



LORRAINE COMMUNICATIONS, INC.
LORRAINE SPANN EDWARDS, PRESIDENT

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100% woman owned business certified by NWBOC RCSE3753

CAPABILITY STATEMENT

Lorraine Communications, Inc., is a full service public relations agency founded on Lorraine Spann Edwards' 30 years of experience in strategic communication and brings together a cadre of talent to provide effective and innovative techniques to reach targeted audiences with specific, measurable results.

PUBLIC RELATIONS

- Simplifying complicated subjects and complex situations
- Effectively communicating to nontraditional audiences (homeless, minorities)
- Local, regional and national positioning
- Attention-grabbing grand openings and ground breakings
- Focus groups
- Branding
- Communications strategy for effective fundraising
- Market research
- Communications/marketing plans
- Video scripting & production
- Photo oversight
- Commercial (radio preferred) creation, scripting and production

OTHER SERVICES:

MEALTIME MESSAGES®

MEALTIME MESSAGES® replaces ordinary placemats with a four-color medium which effectively communicates products and services (documented results of 4-10X ROI) in a hospital setting.

THE LETTER WRITER

Effective letter writing, from proposals to introductions to personalized hand written thank you notes (from weddings to funerals)

EXPERIENCE

- Health care
- Hospital Industry
- Medicine
- Science
- Technology
- Minority Markets
- Event Planning
- Fund Raising events
- Civic Centers
- Convention and Visitors Bureaus
- Chambers of Commerce
- Ecology, including impact of nuclear industry
- Architecture & engineering
- Churches and religious organizations
- Government
- Higher Education

PUBLISHED WRITER

Published writer since the age of 8.

Articles in the following: (among others)

- Modern Healthcare
- Caring
- Marketing Healthcare Journal
- Sea Frontiers
- Georgia Journal
- Athens Banner Herald
- Atlanta Weekly