
Public Relations

Beginning in June 2024, Lenz provided public relations services for the Georgia Trauma Foundation on an as-needed basis.

Highlights include:

- Composing a press release promoting the bleeding control kit fundraising initiative for GivingTuesday. This resulted in media coverage from the Atlanta Journal Constitution, Savannah Morning News, Saporta Report, Metro Atlanta CEO, The Georgia Sun, WANF-TV, and WGAU Radio.
- Writing a press release and public service announcement radio commercial promoting the Rural Continuing Education program for use in Q1 2025.
- Composing speech copy for Georgia Trauma Foundation leadership.
- Writing content for Georgia Trauma Foundation promotional folder.

Public Relations

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Georgia Trauma Foundation raises funds to provide bleeding control kits to schools



Georgia Trauma Foundation — a nonprofit investing in trauma care to help save lives in Georgia — is raising funds to help provide bleeding control kits to schools. This initiative will be done in partnership with GAgives and takes place Dec. 3 as part of GivingTuesday 2024.

“Uncontrolled bleeding is the number one cause of preventable death following a traumatic injury,” said Cheryle Ward, executive director of Georgia Trauma Foundation. “In this case, minutes truly matter. And helping provide bleeding control kits directly contributes to saving lives and improving public safety.”

Funds raised will benefit Georgia Trauma Commission’s Bleeding Control Kit Program, which provides bleeding control kits to schools. These tools empower individuals to take immediate life-saving action in emergencies. In situations where severe bleeding occurs — whether from accidents or violent incidents — time is critical, as uncontrolled bleeding can lead to death within three to five minutes, if not controlled.

These kits contain easy-to-use tools, such as tourniquets, gauze, and pressure bandages, that can be quickly learned and applied, even by those with minimal training. Equipping schools with these kits ensures that life-saving measures can begin before emergency responders arrive to provide the necessary trauma care.

— Derek Prall

METRO ATLANTA
CEO

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Georgia Trauma Foundation Raises Funds to Provide Bleeding Control Kits to Schools

Staff Report From Georgia CEO

Monday, November 4th, 2024

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To date, more than 50,000 kits have been distributed across the state, and tens of thousands have been trained in bleeding control techniques.

Led by the Georgia Center for Nonprofits (GCN), GAgives on GivingTuesday is a giving movement that rallies Georgians to support important local causes, while helping Georgia’s nonprofits increase fundraising and audience reach.

“By raising funds for the Georgia Trauma Commission’s Bleeding Control Kit Program, we’re taking a big step in furthering our mission of investing in trauma care to help save lives in Georgia,” Ward says.

Donations can be made by visiting [GAgives.org](#) and [GeorgiaTraumaFoundation.org](#).

MetroAtlantaCEO.com

The Atlanta Journal-Constitution


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CRIME & PUBLIC SAFETY

GivingTuesday drive aims to equip Georgia schools with emergency response kits

Demand surged after Apalachee shooting, organization says



The Georgia Trauma Foundation hopes to provide multiple "Stop the bleed" kits in state schools.

By Alexis Stevens

7 hours ago

fX

When a traumatic injury occurs, every second counts.

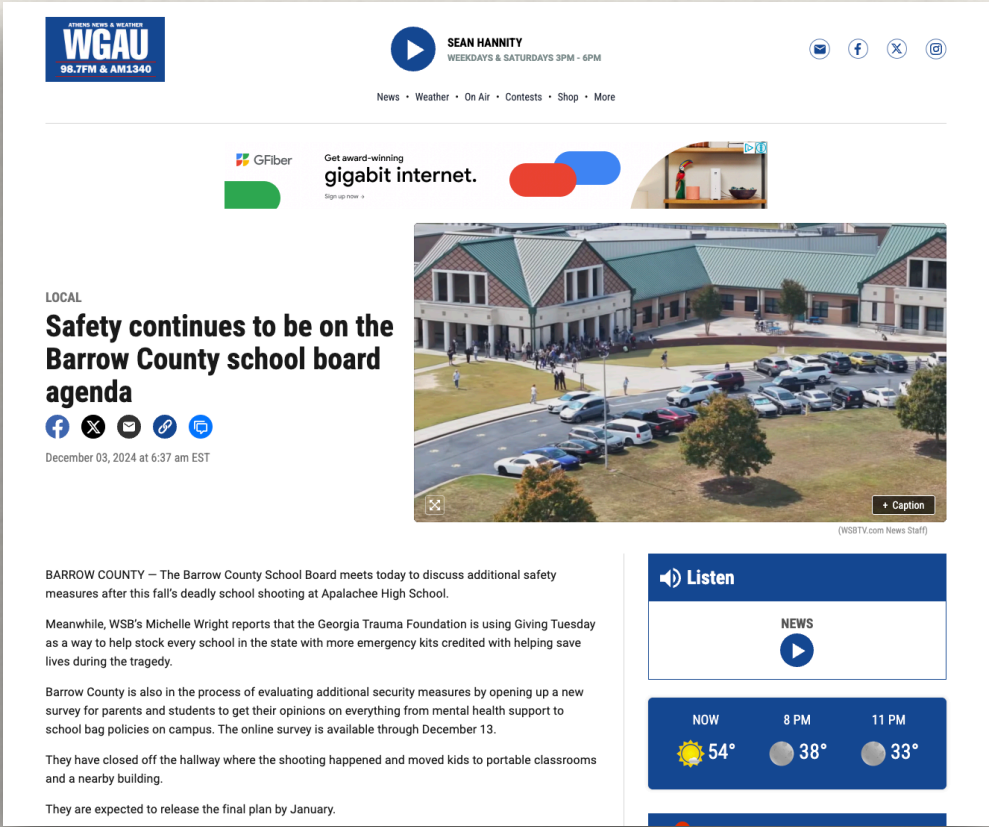
The Georgia Trauma Foundation wants to make sure everyone is prepared if an emergency happens at a school. The nonprofit is raising money on GivingTuesday to help provide bleeding control kits to schools around the state, according to Cheryle Ward, the group’s executive director.

Atlanta Journal-Constitution

SaportaReport.com

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Public Relations



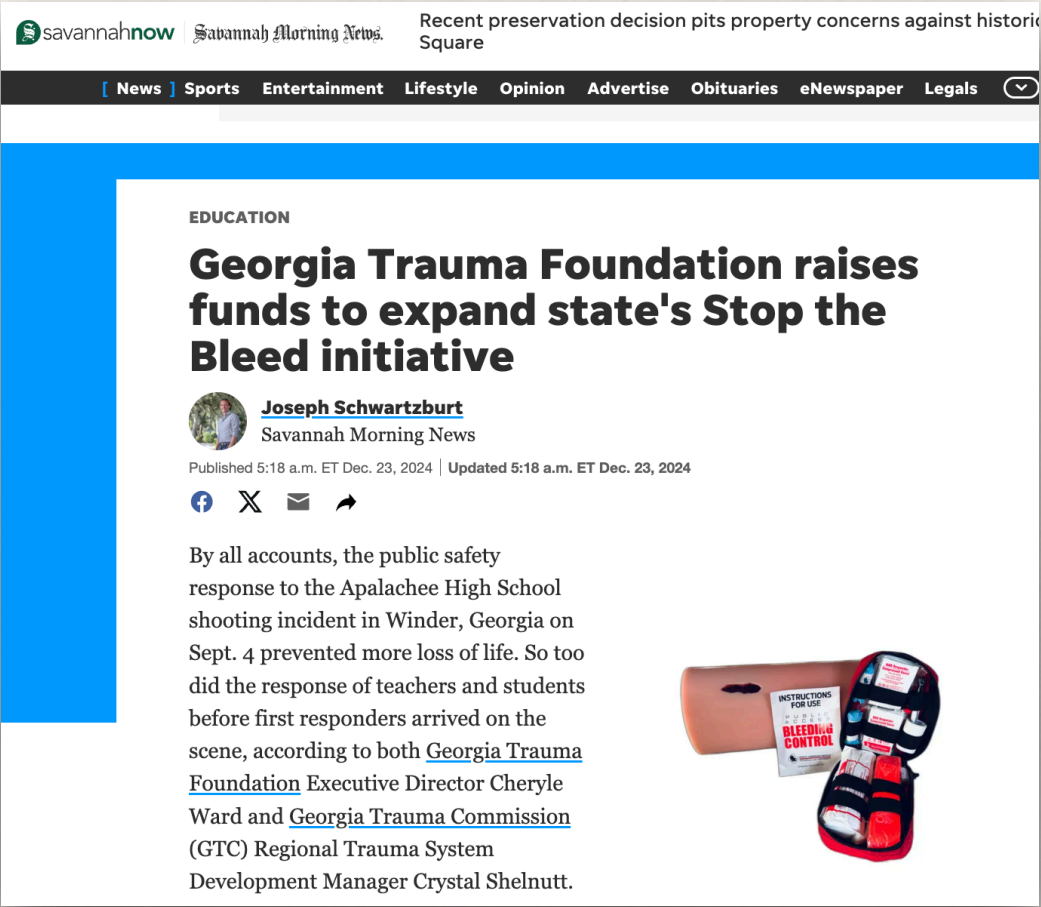
WGATV



The Georgia Sun



WANF-TV

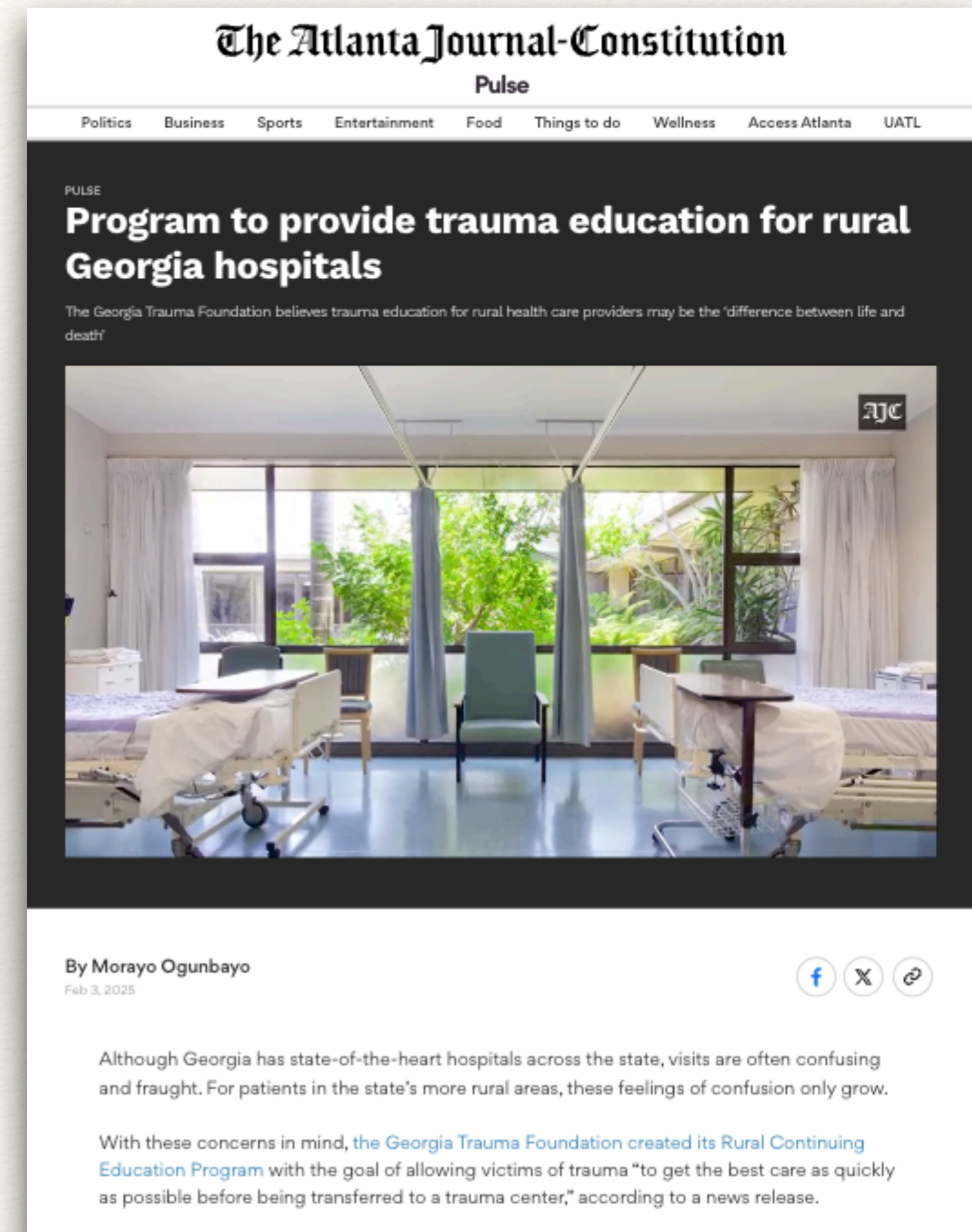


Savannah Morning News

Public Relations

In the first quarter of 2025, Lenz continued providing public relations services for the Georgia Trauma Foundation on an as-needed basis. This resulted in **30 media hits** generating a **digital reach** of **2,160,053** **valued at** more than **\$21,480**. Highlights include:

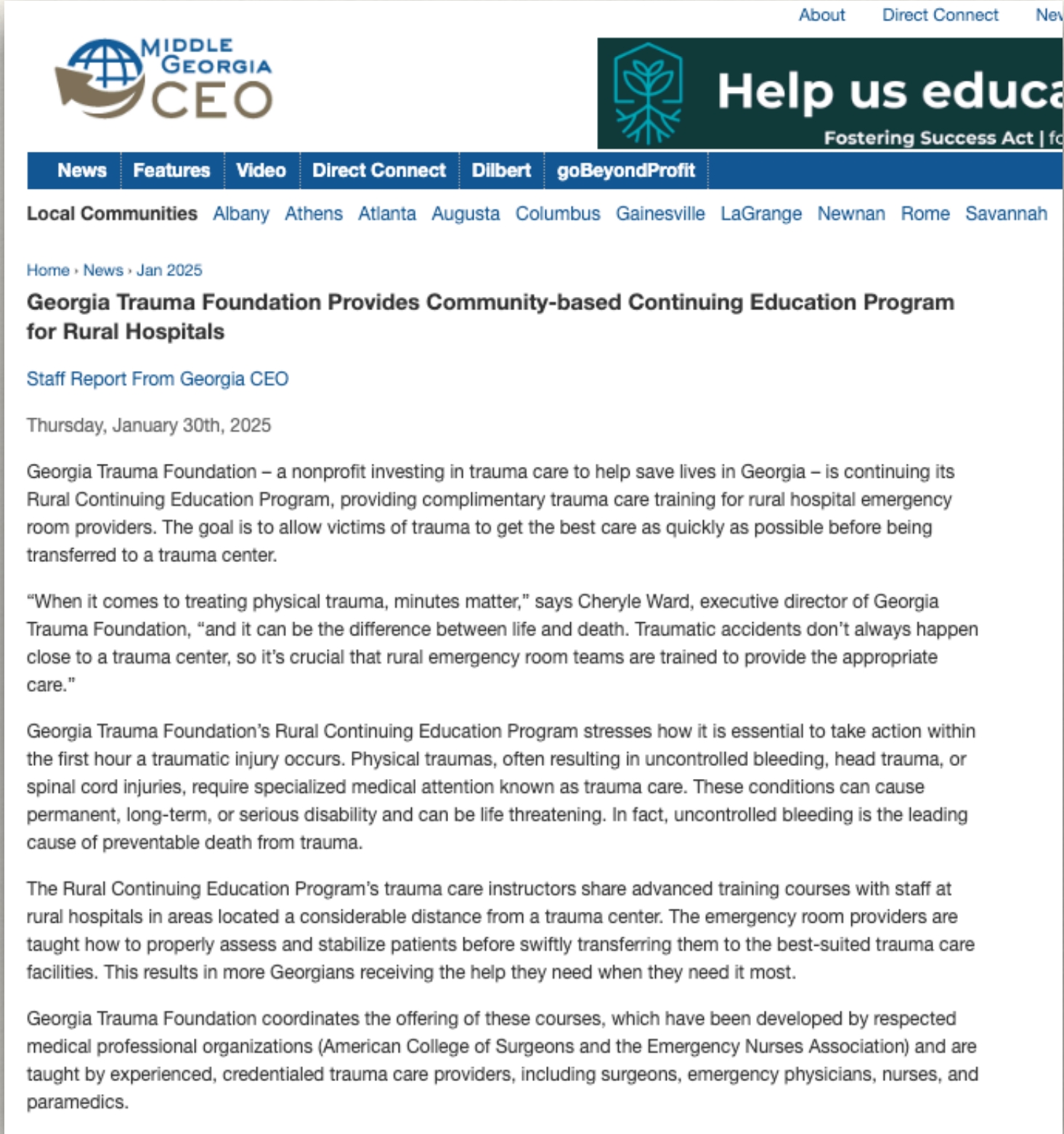
- Pitching the media a Lenz-penned press release promoting the Rural Continuing Education Program. This resulted in 15 media hits in outlets throughout the state, including the Atlanta Journal-Constitution.
- Pitching the media a Lenz-penned press release promoting Georgia Trauma Foundation awarding eight grants. This resulted in more than a dozen media hits in outlets throughout the state, including Metro Atlanta CEO, Middle Georgia CEO, and Augusta CEO.



Public Relations



Valdosta CEO



Middle Georgia CEO



Metro Atlanta CEO

GEORGIA TRAUMA FOUNDATION							
ADVERTISING CAMPAIGN							
Budget: \$150K Length: October 2024 - June 2025 Geography: Macon, Dublin, Columbus, Valdosta, Albany, Savannah, and Waycross							
MEDIA	START	END	MONTHS	MONTHLY COST	TOTAL COST	GEOGRAPHY	ADDITIONAL DETAILS
RADIO							
Streaming Radio Network	October	June	4	\$6,000	\$24,000	Macon Dublin Columbus Valdosta Albany Savannah Waycross	Streaming audio placements of 15 and 30 second ads on Spotify, Tuneln and Pandora. Targeting individuals 25 and older who are located in Macon, Dublin, Columbus, Valdosta, Albany, Savannah, or Waycross. Pricing is based on impressions served rather than ratings like with traditional radio. So we can ensure the impressions we're paying for are actually happening. Estimated Total Impressions: 857,142 Estimated Monthly Impressions: 214,285 CPM: \$28
PRINT							
The Macon Telegraph	October	June	4	\$1,129	\$4,516	Macon	Bi weekly newspaper distributed to 5,900 print and digital subscribers.
Courier Herald Newspaper	October	June	4	\$2,235	\$8,940	Dublin	Published three times per week. Print circulation of 5,012.
Columbus Ledger Enquirer	October	June	4	\$1,365	\$5,460	Columbus	Bi weekly newspaper distributed to 4,700 print and digital subscribers.
Valdosta Daily Times Newspaper	October	June	4	\$2,506	\$10,024	Valdosta	Published four times per week. Print circulation of 7K.
Albany Herald Newspaper	October	June	4	\$1,880	\$7,520	Albany	Published three times per week (Tuesdays, Thursday, and Sundays). 4,291 print circulation.
Savannah Morning News Newspaper	October	June	4	\$3,247	\$12,988	Savannah	Published daily to a circulation of 8,926.
OOH							
Macon Billboard	October	June	3	\$2,589	\$9,108	Macon	Space: \$1,764 average price for billboard, \$824 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
Dublin Billboard	October	June	3	\$2,589	\$9,108	Dublin	Space: \$1,764 average price for billboard, \$824 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
Columbus Billboard	October	June	3	\$4,942	\$16,236	Columbus	Space: \$2,271 - \$2,671 average range for billboard. Production: \$705 per board.
Valdosta Billboard	October	June	3	\$2,177	\$7,872	Valdosta	Space: \$1,412 average price for billboard, \$765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
Albany Billboard	October	June	3	\$2,177	\$7,872	Albany	Space: \$1,412 average price for billboard, \$765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
Savannah Billboard	October	June	3	\$5,295	\$17,226	Savannah	Space: \$3,530 average price for billboard, \$1,765 average price for poster. Production: \$988 average price for billboard, \$353 average price for poster.
Waycross Billboard	October	June	3	\$1,942	\$7,167	Waycross	Space: \$1,059 - \$833 average price range for posters in area. Production: \$706
SOCIAL MEDIA							
Meta (Facebook + Instagram)	October	June	4	\$1,500	\$6,000	Macon Dublin Columbus Valdosta Albany Savannah Waycross	Meta display ads targeting individuals 25 and older who are located in Macon, Dublin, Columbus, Valdosta, Albany, Savannah, or Waycross.
TOTAL				\$154,037.00			