



THE GOOD THE BAD THE UGLY

Alright MU readers here we go: Firstly, there is no truth to the April 1st report that the MU was bought by Google. 😊

Be sure to read to the end of the MU for a Call for Interest Opportunity and don't forget to join us on Thursday, April 14 at noon MT / 2:00 pm ET for Crisis n Coffee!

The Good

First Nations, Inuit and Métis conclude historic week of meetings



Olivia Stefanovich · CBC News · Posted: Apr 01, 2022 4:00 AM ET | Last Updated: April 1



Pope Francis apologizes to Indigenous delegates for abuses at residential schools

10 days ago | 3:15

Pope Francis spoke before an audience of 200 bishops, Indigenous delegates and supporters, delivering an apology for the conduct of some members of the Catholic Church in Canada's residential school system. 3:15

In a speech delivered last week, Pope Francis apologized for the conduct of some members of the Roman Catholic Church in Canada's residential school system, following a week of talks with First Nations, Inuit and Métis delegations. The delegates had gathered for a final and public audience with the Pope at the Vatican on Friday as Francis spoke of feeling "sorrow and shame" for the conduct of those who ran the schools. While it was a long time coming, (residential schools were run in Canada from the mid 1800's until the last one closed in 1996), the MU notes that accountability is one of the tenants of good crisis communications and that people are generally willing to be forgiving if you do the right thing and own your own conduct. Read more about Pope Francis's

The Bad



The Bad (aka The Slap Heard Round the World): At the Academy awards, while presenting the award for Documentary Feature (won by *Summer of Soul*), [Chris Rock](#) made a joke about [Will Smith](#)'s wife Jada Pinkett Smith. After Rock joked to Smith that he was looking forward to a sequel to *G.I. Jane* starring Jada, Smith stood up from his seat near the stage, strode up to Rock and slapped him across the face. After sitting back down, Smith shouted — twice — at Rock to “keep my wife’s name out of your f–king mouth.”

Oh where does the MU start? Let’s begin with the obvious: unless you are being physically attacked yourself, it is completely unacceptable for anyone to assault another person. Full stop. The entertainment industry seems to be getting this message as Will Smith has resigned from the Academy and both Sony and Netflix are pausing projects with his involvement. But where is law enforcement? According to the LAPD, incidents like this are termed “misdemeanors” and a misdemeanor charge typically involves a complaint being filed. Since Chris Rock declined to file a complaint, (never mind the 16 million witnesses that viewed it live and the several hundred witnesses that viewed it in person), there apparently will not be any charges brought against Will Smith.

Before we nominate Chris Rock for gentlemen of the year however, the MU (who happens to be a fan of Chris Rock), would like to point out to him, and everyone else, that making fun of people’s appearance is reprehensible. It’s 2022 Mr. Rock. You are a professional comedian. Work harder for your material than simply picking the low hanging fruit of someone’s appearance off the comedy tree and making fun of them. To drive this point home the MU would also like to remind Mr. Rock that he actually made a movie called, wait for it...*Hair* in 2009 that focuses on the issue of how Black-American women have perceived their [hair](#) and historically styled it. Mr. Rock, you are so much better than your conduct at the Oscar’s. Read about the proud moment of both these rich and famous men [HERE](#).

The Ugly



Under the category "I thought we were pals", Russian billionaire Roman Abramovich and Ukrainian peace negotiators suffered symptoms of suspected poisoning earlier this month after a meeting in Kyiv, the Wall Street Journal reported.

Trying hard to keep a sense of normalcy, Ukrainian Foreign Minister Dmytro Kuleba later said in an interview on national television that "everyone is thirsty for news and sensations". However, he also added wryly: "I advise anyone going for negotiations with Russia not to eat or drink anything, (and) preferably avoid touching surfaces". No kidding.

The MU hopes, unabashedly, that Vladimir Putin accidentally grabs the wrong end of one of his many poison-tipped umbrellas he undoubtedly has lying around his dacha outside Moscow. For more on the world's surreal nightmare that doesn't appear to be ending anytime soon click here [HERE](#).

Call for Interest: Crisis Communication Professionals

The team at the Centre for Crisis & Risk Communications is working with two of North America's leading crisis communication researchers / professors, [Dr. Timothy Coombs](#) and [Dr. Vincent Covello](#) on a new publication (title, yet to be determined).

The Project: We are interested in creating a text book, focusing on crisis and risk communications from the perspective of those who were accountable for and led the communication efforts on behalf of an organization. There are many texts that feature case studies (reviewing the communication efforts of others). As noted by Dr. Coombs, it is difficult to find a text that is from the perspective of those that led the communications. Our publication will ideally feature 12 - 16 stories shared by crisis communication professionals. Once the stories have been received and edited, Dr. Coombs and members of the team will underpin those stories with theories and principles from academia and research. As an example, "This is a great example of the Negative Dominance Theory and how the communications focused.....". Dr. Coombs has already been in contact with a publisher who has expressed interest in this project. Additionally, we think it might be fun to conclude the book with a "Choose your own crisis communication adventure" chapter, where readers can make decisions based on prompts, much like the old adventure-style books.

The Outcome: The outcome of this project is ideally a book that would be beneficial to communication and emergency management professionals. It has been suggested that this book could become a supplementary text for many different universities. Additionally, we see an opportunity to develop a crisis communication Master Class as an extension of the book (details to be confirmed).

The Call for Interest: If you are a crisis communication professional and have led communications through a crisis event, significant risk, recovery and are interested in the opportunity to participate in a

collaborative project, please visit our [THIS PAGE](#) and complete the form.

*Note: proceeds from any book sales will be donated to an organization that supports crisis events, such as the Red Cross (specifics to be determined).



Crisis n Coffee

Don't forget to join us, the second Thursday of each month for Crisis n Coffee. A virtual space to engage in conversation with folks, just like you!

One time registration is required [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

NO-COST 30 MINUTE CONSULTATION

