



Media Coaching and Training

Vistra’s team includes former journalists, public relations and media relations experts with decades of experience providing media coaching and training to federal, state, local, non-profit and corporate clients.

We work closely with key leadership to develop customized media training and coaching sessions that elevate individual speaking styles to professionally address the media issue at hand, whether that involves responding to a crisis or positioning a brand, product or service.

As part of our training, spokespersons learn:

- Rules of engagement
- Delivery techniques
- Personal presence

Our media coaching includes mock interviews, message and talking point development, issue framing and how to handle tough questions. We work with our clients before scheduled media interviews so that they are prepared.

For crisis communications, we conduct a scan of all media - traditional, broadcast, digital and social - to assess coverage of the issue, including key themes and messages. Informed by this analysis, we develop talking points, messages and an engagement strategy that will most effectively position our customers for success. Our crisis communications services include: -ongoing counsel, Statement development and promotion; Media outreach; Countering negative stories; Engagement strategies beyond the media.

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



NONPROFIT LEADERSHIP CENTER



Contact Information

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