



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

Each month, 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 perhaps even a little cheeky. We hope you enjoy the MU (If not swipe left).

Here we go:



#### THE GOOD:

President Joe Biden announced that he has directed the US intelligence community to redouble their efforts in investigating the origins of the Covid-19 pandemic and report back to him in 90 days. The announcement comes after a US intelligence report found several researchers at China's Wuhan Institute of Virology fell ill in November 2019 and had to be hospitalized -- a new detail that fueled fresh public pressure on Biden to delve deeper into the origin of the virus. (The MU can't help but think of Agents Scully and Mulder as this search for the elusive truth of the origins of the pandemic that have ravaged the world continue to be peeled back like an onion. We assume the Smoking Man will be revealed at some point.) <https://cnn.it/3fNCof0>

#### THE BAD:

Only one week after telling Albertans that hospital and ICU patients were at an all time high in the province, Premier Jason Kenney has announced a 3-stage re-opening plan that could see all Covid-19 restrictions lifted by July. <https://bit.ly/3i2j1QZ> The MU is certain it's just a coincidence that the Calgary Stampede begins on July 9<sup>th</sup>. Look, don't get the MU wrong, we love the rodeo, the corn dogs and the Polar Express, (don't try them in that order), but we're a little worried about the Stampede turning into a super-spreader event that's even bigger than a Trump Supreme Court nomination party in the Rose Garden. Just sayin'.



#### THE UGLY:

Belarusian police arrested opposition blogger Roman Protasevich and his girlfriend, Sofia



Sapega, after forcing their Ryanair flight to land in the Belarusian capital, sparking outrage from European leaders, who have called the plane's grounding a hijacking and act of "air piracy". For the aviation geeks that read the MU, there are nine "Freedoms of the Air" in international air travel and this was a complete violation of the very first one; the right to fly over another country without landing. The MU would also like to take this opportunity to remind our readers that free speech is neither free nor protected in a lot of countries on this planet. With a dose of gratitude for where we live, here's the full story: <https://bit.ly/3fQ3MsQ>

### Crisis & Coffee June 3, 2021 12:00 MT

On June 3, 2021 at 12:00 noon MT / 2:00 pm ET, we are thrilled to welcome Dr. Timothy Coombs as our special guest. Dr. Coombs is a leading crisis communication professor and researcher at Texas A&M University. If you have taken a university-based crisis communication course, you have likely used one of his many text books. If you have a question for Dr. Coombs or would like the ZOOM details, it can all be found [here!](#)



### Paramedic Services Week

This week is Paramedic Services Week, 2021. It's on our social media channels, but we thought we'd to it here too... *Shout out and love to the Paramedics out there around the world.* This past year has put a strain on so many professions require rapid pivoting, random closures, and new business models. #paramedics? They continue to walk into the unknown, peoples homes, uncertain environments to provide care. *Thank you.*

That's it for our this addition of MU. If you have any comments or stories you'd like us to mention drop us a note at [info@centreforcrisiscommunications.com](mailto: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

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