



<b>V.K. Fields &amp; Co. Crisis Communication Package(s)</b>	<b>\$8,500 - \$25,000</b>
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**Objective:** V.K. Fields & Co. Public Relations agency provides proactive Crisis Communications & Emergency Preparation Planning designed to assist clients with quick resolution, conflict management, strategic positioning, and superior media relations services. Our motto, “*Call Us Before You Need Us*” exemplifies our desire for preparation and organization during and after a crisis situation.

**Strategy:** V.K. Fields & Co. recommends that all clients have in place a customized Crisis Communications Plan in advance to facilitate effective and efficient media relations activities. This plan identifies the approved communications “chain of command,” when and how to communicate with the media, what to expect during a media storm/blitz, investigative inquiry, scandal, disaster, criminal allegation(s) or investigation, formal charges, and resulting negative media coverage. Additionally, the plan includes effective media and community relations strategies to repair or rebuild an image, reputation, or public persona.

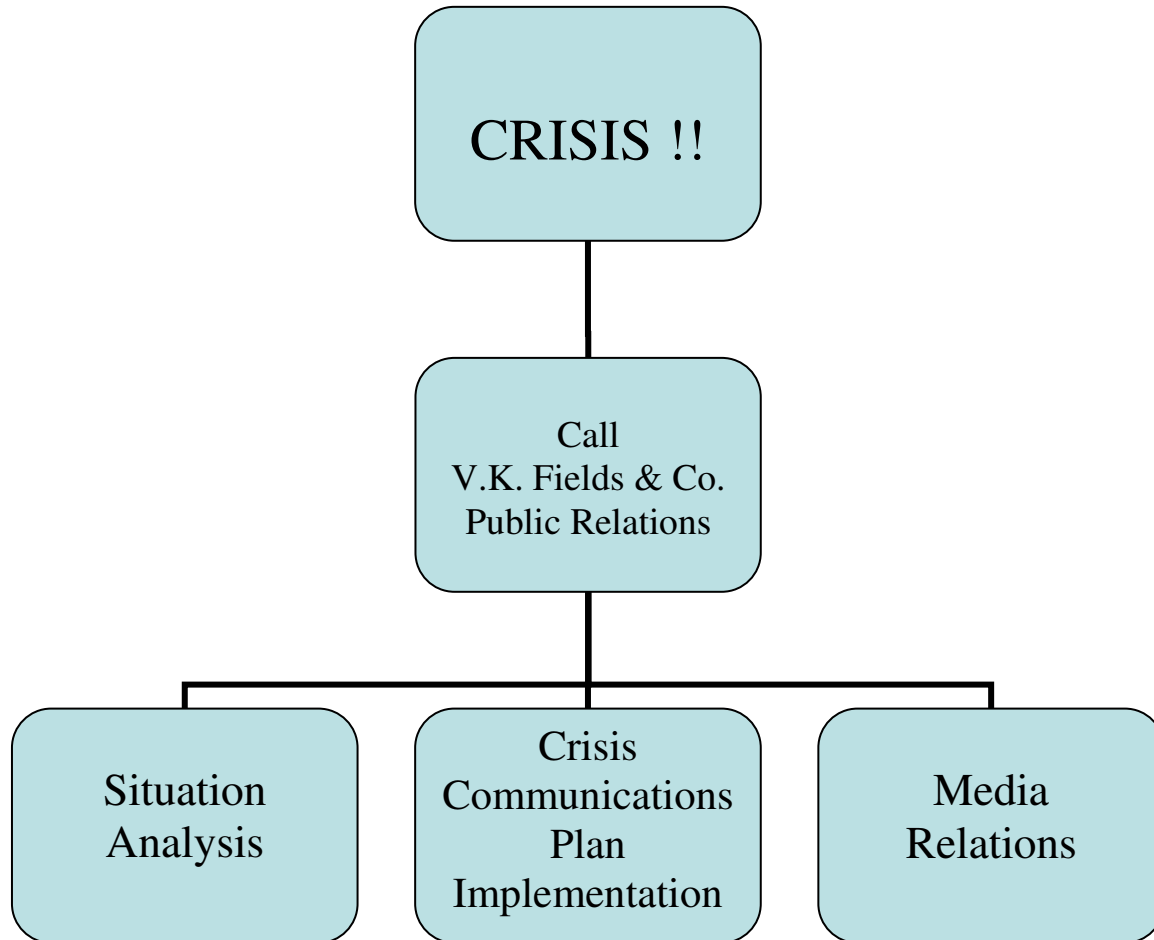
**Tactics:** Within seconds, we have the ability to connect and communicate with every print, radio, television and Internet media outlet in the world through our extensive media databases and wire distribution services; particularly sports/entertainment/institutional/corporate reporters and editors. Since every second counts during a crisis, don’t trust your reputation and image to circumstance or happenstance. In crisis communications, *you must tell your own story first*; we can help.

The V.K. Fields & Company Crisis Communications Package includes, but is not limited to:

- Customized Crisis Communications Plan (included in every package) -- \$1,500.00/plan
- Conflict Resolution
- Mediation (includes plaintiff(s), family, attorneys, et. al)
- Media Coaching and Training (Interrogations, Mock Interviews, Mock Press Conferences, “Hot Seat” and “Under Fire” Question & Answer Training
- 24-hour Call Access and Emergency Coaching/Media Intervention
- Media Monitoring Services
- Family Relationship Management and Media Coaching
- National and International Media Wire Services and Press Release Distribution
- Press Conference Coordination
- Major Media Interview Coordination and Requests
- Video Production Training for Media/Public Appearances
- Talking Points and Bullet Point Responses; Spokesperson Representation
- Talk Tracks and Feature Article Placements
- Community Relations (Ex: charitable giving and sponsorship optys.)
- Image Repair & Rebuilding
- Annual Crisis Communications Plan Updates
- Internet Management (Website, Weblogs/ “blogs”, Podcasts, Social Networking e.g. Twitter, Facebook, MySpace and Mobile Messaging, etc)
- Strategic Communications Planning & Implementation

*All V.K. Fields & Company Crisis Communications services are confidential. V.K. Fields & Co. can tailor and/or customize a Crisis Communications plan for specific circumstances.*

## Crisis Communications & Emergency Preparedness Planning



### **Our Crisis Communications Motto:**

**There's a point in the life of every problem where it's big enough to see, yet small enough to solve... *Call Us Before You Need Us!***

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