

Communiqué

News and Notes from Around the Firm

Hayslett Sorrel Wins Again

Hayslett Sorrel took home top honors in three categories at the annual **PRSA awards** banquet held last November at the Four Seasons Atlanta. Hayslett Sorrel won two awards for our work with **Georgia-Pacific** on the company's Teen Safety 500 program. Phoenix awards were collected in the categories of Interactive Communications – Interactive CD-ROM and Writing – Video/Film Script.

Hayslett Sorrel also won a Phoenix award in the category of Writing – Trade/Business News Release for our work with Atlanta law firm **Arnall Golden Gregory** and a certificate of achievement in the category of Writing – Consumer Media News Release for our work with the Internet reservation portal **All-Hotels**.



The award-winning, interactive CD-ROM for the Georgia-Pacific Teen Safety 500.

The Arnall Golden Gregory news release also won an **IABC Silver Flame Award** in the category of Writing – News Release.

Fighting Goliath The Challenge of Not-for-Profit Health-Care Public Relations



Charlie Hayslett, CEO

Investor-owned health care is expanding at a rapid pace – specifically, for-profit hospitals. Like the Pied Piper, hospital corporations are aggressively going after not-for-profit hospitals and mesmerizing management and the community with carefully crafted messaging to entice communities to give up local control and local dollars.

Our firm has been privileged to help a number of not-for-profit hospitals in Georgia with their communications strategy, as well as the Georgia Alliance of Community Hospitals, which serves to advance these institutions' interests in the public-policy arena. And we've found that while not-for-profit hospitals have a strong story to tell – and are, more often than not, adept at telling it – most are

not initially inclined, by virtue of history, culture or management mindset, to view communications management as part of their competitive toolkit.

On the other hand, for-profit competitors, by and large, make better and more sophisticated use of the full communications toolkit than do not-for-profits, and that's true whether the issue is legislative, regulatory or good old-fashioned marketplace competition.

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news around the firm

Accounting Firm Calls on Hayslett Sorrel To Provide Communications Services

Hayslett Sorrel recently added two North Carolina accounting firms to its client roster, Crisp Hughes Evans LLP and Dixon Odom PLLC. Hayslett Sorrel is helping the two firms with communications surrounding their recently announced merger, and will help the new firm with its ongoing PR needs in Atlanta once the merger is completed this spring.

The new firm – to be called Dixon Hughes – will be the largest certified public accounting firm headquartered in the Southeast and the fifth-largest overall in the region, trailing only the Big Four in size. Annual revenue is expected to be about \$95 million. The firm's staff will number more than 725 in eight states. In Atlanta, Dixon Hughes will be among the top 10 firms in number of professionals.

Dixon Hughes will have substantial industry concentrations in health care, auto dealerships, financial institutions, insurance, manufacturing, distribution, real estate, construction, government and not-for-profit.

Shaw Industries Announces New Environmental Policy

Shaw Industries, the largest carpet manufacturer in the world and a Hayslett Sorrel client, has adopted an unprecedented new environmental policy, committing the company's carpet manufacturing processes to follow nature's organic cycle of renewal.

The policy, unparalleled in the floor covering industry, commits Shaw to developing sustainable carpet products that can be continually broken down and reused again – returning carpet to carpet through closed-loop or "cradle-to-cradle" recycling.

Hayslett Sorrel has worked with the Dalton, Ga., company assisting with media relations. For more information about Shaw, visit www.shawinc.com.

GHPC: "Better health, less cost"

Hayslett Sorrel assisted this fall with communications strategy and planning for the Georgia Health Policy Center, an arm of the Andrew Young School of Policy Studies at Georgia State University.

GHPC's health-care experts develop research-based and community-centered recommendations to promote better health for more people at less cost. Hayslett Sorrel helped Executive Director Karen Minyard and her team plan communications strategies to generate increased support for the center and its mission.

Gwinnett Health System Turns to HS for Communications Strategy

Hayslett Sorrel has added another health-care provider to its list of clients: Gwinnett Health System and its flagship hospital, Gwinnett Medical Center.

Hayslett Sorrel is helping Gwinnett Health System develop communications and marketing strategies to promote its award-winning health-care services in the fast-growing northeast metro Atlanta area. Hayslett Sorrel is assisting with research and strategy, public relations, advertising and other tactics to drive awareness of GHS facilities and their outstanding medical care.



on the road A Peek at HS Events

Kyle Petty signs autographs for students at Felix Varela High School in Miami during the 2003 Georgia-Pacific Teen Safety 500. For the second year in a row, Hayslett Sorrel successfully coordinated events and secured media coverage for Atlanta-based Georgia-Pacific.

Communiqué is written by HS 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 mclark@hayslettsorrel.com.



PR101event planning

by Janet Moitoza

At some point in time, most companies host events. Whether it's a holiday party for employees, a seminar for clients or a grand opening for customers, a successful event can go a long way toward building good will with your audiences and fueling your bottom line.

But how do you ensure event success? Organizing an event is a big job requiring hours of planning. To plan a successful event, remember these simple details:

Make a site check. Before you organize your event, check out the location in person. Whether it be a hotel, restaurant or conference center, knowing the lay of the land will make planning easier.

Hire a photographer. You're going to want to remember your event, so spend a few extra dollars and hire a professional photographer. Don't rely on an employee with a Polaroid to capture those important moments.

Extra, extra, read all about it. Use signage to direct your guests where to go, as well as to inform

them where they are. It's your event so you'll want your logo in highly visible locations.

Safety is your first concern.

Depending on the size of your event, you may want to hire security. Facing an out-of-control crowd or attending to injured guests is not what you want to do. Proper security can prevent most problems that may arise.

The way to the heart is through the stomach. Presumably, you'll serve food at your event, so hire a good caterer. The quality of food can be the difference between a great event and one that leaves guests with a bad taste in their mouths – figuratively and literally.

Don't overlook permits. If you're running a large-scale, outdoor event with tents, check with local authorities about permits. Most municipalities require permits to put up tents.

Thank you for coming. It's always nice to thank your guests for attending by giving them something they can take home. Whether

The way to the heart is through the stomach. Hiring a caterer to serve something as delicious as this ahi tuna is always a good move.



it's a nicely appointed gift or something as simple as a company T-shirt, giving your guests a keepsake to take home will go a long way toward their remembering your event.

Follow these simple steps and you're all but guaranteed to have a special event that your guests will love and remember.

Fighting Goliath

Continued from front page

The public-relations arena – the communications environment – is one of the few areas where not-for-profits have a real opportunity to impact the balance of power in any competitive situation. That's because when consumers understand the differences between for-profit and not-for-profit health care, consumers consistently choose not-for-profit, community-based hospitals as their hospital of choice.

But too often, not-for-profits – historically the “nice guys,” more reticent to engage in competitive combat – fail to educate the public about the benefits of higher-quality care, charity care, access to care for all patients and lower costs.

In recent years, Hayslett Sorrel has twice worked with hospitals in public-policy competition with Tenet Healthcare Corp., the controversial \$14 billion hospital chain. From Tenet, we saw tactics including political pressure, lobbying under the guise of grassroots activism, and highly coordinated media and publicity campaigns.

What we found was that when a not-for-profit hospital

matches such competition blow for blow, seizing the initiative and framing the public debate, it wins. When the “nice guy” offers “no comment” and relies on the public to understand the intricacies of managed health care with no attempt at public education, success is far less likely.

When the “nice guy” offers “no comment” and relies on the public to understand... success is far less likely.

The for-profit hospitals have several advantages in this area. They have spent the time and resources to develop a standard toolkit of communications strategies and materials that can be customized for individual hospitals and situations. They also were created as financially driven businesses, and thus are quicker to understand how communications fits into a business' arsenal.

Conversely, not-for-profits are typically stand-alone health systems and hospitals, generally focused on a fairly small geographic territory and animated by a service ethic and social goal.

The good news, for providers of the not-for-profit care our state relies upon, is that these advantages are not insurmountable. The not-for-profit health-care community can succeed in the debate. But like any other business, to make the sale, they must stand up and be heard.

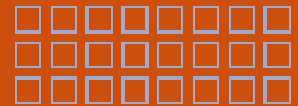


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profile

Johanna Blood

There's rarely a dull moment in the life of Johanna Blood these days. Whether it's working as a Hayslett Sorrel director of client

service or helping raise her 6-month-old son, Billy, with her husband, Johanna is always on the go.

The only thing that slows her down is when she locks her keys in the car, which she admits has happened more than once. "I've locked my keys in the car a few times — that's why I'm a card-carrying member of AAA."

After graduating magna cum laude from North Carolina State University with degrees in English and communications, Johanna made the road trip to Atlanta, where she worked in PR, marketing and event-planning positions at Northside Hospital, Georgia-Pacific and SEMCO Productions before joining Hayslett Sorrel six years ago. Thirteen years into her career, she's still happy with the profession she chose. "I strive to be a modern day Renaissance woman, well-rounded with many interests. PR gives me a wide variety of creative outlets, so it's a great fit."

Following the birth of her son last summer, Johanna resumed her work with many of Hayslett Sorrel's health-care and consumer clients, including DeKalb Medical Center and Gwinnett Medical Center. Johanna's work with DeKalb Medical Center has won several IABC and PRSA awards.

Driven by a desire to succeed and to continually learn new things, Johanna enjoys black-and-white photography and volunteering as a past president of IABC/Atlanta. But these days, spare time is increasingly difficult to come by.

"Just having time to enjoy a cup of coffee is a treat these days," says Johanna. "But I wouldn't trade it for anything. My husband and I are having a great time with our son — just with less sleep and more spit-up."



"Client Service: First, last and always"