



### Strategic Communications

Strategic communications for federal government clients is the centerpiece of Vistra’s professional capabilities. Our team has decades of experience and a network of influencers, positioning government agencies to engage stakeholders. Using your goals and data as our guide, Vistra develops an integrated communications strategy with compelling and consistent messages and tactics presented across all channels. Our strategic communications offerings encompass three primary areas:

#### Past Performance



US Army Corps of Engineers®



#### Public Affairs

Vistra cultivates and develops relationships between government agencies, politicians, and other decision makers. Backed by research, our public affairs specialists build awareness by clarifying legislative action, pushing back against government opposition, and influencing legislation at the local, state, and national levels with grassroots activation.

#### Crisis Planning and Communications

Our thorough risk assessments determine potential areas of weakness or threat; a clear action plan is developed and set in motion and continuously monitored with recommendations made for corrective action.

#### Community Outreach

Our team, nearly 50 percent of whom are veterans, is tapped into networks of regional and national influencers, leveraging those relationships to build consensus, influence action, promote goodwill, and build brand loyalty.

#### Contact Information

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