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Six golden rules to manage a crisis

1. Work with authorities and media repeatedly: If you're communicating with the media sooner is better than later. Your media

2. Assess media's role and responsibilities: How many media outlets are there? Do you need a national or local media strategy?

3. Identify your media strategy: Whether you're working with a group of media outlets or a single outlet, the key is to have a clear vision of who you're talking to.

4. Use the media's tools: Your media outlets will likely have their own tools that you can use to reach your audience. This might include social media or online resources.

5. Use the 'rules of engagement': These are the guidelines that your media outlets will follow. By following these rules, you can help ensure that your message is effective.

6. Tailor your message to the audience: Each media outlet has its own audience, so it's important to tailor your message to each one.