduce human suffering from cancer. The GCC strengthens the collective impact of existing cancer-related programs and creates new initiatives that bring early detection, leading-edge treatment, research, prevention and education to all Georgians.

We performed our WebCheck process on the GCC Web site, examining the site from a communications perspective and offering recommendations to make it a more effective vehicle for communicating GCC messages. Pleased with the results, the GCC then asked Hayslett Sorrel to advise its Regional Program of Excellence partners on online communications.

To learn more about the GCC, visit [www.georgiacancer.org](http://www.georgiacancer.org).

**DeKalb Medical Center One of Top 10 Publicity Campaigns of 2002**

**H**ayslett Sorrel recently received a Gold Award in Community Relations from the League of American Communications Professionals for excellence in our work for DeKalb Medical Center's South DeKalb Hospital project.

Known as the Magellan Awards, the LACP handed out these yearly honors in December. DeKalb Medical Center's campaign was also ranked No. 7 in the Top 50 Publicity Campaigns of 2002, as judged by the LACP.

Hayslett Sorrel provided strategic counsel, consumer research, public relations, advertising, direct mail and media relations support for DeKalb Medical Center's effort to win a certificate of need to build a new hospital in South DeKalb County.

Our recent work with DeKalb Medical Center also received honors from IABC and PRSA (see page 1).

*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@hayslettsorrel.com](mailto:mcheckoway@hayslettsorrel.com).*





# *a good Web Site is Essential*

by *Thad Slaton*

**I**n the business world 10 years ago, a great first impression hinged on a firm handshake, an impressive slide show or a well-timed phone call. Today those things remain vital to making that critical first impression. But add a new – and increasingly important – one to the mix: the company Web site.

The Web site is often the first stop for prospective customers, partners and employees. It's where investors, reporters and other key stakeholders go to size you up – oftentimes before you ever meet face to face or speak on the phone.

Yet the number of businesses with poorly designed Web sites and flawed online strategies is staggering. Too often companies forget that the Web site is not only the "face" of the company, but also

one of its most potent communication vehicles.

So what are the ingredients of a great site? It depends on your business objectives. What works for one company may not work for the next. In all cases, though, the key is to let your business objectives drive your online strategy.

Contrary to what might have been en vogue during the dot-com heyday, Web sites with lengthy introductory segments or the latest technologies are not necessarily effective sites. Indeed, these ingredients can make the site difficult to navigate and less useful as a source of information.

Other common mistakes surround site ownership and ease of use. Too often companies place their Web sites in the hands of technical staff, rather than under the control of a

top marketing or communications officer who understands the company's objectives. Some sites include all the right information, but they're poorly organized, making it difficult for visitors to find what they're looking for.

The novelty of the Web is waning fast. It's no longer acceptable to have a site full of gadgetry and pretty pictures yet void of compelling content and strategic utility. The Web site is the company's face. Don't let it be a drag on sales or reputation. Make it a competitive advantage.

*Hayslett Sorrel's WebCheck service identifies specific ways to improve Web sites. WebCheck identifies the pitfalls many Web sites fall into by examining a site from a communication perspective.*

## *Profile*

Thad Slaton

**T**had Slaton came to Hayslett Sorrel three years ago from the corporate communications department of technology and defense giant Lockheed Martin, where he spent two years working on top secret projects.

"I'd like to tell you about my time at Lockheed, but if I did I'd have to kill you," Thad said.

Prior to that, he honed his writing skills as a reporter at several newspapers in Louisiana and Mississippi. At Hayslett Sorrel, Thad puts his PR and media relations talents to use for clients in the areas of technology, law and public affairs.

A New Orleans native, Thad received an undergraduate journalism degree and an MBA from LSU, where he also played varsity tennis.

Among Thad's list of greatest accomplishments includes being a former state high school tennis champion, winning multiple awards for his work in journalism and PR and, most recently, winning a free burrito in a local restaurant's weekly drawing. "I'm really hoping to overachieve in 2003 – maybe win two or even three burritos," said Thad.

While recent elbow surgery has temporarily sidelined his tennis career, Thad's typing skills remain intact, and he continues to service his clients in championship form.



*Thad displays his prowess on the tennis court.*



"Client Service: First, last and always"

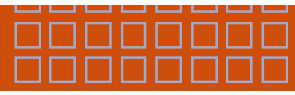


Look inside for:  
\* PR 101  
\* Cows on Parade  
\* Client News

Hayslett Sorrel  
50 Glenlake Parkway, Suite 430  
Atlanta, Georgia 30328



# hayslett sorrel



## hs And the winner is

### HS' 2002 IABC, PRSA Awards

**S**ixteen awards plus a certificate of excellence was the final total. Here's a complete list (by client) of HS' awards from IABC and PRSA.

**Mt. Pisgah Christian School**  
**Gold Flame** – One-Time Collateral Pieces; **Bronze Flame** – Graphic Communications - Print Design, 1- to 3-Color Newsletters; **Phoenix Award** – Two-Color Brochure

**DeKalb Medical Center**  
**Gold Flame** – Graphic Communications - Print Design, Direct Mail; **Gold Flame** – Print Media - Print Media, Direct Mail; **Silver Flame** – Advertising - Advertising, Print; **Bronze Flame** – Written Communications -

Advertising/Brochures/Sales Promotions; **Phoenix Awards** – Integrated Communications, Public Affairs, Community Relations, Direct Mail

**Target King Center Gift Store Renovation Celebration**  
**Silver Flame** – Special Events - Special Event for an External Audience

**The Coca-Cola Company**  
**Silver Flame** – Written Communications - Magazines/Newspapers; **Bronze Flame** – Written Communications - Feature Writing/Personality Profiles

**AFC Enterprises**  
**Phoenix Award** – Annual Reports, Companies Category

**Hayslett Sorrel**  
**Bronze Flame** – Electronic Media - Internet/Intranet Web Sites; **Certificate of Excellence** – Interactive Communications

From the entire HS team, we wish you a very Happy New Year and a safe and prosperous 2003!

□□□□□□□□□□□□□□□□ "Client Service: First, last and always"