



Media Coaching and Training

Vistra is made up of former journalists, PR, and media relations experts with more than 100 years of combined experience with media coaching and training to position federal clients as effective communicators.

We work closely with key leadership to develop customized professional media coaching and training in the dynamic world of media interaction and news delivery. As part of our training, spokespersons learn:

- Rules of engagement
- Delivery techniques
- Personal presence

In advance of scheduled media interviews, leadership receives onsite media coaching including mock interviews in real-life settings and talking points at individual locations for strategic messaging.

For crisis communications, we deliver quick risk assessment of crisis levels. We dig into and weigh the facts on federal clients' behalf to manage public anxiety and bring calm and clarity to situations wrought with confusion. Informed by the most current research tools, our strategic crisis plans clearly outline tiered messaging for all eventualities. As situations arise, we:

- Provide counsel
- Draft statements
- Contact media outlets
- Develop strategies to counter negative media attention
- Guide clients to follow words with action and earn or regain the public trust

Past Performance



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