

Commuters queue to refuel their vehicles ahead of a nationwide petrol price rise announced to take effect from midnight, at Nanjing in China's eastern Jiangsu province



Iranian refugees stand with their belongings after crossing the border from Iran to Armenia at a border check point in the southern Armenian town of Meghri



The Kingdom skyscraper is lit with text that reads, 'Lord, make this country safe' in the Saudi capital Riyadh



A US Air Force Boeing B-52 Stratofortress bomber jet lands on the runway, beyond USAF Rockwell B-1 Lancer bomber jets, at RAF Fairford in south west England

Crude tops \$100

Bahrain reported 32 people wounded overnight by drone attack on Sitra

The wounded include a 17-year-old girl who suffered severe head and eye injuries, and a two-month-old baby. All of the wounded were Bahraini citizens and there were four "serious cases", including children.

\$100 and rising

The benchmark price for a barrel of crude soared beyond \$100 for the first time since Russia's invasion of Ukraine four years ago.

Trump dismissed the price spike, a politically sensitive issue in the United States, as a "small price to pay" for removing the alleged threat of Iran's nuclear programme.

US don't expect a quick end

In a sign that the United States does not expect a quick end to the war, the State Department ordered non-emergency staff to leave Saudi Arabia, days after a drone hit the US embassy.

As questions swirl over the length and goals of the war, Trump told the Times of Israel that any decision on when to end hostilities will be a joint one with Israel's Prime Minister Benjamin Netanyahu.

"I think it's mutual... a little bit. We've been talking. I'll make a decision at the right time, but everything's going to be taken into account," Trump said, threat of Iran's nuclear programme.

UAE 'will not partake in any attacks' on Iran: ambassador

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France, allies preparing 'defensive' mission to reopen Strait of Hormuz

● "This is essential for international trade, but also for the flow of gas and oil, which must be able to leave this region once again," said Macron in Paphos on the southwestern coast of Cyprus.

AFP | Paphos, Cyprus



President Emmanuel Macron yesterday warned that an attack on Cyprus was an attack on all of Europe and said France and its allies were preparing a "defensive" mission to reopen the Strait of Hormuz as the Middle East war entered its second week.

Speaking during a visit to Cyprus to discuss regional security, Macron said the mission would be aimed at escorting container ships and tankers in order to gradually reopen the Strait of Hormuz "after the end of the hottest phase of the conflict".

"This is essential for international trade, but also for the flow of gas and oil, which must be able to leave this region once again," said Macron in Paphos on the southwestern coast of Cyprus.

Speaking alongside Cypriot President Nikos Christodoulides and Greek Prime Minister Kyriakos Mitsotakis, Macron said a "purely defensive, purely support mission" will be put together by European and non-European states.

The European Union on Monday said it was ready to "enhance" its operations to protect maritime traffic in the Middle East.

The EU has been discussing reinforcing its naval mission in the Red Sea after US-Israeli attacks on Iran triggered a broader regional war.

Maritime traffic in the Strait of Hormuz, a key Gulf waterway through which a fifth of global crude passes, has all but halted since the war broke out on February 28.

Macron visited Cyprus after the island nation and EU member was targeted by Iranian-made drones in early March.

The French leader said an attack on Cyprus was an attack on all of Europe.

"When Cyprus is attacked, it is Europe that is attacked," he said.

"We will not accept that the slightest piece of European territory, like Cyprus, be exposed to danger," added Mitsotakis.

The drone attack in Cyprus led to France's deployment of the Charles de Gaulle aircraft carrier to the Mediterranean, as well as a frigate and air defence units to the island.

Paris has insisted its stance in the region is "strictly defensive".

BY INVITATION

Communication in Times of Crisis: When Silence Becomes a Risk



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In times of stability, corporate communication may appear routine—something that can be managed flexibly or even postponed. However, when uncertainty rises and crises emerge, communication becomes a critical leadership tool and a strategic necessity.

Communication is important in both good times and challenging ones. Yet during periods of uncertainty—such as the sensitive and evolving circumstances our region may experience—its importance becomes even more evident. For the private sector in particular, communication plays a vital role in maintaining relationships with key stakeholders, including employees, suppliers, clients, and the wider community.

When unfamiliar crises occur, organizations often experience what can be described as a "communication paralysis." This does not usually happen due to a lack of willingness to communicate, but rather because of shock, uncertainty, or the absence of a clear picture during the early stages of a crisis. However, silence during such moments can create an information vacuum—one that is quickly filled by speculation, rumors, and misinformation, ultimately eroding trust.

Effective corporate communication does not begin with a crisis, nor should it end when a crisis subsides. It is a continuous process built on transparency, trust, and engagement with stakeholders. Organizations that recognize this treat communication as an integral part of their strategy—not merely as a reactive response when challenges arise.

It is also important to distinguish between corporate communication and advertising campaigns. The communication required during times of uncertainty is not about marketing messages or promotional activity. Advertising serves its own commercial objectives, while strategic communication and public relations focus on managing relationships, delivering clear messages, and sustaining trust among stakeholders.

Communication during crises must therefore be strategic rather than reactive. It requires organizations to define clear key messages, identify their different target audiences, and determine the most appropriate channels to reach them. Employees, for example, need reassurance and transparency from their leadership. Clients need clarity and continuity. Suppliers need visibility and understanding of what lies ahead.

The global experience during the COVID-19 pandemic demonstrated the powerful role of communication in navigating crises. Organizations that maintained clear, consistent communication with their employees and clients were better able to sustain trust and stability during uncertain times. Those that remained silent or delayed communication often faced greater challenges later—particularly in rebuilding trust and protecting their reputation.

At the same time, effective communication does not mean excessive communication. Over-communicating can overwhelm audiences and dilute important messages. What organizations should aim for instead is balanced communication—clear, honest, and consistent messaging delivered at the right time.

One of the greatest risks organizations face during crises is stopping communication altogether. When institutions remain silent, the conversation does not stop; it simply moves elsewhere. And when that happens, narratives are often shaped by speculation rather than facts.

For this reason, organizations today must prioritize the development of clear internal and external communication strategies, guided by experienced professionals who understand how to manage messages responsibly and effectively. Communication management is not a secondary function—it is a critical component of institutional stability and reputation.

Ultimately, crises may pass, but the way organizations communicate during those moments often leaves a lasting impression. In many cases, it becomes the defining factor between organizations that preserve trust—and those that lose it.

(The views and opinions expressed in this article are those of the author and do not necessarily reflect the official policy or position of the Daily Tribune)

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