

## A Place to Play

When we ran associate Ann Collins' profile a couple of issues ago, we mentioned what a joy it was to have her in our office, and how she made every hard day of work easier to swallow with her small kindnesses. When we heard this story, against her loud protests, we couldn't help but share it with the world.

Ann, like so many others, has family that was affected by Hurricane Katrina. She recently spent a week of her vacation helping her brother-in-law Ira pull a trailer back to his hometown in coastal Mississippi. He will live in a campground there indefinitely until the insurance is processed for his hurricane ravaged home. While Ira was lucky enough to be able to purchase a trailer to live in, many of his fellow residents at the campground were not as blessed. A waiting list of six to eight weeks for FEMA trailers has forced families of all ages and sizes to live in tents as they tried to pick up the pieces and get back to "normal." Getting children accustomed to routine is difficult enough under everyday circumstances, but with the heavy burden of the hurricane on families, parents and children alike were having a difficult and stressful time with the daily activities of getting off to school, cooking meals, and trying to entertain each other to distract from the obvious sorrow.



One afternoon, Ann was walking through the campground when she noticed a long, locked building on the property. She asked the owners about it, and was told that it was the community building for the campground. It currently had flood damage, and they had cleaned it out, but did not have the time or funds to do more.

Later, Ann was talking with some relief workers and mentioned that the building would be a great place for the children to play in cold weather.

*Continued on Next Page*

## Hayslett Group Adds Six More Awards

Hayslett Group won six awards this fall in the annual competitions sponsored by the nation's two leading communications organizations, the Public Relations Society of America (PRSA) and the International Association of Business Communicators (IABC).



The firm's "Hope and Will Awards" speech, prepared for Children's Healthcare of Atlanta, won top speechwriting awards from both groups - a Phoenix from PRSA and a Golden Flame from IABC. The firm's other

PRSA awards included Certificates of Excellence for an op-ed piece on the Hyde Family Farm and for Sumter Regional Hospital's "Community Minded" integrated communications program.

In addition, Hayslett Group won Bronze Flames from IABC for Sumter Regional Hospital's "HealthPlex at Sumter Regional Grand Opening" Campaign and the design of pro-bono client Cochran Mill Nature Center's "Nature + Nurture" Volunteer Logo.

Hayslett Group was also honored earlier this year with a League of Communications Professional's (LACP) Bronze Vision Award for our work on the Georgia Alliance of Community Hospitals' Annual Report.

**inside**

**PR101 - DIY ROI Research  
News Around the Firm  
Lunch & Learn  
Employee Profile**



# News around the Firm

## **Newnan Hospital Works with Hayslett Group Again**

Newnan Hospital, a 143-bed non-profit facility, serving Coweta County and the surrounding communities has worked with Hayslett Group in the past, and has chosen our firm again to aid in strategic communications and media relations planning.

*For more information on Newnan Hospital, go to [www.newnanhospital.org](http://www.newnanhospital.org).*

## **Memorial Hospital & Manor Chooses Hayslett Group for Communications Planning**

Hayslett Group will aid research and strategic communications planning for Memorial Hospital & Manor, a non-profit community hospital located in Bainbridge, Georgia.

*For more information on Memorial Hospital & Manor, go to [www.mh-m.org](http://www.mh-m.org).*

## **Hayslett Group, Bigelow Advertising & Georgia Association of REALTORS Partner on Eminent Domain Campaign**

Hayslett Group is partnering with Bigelow Advertising to work with the Georgia Association of REALTORS on a campaign to re-establish private property rights lost through a recent U.S. Supreme



## **on the road A Peek at HG Events**

*Approximately a year ago, Gwinnett Health System and Hayslett Group worked together on the groundbreaking event for the new Gwinnett Medical Center - Duluth. This year's event, their topping out ceremony, was just as successful.*

*The ceremony and a special luncheon succeeded in bringing over 300 well wishers to the celebration and garnered press in the Gwinnett Daily Post and the Atlanta Business Chronicle. We send our best wishes and congratulations to Gwinnett Hospital System on this wonderful addition to the Gwinnett community!*

Court decision related to eminent domain.

*For more information on the Georgia Association of REALTORS, go to [www.garealtor.com](http://www.garealtor.com).*

*For more information on Bigelow Advertising, go to [www.bigelowadvertising.com](http://www.bigelowadvertising.com).*

## ***A Place to Play - Continued from Front***

The campground owners agreed. To her surprise the relief workers showed up at the campground the next day to look at the building. Just as quickly, plans were made to work on the building. The day before Ann left, the community building was filled with off duty workers from nearby Salvation Army, Red Cross Chapters and church groups. Someone had gotten paint and indoor/outdoor carpet donated, and others had managed to get a television and stove. When the families living in the campground saw what was going on, they pitched in too.

By the end of her vacation, Ann's campground playroom had a fresh and cheerful coat of paint, new carpet and a working stove. Promises of toys, chairs and tables added to the hopeful atmosphere of the playroom. But the best addition to the room was the joyful smiles and shouts of the campground's children as their parents brought them to see their new place to play.

*Communiqué is written by Hayslett Group staff and published as a service to our clients. We appreciate your comments, suggestions and ideas for the newsletter. Please email your input to [mclark@hayslettgroup.com](mailto:mclark@hayslettgroup.com).*

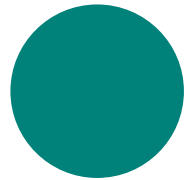
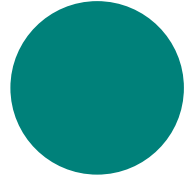




Happy  
Holidays  
from our  
family  
to yours!

Join Us to Lunch & Learn  
Employee Profile - A Place to Play  
PR101 - Measuring Up - DIY ROI Research  
Hayslett Group Adds Six More Awards

inside



Hayslett Group  
50 Glenlake Parkway  
Suite 430  
Atlanta, Georgia 30328

**PR101 - Continued from Inside**

**Intercept Studies:** This is a great option for those who do not need absolutely precise research. Use a small number of questions and instead of a preexisting "list" as a sample, you "intercept" folks, usually in a public setting. Your sample will be as appropriate as your background research of the location you choose. For example, if you have opened a restaurant in a neighborhood, and want to gauge the community reaction to your business, conduct the study at a neighborhood festival or other public event.

**Online Surveys:** There are a million resources to help you conduct easy, fast and inexpensive surveys via the Web. You can choose a template, enter your own questions, and they offer you statistical results in charts and graphs. You provide a list of participants for your survey or if you are targeting a public audience, you can purchase a list. WebSM's website ([www.websm.org](http://www.websm.org)) offers reviews and links to more information and vendors who offer these type of services.

**Need Help?** The hardest part of a research project is often figuring out what you want to find out. If you find you are struggling with this, a solid research professional such as Hayslett Group can help you to focus and crystallize your objectives. We can also help guide you in the right direction with DIY techniques, or if necessary, more extensive research tools like quantitative surveys or focus groups.



# Lunch & Learn

*Feed your mind & body...free!*

Hayslett Group cordially invites all clients and contacts to have lunch, chat with other professionals and take in an AMA sponsored webinar. Its on us!

Top 3 Rules-Based Marketing  
Strategies Guaranteed to Drive Results  
February 15, 11:30 a.m. - 1 p.m.

If you're already looking for new ideas on how to increase the return on the marketing investments you're already making, this webinar will provide you with an overview of the top three rules-based marketing strategies that will streamline your marketing execution, increase effectiveness and provide you with real-time measurable results.

For more information on this event visit [Communique](http://www.hayslettgroup.com) online at [www.hayslettgroup.com](http://www.hayslettgroup.com).

To join the invite list for *Lunch & Learn*, or to RSVP for this event, please email [mclark@hayslettgroup.com](mailto:mclark@hayslettgroup.com).