



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).

We know that we are a bit behind in delivering the September edition of the MU, however, our priority always has been and always will be supporting our clients, first. Let's just say, it has been a busy couple of months. Plus... we may have forgot to set our clocks back! We love supporting our clients... we would be happy to support you too!

MU readers will know we sometimes stray into the world of politics...but not this month. No, this month we're going to dive into the world of sports.

That said, here we go:

The Good



Kyle Beach. The former 1st round draft pick of the Chicago Blackhawks came out as John Doe #1 in a lawsuit against the Chicago Blackhawks as being the person that was sexually assaulted by the team's former video coach Brad Aldrich, a decade ago. We'll get to the Blackhawk's actions later, but Kyle Beach is a hero. Full stop. The MU can't imagine how difficult it was for him to come forward but all of us need to do a better job of supporting anyone that is assaulted, abused or harassed in anyway. Now a pro hockey player in Germany, Kyle Beach says he was "overwhelmed" by the support he has received. Please

The Bad



Former Blackhawks coach Joel Quenneville (left) and former general manager Stan Bowman have tried to deflect blame for the mishandling of Kyle Beach's allegations. | Bruce Bennett/Getty Images

You likely saw this coming...the Chicago Blackhawks. When Kyle Beach reported the assault to the Blackhawks, they decided to wait over three weeks to do anything about it since they were in the middle of the Stanley Cup playoffs and according to then coach Joel Quenneville, didn't want any "distractions", as reported by the law firm of Jenner & Block in their investigative report ten years later. The ramifications have been swift (now); Joel Quenneville has resigned as coach of the Florida Panthers, Blackhawks GM Stan Bowman has also resigned and the Blackhawks have been fined \$2 million. The MU thinks this is hardly enough. Read a full account of everything from the Chicago Sun-Times [HERE](#).

The Ugly

Former Blackhawks assistant Brad Aldrich's name no longer appears on Stanley Cup



We're not done with the Chicago Blackhawks. After apparently investigating the Kyle Beach incident they decided to let Brad Aldrich go, with full pay, and wait for it...a reference letter that he used to obtain a new job in coaching where he went on to sexually assault at least one more person in Michigan after his stint with the Blackhawks. Sometimes there are no words...but let's try and find some; the MU recalls that old saying that evil flourishes when good men do nothing. Boy did it ever flourish here. We finish where we started: Kyle Beach (again the hero of this story) has commended the Blackhawks for the steps they have taken. (The MU would've been less generous.) Hopefully this pulls the curtain back on the abusive culture that exists in many sports. Thank you again, Kyle Beach. News story is [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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