



THE GOOD THE BAD THE UGLY

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:

The MU knows it's taken a while but finally it appears that both federal and provincial governments are serious about accepting responsibility and taking accountability (one of the seven CCRC principals of crisis communications) for the tragic period in our country's history that the Indian Residential Schools system operated in. Kudos to the Alberta government for announcing an \$8 million fund to help First Nations locate and honour graves at residential schools "In this country, we've skirted the truth, even though residential survivors and elders have been telling us for years that many children didn't find their way home," Alberta Minister of Indigenous Relations Rick Wilson said Wednesday morning. Read more on the fund here:

<https://bit.ly/3zOqlaq>

THE BAD:

Ok were admittedly gonna have a little fun with this one; NY Yankees starting ace pitcher Gerrit Cole was asked if he has ever used "sticky substances" as major league baseball cracks down on pitchers using such substances to help them throw the ball faster and with more spin. His reply to the yes or no question was priceless; after a long, long pause, "I don't really know how to answer that", he said. Translation: Yes I have. We know the NY Yankees must be cash strapped after signing Cole to a



nine year, \$324,000,000 million contract (that's \$36 million USD a year) but maybe they could scrape together some hot dog sales money and invest in some media training for the poor guy. Watch the priceless video here:

https://www.espn.com/video/clip/_/id/31592326

'I was completely inside': Lobster diver swallowed by humpback whale off Provincetown

Doug Fraser Cape Cod Times

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THE UGLY:

Think you've had a tough day at work? Commercial lobster fisherman Michael Packard, while diving for lobster off of Cape Cod, was swallowed whole by a humpback whale. "All of a sudden, I felt this huge shove and the next thing I knew it was completely black," Packard recalled Friday afternoon following his release from Cape Cod Hospital in Hyannis. "I could sense I was moving, and I could feel the whale squeezing with the muscles in his mouth," he said. Initially, Packard thought he was inside a great white shark, but he couldn't feel any teeth and he hadn't suffered any obvious wounds. It quickly dawned on him that he had been swallowed by a whale. The whole story is just so hard to swallow. Read about the one that got away here: <https://bit.ly/3d7lgit>

Crisis & Coffee Re-imagined

We are taking a summer break from our monthly Crisis & Coffee. We will **NOT** be hosting a virtual coffee meeting this July or August. Don't worry though, we are working hard the next couple of months to build the framework to support a collaborative community of crisis communication and management professionals. Watch for an announcement about **#CrisisClub** coming fall, 2021.



That's it for 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 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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