

The last thing companies want is to damage their reputation or image. So I think that when dealing with the media, there are a few key things they need to do. Firstly, it's crucial that companies always tell the truth. If there's a problem, they should say so straight away. I mean, they should admit it if they're at fault. But at the same time, they should stress the quick action they're taking to address the issue and to put things right. Basically, companies should try and find a way to turn any crisis into an opportunity. Um, and finally, I think it's a good idea to finish any interview on a positive note, like using a quote from someone from the company or giving information about an exciting new project the company's involved in – anything that will offer good PR really.