



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:

MU readers will know we sometimes stray into the world of politics because it's both fun and dangerous (and heck the MU's middle name is danger so here we go):

Kudos to PC party federal leader Erin O'Toole, who immediately after the



election call this summer, released his party's platform in an election handbook that looked strikingly similar to a Men's Health magazine cover. The MU notes that Mr. O'Toole looks to be in fighting shape and came across as calm cool and collected. While the traditional social issues that seem to dog the PCs in every recent election campaign were still there, O'Toole addressed most of them head on. The MU would like to remind readers of our mantra for handling a crisis (and even an election) successfully; anticipate, prepare, practice. It would appear that Mr. O'Toole has been reading the MU 😊



THE BAD:

Staying with politics, the MU notes former Conservative MP Derek Sloan, recently kicked out of caucus by the aforementioned Erin O'Toole for accepting campaign donations from a white nationalist, has decided to run as an independent in the Alberta riding of

of Banff-Airdrie. Oh where do we start. Well let's be neighborly and welcome Mr. Sloan to Alberta (the MU isn't sure if he's ever even been to Alberta before but hey that shouldn't stop someone from running for a seat here should it?)

But the MU feels compelled to point out the obvious: Mr. Sloan, like many of his Central Canadian compatriots, seems to think that voters in Alberta will blindly follow anyone, including him, that espouses some very right wing conservative views. The MU doesn't care how anyone votes (we do care that you do vote but not how), but we would like to correct this generalization. Yes we don't particularly like big government here in Alberta and we do tend toward the conservative side of many issues, but slow your roll just a little bit Mr. Sloan. Take some time to get to know us, we don't bite (hard anyway), but we do look a bit askance at folks from Ontario showing up and immediately running to represent the good, kind and generous-hearted folks of Alberta in Parliament. The MU wonders if Mr. Sloan is familiar with the term carpetbagger.

THE UGLY:

After “auditioning” several celebrities to replace legendary Canadian Jeopardy host Alex Trebek, Jeopardy executive producer Mike Richards, announced that he had decided who the new host should be. He didn't have to look far. (As in not even past his own mirror.) Mike Richards announced that after an exhaustive search, that he, himself, Mike Richards, would be the new host.

Decision comes after producer's misogynistic comments resurfaced this week

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Wow. (Somewhere in Wyoming Dick Cheney is smiling.) But wait. That's not all. After the announcement, it comes out that Richards made sexist and racist comment towards women and other minorities on a couple of pod casts he did several years ago. After mounting public pressure, Richards announced he would no longer be the host but would stay on as executive producer. Translation: I won't be the public face of Jeopardy but I'll keep the money. Then, to make matters worse, (every decent communicator get ready to cringe), he apologized for the “unwanted attention and the confusion and delays” he had caused. Ahem. Mr. Richards, the MU would like to politely remind you that what you actually should be apologizing for are your sexist and racist comments, not anything else. Alas, like so many others who feel it's ok to issue the faux apology of the age (“I apologize if anyone was offended by my remarks”), Mr. Richards will forever be on the Mount Rushmore of horrible apologies and his actions will also serve as the new template for how to destroy the following of a beloved TV show. Cringeworthy account [here](#):

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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