



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!

We would like to thank you, the MU readers for all your feedback and because you asked for more politics....no wait... nobody wants more politics. The MU's official comment on the 2021 federal election: Have you seen the movie Groundhog Day?

With that said, here we go:

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## The Good

### Photo of high school football player helping opponent goes viral

A brief moment of sportsmanship between opposing football teams shows the power of kindness.



In this dog eat dog, win at all costs world, a high school football player in Iowa showed the true meaning of sportsmanship when he helped an opposing player stretch out his leg during a break in their game because he was experiencing cramps due to dehydration. The MU salutes Charles City Iowa wide receiver Mario Hofer for helping us restore faith in humanity in a seemingly heartless world sometimes. To you sir: [Read the Story](#)

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## The Bad

### **Jaguars owner reprimands Urban Meyer for 'inexcusable' behaviour at Ohio bar**



Keeping with football, after leading his team to a winless 0 and 4 start, head coach of the NFL Jacksonville Jaguars, Urban Meyer, was caught by a cell phone camera (the MU is shocked!) at a bar in Columbus, Ohio with a lovely looking young female twerking against him while he sat at a bar stool. Never mind that the 57 year old former coach of the Ohio State Buckeyes owned the bar (Urban's Pint House) or that he's a rock star in Columbus since leading the Buckeyes to their eighth national football championship, it's just not cool for a 57 year old guy to do anything with a twenty-something girl. Adding insult to poor judgement, Coach Meyer did not even take the flight home with his team after losing to Cincinnati. Read more about the cringeworthy account [HERE](#)

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## The Ugly



Former Commander of the Special Forces Maj.-Gen. Peter Dawe wrote a positive character reference for a soldier found guilty of sexual assault. (Patrick Doyle/The Canadian Press)

In a move that stretches the term tone deaf to its limits, the Canadian military has done a quick about face amid growing public backlash and mounting anger from sexual assault survivors and pulled Maj.-Gen. Peter Dawe from his new role working on the military's response to reviews of sexual misconduct in the Canadian Armed Forces. Dawe was placed on leave from his role as commander of the Special Forces in May after CBC News reported that he had written a positive character reference for a soldier facing sentencing for sexually assaulting the wife of another soldier. As the MU likes to say... sometimes you have a PR problem and sometimes you have a problem. Read how the Canadian military continues to distinguish itself when it comes to handling sexual assault allegations [HERE](#)

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## 2021 British Columbia Wildfires

This year, a significant percentage of the Province of British Columbia experienced devastating wildfires. Although not uncommon in BC, this year was particularly challenging as Emergency Management and communication teams were already exhausted from COVID-19 responses.

We are so very grateful for the opportunity to have supported the Emergency Operations Centre in the District of Lillooet. The people will for ever be friends of the CCRC. They are now, better prepared with new communication tools and processes.

Most importantly, they are all safe!



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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](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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