



Welcome the **CCRC Monthly Update** (affectionately known as the MU).

As we make our way through this worldwide pandemic, the MU will do its best to highlight (with a tip of the hat to Sergio Leone and Clint Eastwood), The **Good**, The **Bad** and The **Ugly** of effective (or not so much) crisis, risk and leadership communications. We do this by being honest, forthright and maybe even a little cheeky. We hope you enjoy the MU (If not swipe left).

Here we go:



THE GOOD:

The MU is looking to our Southern cousins in the US first, to acknowledge Jen Psaki (pronounced “sockee”), new White House Press Secretary under President Biden.

*MU note to readers: the MU will often use political examples of good/bad/ugly crisis communications, as they are public examples. The MU does not care how you vote. We care that you do vote, but not how.

She comes to the White House (WH) as a former spokesperson for the State Department and Deputy Comms Director in the Obama administration. Her early commitment to openness and transparency and how she handles difficult questions in what is undoubtedly one of, if not the most difficult jobs, in the world of communications. The MU likes her style and ability to work with the WH press corps so far. One small critique from the MU; slow your pace just a little bit Jen. You can check out her first press briefing [here](#).

The Good 2:

Jason Kenney (The MU will typically only do one example of each but hey it's our first newsletter with this type of focus.)

In Canada, Alberta Conservative Premier Jason Kenney, who was doing a live Q&A on Facebook, took direct aim at conspiracy theorists propagators, when he was asked if he was in cahoots with Canada's Prime Minister Trudeau and Klaus Schwab (founder of the World Economic Forum, an event held every year in Davos, Switzerland), on the

“great world reset”.

Kudos to Premier Kenney who looked conspiracy theorists right in the eye (camera) and said that a commitment to cooperation amongst leaders to slow the spread of Covid-19 does not make it a conspiracy theory. “Give your head a shake”, he said as he went on to hold up a graph showing the rapid spread of the virus and said sternly this is not a conspiracy or fake news and that if you don’t believe it talk to the doctors and nurses that are fighting this every day. Well done Premier. You can check it out [here](#).



The Bad:

Right back to the White House, within a week of taking his new job in the Biden administration, as a WH press aide, TJ Ducklo had to resign over threatening to “destroy” a reporter for writing about his relationship with another reporter. The MU would like to take this opportunity to remind everyone that it’s 2021...it’s not cool (or remotely acceptable) to threaten anyone in your workplace or personal life.

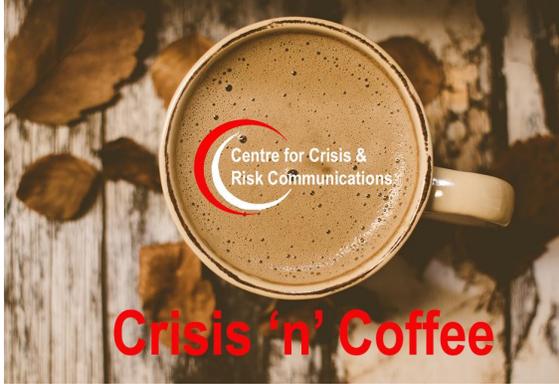
Ducklo’s resignation, (here’s your hat, what’s your hurry), relieved the pressure on previously mentioned Jen Psaki, who had originally only given Ducklo a suspension in his duties when his comments came to light in a Vanity Fair [story](#). His resignation came the next day.

The Ugly:

The now ex-head of the Tokyo Olympic Organizing Committee, Yashiro Mori had to resign over his comments that if more women were allowed on the Board they would talk to much. “If we increase the number of female board members, we have to make sure their speaking time is restricted somewhat, they have difficulty finishing, which is annoying,” he reportedly said. As the MU likes to say, sometimes you have a PR problem and sometimes you have a problem -when over 500 members of your organization quit over something you said, you might have a problem.

We’re not sure when the flux capacitor kicked in but Mori’s comments are right out of 1955. It took a couple days but eventually, after national and worldwide outrage, Mori resigned. (The MU assumes we don’t need to make any further comment here right?) A thorough accounting from [Time magazine](#):





We are back with Crisis 'n' Coffee and you are invited to join us, the first Thursday of every month for a virtual Coffee chat with Crisis Communication and Crisis Management Professionals. If you have a story to share, need some guidance, or simply enjoy making new connections, Join us! First Thursday of every month for **Crisis 'n' Coffee**.

Crisis 'n' Coffee is hosted on ZOOM [right here](#):
Use passcode: "Crisis"

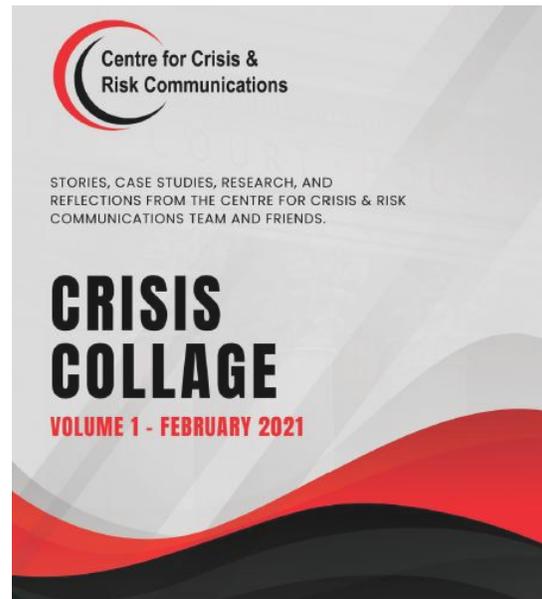
Crisis Collage: Volume 1

We are thrilled to announce and to share our latest publication, **CRISIS COLLAGE**: Volume 1. **CRISIS COLLAGE** is a compilation of stories, case studies, research, and reflections from the team at the Centre for Crisis & Risk Communications and from our friends and colleagues from around the globe.

We are grateful for the contributions to Volume 1 by:

Mr. Benjamin Morgan, M.A.
Dr. [Timothy Coombs](#), PhD
Ms. [Amanda Coleman](#) (Chart PR), FCIPR, FPRCA
Mr. [Greg Solecki](#), CEM, CBCP, MCML
Mr. [Tim Conrad](#), APR

We invite you to download your **FREE** copy of **CRISIS COLLAGE** [here](#).



That's it for our first MU. If you have any comments or stories you'd like us to mention drop us a note at info@centreforcrisiscommunications.com or simply click on the Contact button below. Until next month, from all of us at the CCRC, remember that the key to successful crisis & risk communications is to **Anticipate**, **Prepare** and **Practice**.

Contact the CCRC

