

COMMUNICATIONS & MEDIA

Our communications professionals have decades of combined experience in the private and public sectors, working with Fortune 500 companies, trade organizations, and executives in a wide range of industries.

MVA's Public Affairs professionals have developed public relations and media strategies in the private and public sectors, with experience ranging from Fortune 500 companies to high-profile elected officials. We partner with our clients to thoroughly understand your organization, objectives, and audiences, and we devise messages and communications tactics to achieve your goals.

Our group has extensive knowledge of the ever-changing local and state media landscape, as well as national outlets and publications. As a well-established public relations practice, we can identify and secure valuable traditional and social media opportunities, event participation, speaking engagements, and other channels to reach and engage your key audiences.

Issues Management

Our background in corporate issue and reputation management, government, and politics makes us proficient in communications planning related to advocacy campaigns and public affairs efforts. MVA Public Affairs utilizes our broad experience, inclusive of government relations and event management, to deliver a coordinated and comprehensive approach to issues management.

We work with our clients to identify their internal and external stakeholders, as well as key influencers and media, and we craft consistent messaging tailored to the intended audiences. We also focus on proactive strategies, such as monitoring media and evaluating public opinion, to stay at the forefront of issues and avoid detrimental missteps and escalation.

Crisis Communications

Our group develops and supports the implementation of comprehensive crisis communications plans to help protect a client's reputation in a high-stakes situation. We work with our clients to prepare for identifiable risks as well as unforeseeable scenarios.

We understand that social media and 24-hour news cycles mean information is sought and shared rapidly, creating even greater urgency for an organization to respond to a crisis. Our communications professionals help clients establish plans that will enable them to immediately spring into action and decisively communicate their message to media and other stakeholders before opposing or misinformed views are hardened.

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Creative Services

With a creative staff of cinematographers, post-production professionals, copywriters, and graphic designers in-house, we're able to deploy quality campaigns quickly and respond to communications in a way that's most relevant to you. Our award-winning team has developed fully integrated media campaigns locally, regionally and across the country.

Capabilities List

- Message Development
- Issues Management
- Strategic Planning
- Crisis Communications
- Reputation Management
- Speechwriting
- Press Relations
- Media Training
- Media Monitoring and Issue Tracking
- Events Management

Communications, Public Relations & Media Representative Work