



avid-core.com

## CAPABILITIES

# Communications and Reputation Management

We help organizations shape their stories, strengthen their brands, and build lasting trust with audiences.

Whether an organization is launching a new initiative, navigating a sensitive issue, or enhancing a public image, we **blend strategic insight with creative execution** to deliver messages that resonate—and results that endure.

### Core Competencies

- Stakeholder relations
- Key message development
- Media relations
- Correspondence management
- Spanish language outreach

### Industry Experience

- Infrastructure
- Transportation
- Health and human services

## Related Projects

Appraisal Subcommittee Communications Support

U.S. Department of State International Boundary and Water Commission  
FOIA Response Management

## Our Approach

### Understanding the Landscape

We analyze audiences and communications to identify priorities, risks, and opportunities that shape how organizations are perceived.

### Targeting Audiences

We ensure messages are consistent and impactful across all touchpoints, tailored to reach target audiences.

### On-brand Messaging

We craft key messages and talking points that reflect our clients' missions and values.

### Media and Public Engagement

We manage proactive and responsive media relations, preparing organizations to communicate confidently.

### Style and Flow

We ensure professional, timely correspondence that supports organizational credibility.



### Contact

Amanda Roberts  
aroberts@avid-core.com  
703.635.4394