



Crisis Communication Services

Vistra is highly skilled at applying focused and targeted crisis communications on behalf of our federal clients.

Our skill is rooted in combined knowledge and experience in public relations, public affairs, community engagement, marketing, and media relations to provide best practice solutions to maintain and enhance clients' overall brand and help meet their goals before, during, and after potential crisis situations.

Vistra's successful crisis communication plans adhere to strict protocols as they remain flexible enough to adapt quickly to evolving situations. Our thoroughly reviewed and strategically executed crisis response plans are the most powerful tool in our clients' toolboxes.

Success starts with a comprehensive organizational risk assessment: this is accomplished with a general or confidential survey, or interviews with key organizational leaders and mid-level managers to determine what keeps them up at night. When the research is completed, Vistra collaborates with key stakeholders to prioritize risks and prepare plans. Our work also includes media training for senior leaders to reinforce talking points and stay on task.

Each crisis communication plan includes the following elements:

- A clear definition of the crisis
- Key messages – big picture messaging to be woven into communications themes
- Talking points – three to five to ensure key messaging consistency
- Background – history that provides clarity and any facts to mitigate crisis impact
- Schedule – when, where, why, and how to communicate with internal/external audiences
- Communication matrix – designates who will communicate, to whom, when, and through which vehicle
- Q & A – inclusive of background information

Past Performance

**Out of respect for client privacy on crisis situations, we routinely omit client names and specifics.*

Vistra has provided crisis communications for a host of federal agencies and was hired by a Senior White House Official to handle a sensitive crisis communications situation regarding homeland security, public safety, and public perception following an unforeseen event that evolved from the misinterpretation of information.

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