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

Highlights include:

- 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.
- 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

• Composing a press release promoting the bleeding control kit fundraising initiative for GivingTuesday.

• Writing a press release and public service announcement radio commercial promoting the Rural Continuing





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 guickly 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



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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

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 December 3 as part of GivingTuesday 2024.

"Uncontrolled bleeding is the number one cause of preventable death following a traumatic injury," says 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."

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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.

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

SaportaReport.com

Public Relations



The Atlanta Journal-Constitution

A.M. ATL Newsletter Metro Atlanta Georgia News Legislature National & World News Business

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

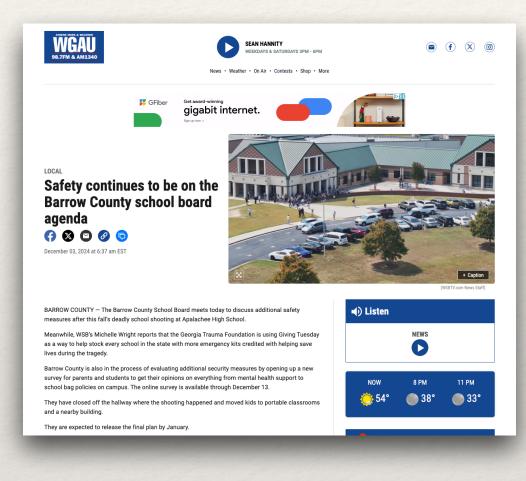


When a traumatic injury occurs, every second counts.

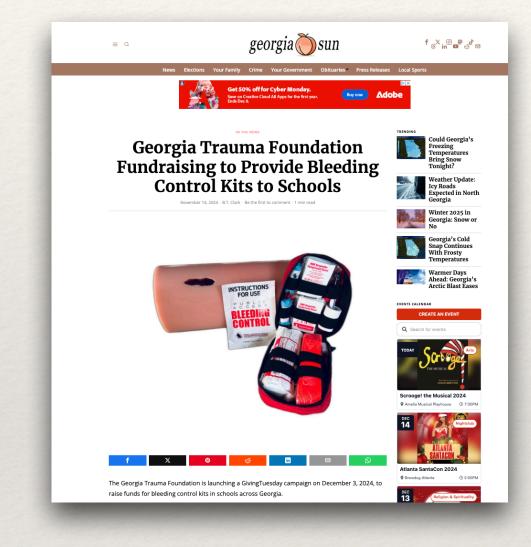
The Georgia Trauma Foundation wants to make sure everyone is prepared if an emergency happens at a school. The nonprofit is raising money on GivingTuesday to help provide bleeding control kits to schools around the state, according to Cheryle Ward, the group's executive director.

Atlanta Journal-Constitution



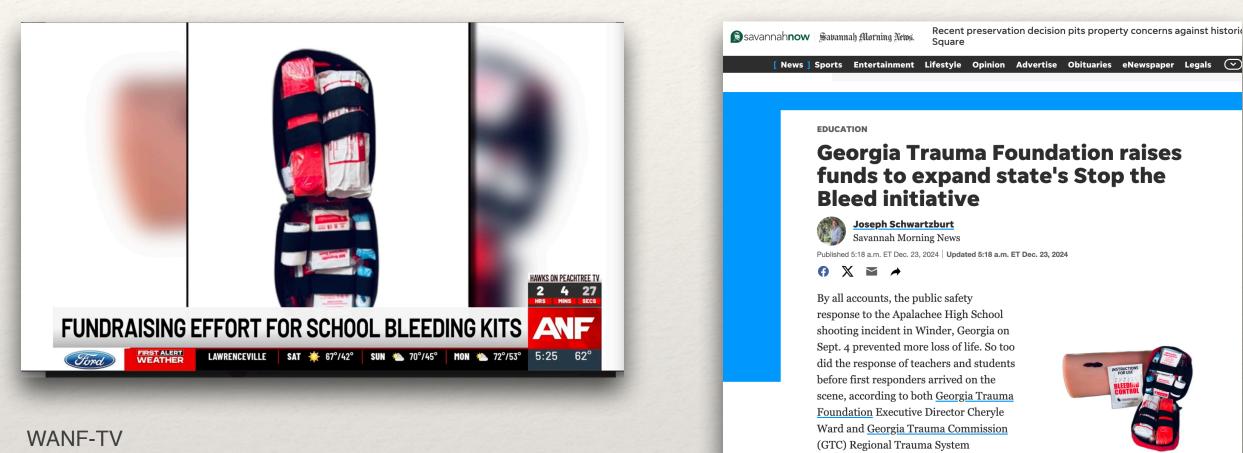


WGAU



The Georgia Sun

Public Relations



Savannah Morning News

Development Manager Crystal Shelnutt.



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.

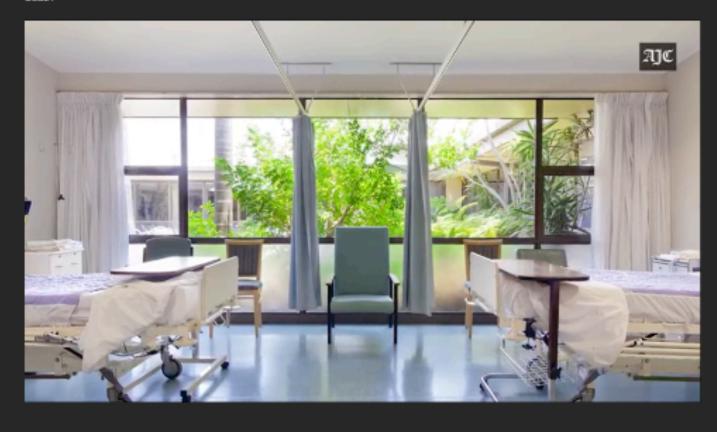
Public Relations

The Atlanta Journal-Constitution

Wellness Access Atlanta UATL Thinas to do

Program to provide trauma education for rural Georgia hospitals

The Georgia Trauma Foundation believes trauma education for rural health care providers may be the 'difference bet



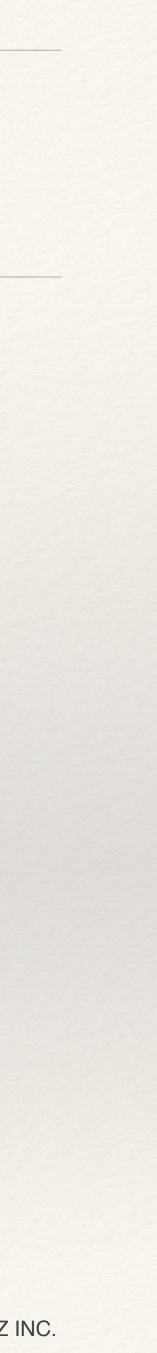
By Morayo Ogunbayo Feb 3, 2025



Although Georgia has state-of-the-heart hospitals across the state, visits are often confusing and fraught. For patients in the state's more rural areas, these feelings of confusion only grow

With these concerns in mind, the Georgia Trauma Foundation created its Rural Continuing Education Program with the goal of allowing victims of trauma "to get the best care as quickly as possible before being transferred to a trauma center," according to a news release.

Atlanta Journal-Constitution







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Georgia Trauma Foundation Awards Eight Grants Supporting Organizations

Staff Report From Georgia CEO

Friday, March 14th, 2025

Georgia Trauma Foundation – a nonprofit investing in trauma care to help save lives in Georgia – is now awarding eight grants, each up to \$10,000, to support other Georgia-based organizations focusing on projects relating to trauma care.

"Strengthening trauma care in Georgia is a widespread, group effort," says Cheryle Ward, executive director of Georgia Trauma Foundation. "Helping empower the fantastic trauma care-related work other organizations in the state are doing inspires us to continue our grant program and further our mission in exciting ways."

Georgia Trauma Foundation is distributing the grants to organizations with initiatives focusing on patient outcomes, trauma care, trauma awareness, and safety and injury prevention. The majority of the grant winners are Georgia's Region 5, which is a public health district that includes the following counties: Baldwin, Bibb, Bleckley, Crawford, Dodge, Hancock, Houston, Jasper, Johnson, Jones, Laurens, Monroe, Montgomery, Peach, Pulaski, Putnam, Telfair, Treutlen, Twiggs, Washington, Wheeler, Wilcox, and Wilkinson.

Valdosta CEO



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Georgia Trauma Foundation Provides Community-based Continuing Education Program for Rural Hospitals

Staff Report From Georgia CEO

Thursday, January 30th, 2025

Georgia Trauma Foundation - a nonprofit investing in trauma care to help save lives in Georgia - is continuing its Rural Continuing Education Program, providing complimentary trauma care training for rural hospital emergency room providers. The goal is to allow victims of trauma to get the best care as quickly as possible before being transferred to a trauma center.

"When it comes to treating physical trauma, minutes matter," says Cheryle Ward, executive director of Georgia Trauma Foundation, "and it can be the difference between life and death. Traumatic accidents don't always happen close to a trauma center, so it's crucial that rural emergency room teams are trained to provide the appropriate care."

Georgia Trauma Foundation's Rural Continuing Education Program stresses how it is essential to take action within the first hour a traumatic injury occurs. Physical traumas, often resulting in uncontrolled bleeding, head trauma, or spinal cord injuries, require specialized medical attention known as trauma care. These conditions can cause permanent, long-term, or serious disability and can be life threatening. In fact, uncontrolled bleeding is the leading cause of preventable death from trauma.

The Rural Continuing Education Program's trauma care instructors share advanced training courses with staff at rural hospitals in areas located a considerable distance from a trauma center. The emergency room providers are taught how to properly assess and stabilize patients before swiftly transferring them to the best-suited trauma care facilities. This results in more Georgians receiving the help they need when they need it most.

Georgia Trauma Foundation coordinates the offering of these courses, which have been developed by respected medical professional organizations (American College of Surgeons and the Emergency Nurses Association) and are taught by experienced, credentialed trauma care providers, including surgeons, emergency physicians, nurses, and paramedics.

Middle Georgia CEO

Public Relations

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Staff Report From Georgia CEO

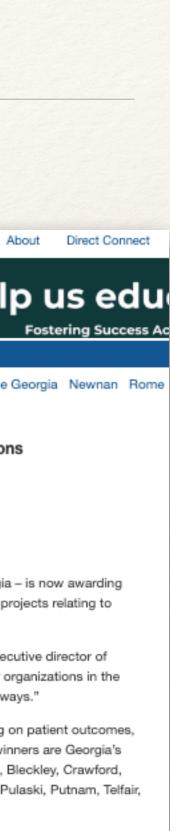
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Metro Atlanta CEO





GEORGIA TRAUMA FOUNDATION

ADVERTISING CAMPAIGN

Budget: \$150K Length: October 2024 - June 2025 Geography: Macon, Dublin, Columbus, Valdosta, Albany, Savannah, and Waycross

MEDIA	START	END	MONTH S	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, TuneIn 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.
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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				l	\$154.037.00	·	