



THE GOOD THE BAD THE UGLY

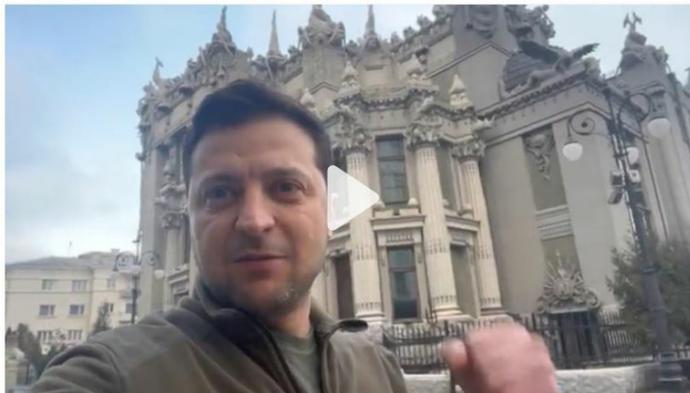
This edition of the MU is dedicated to the brave and courageous people of Ukraine.

## The Good

### Zelensky refuses US offer to evacuate, saying 'I need ammunition, not a ride'

By Sharon Braithwaite, CNN

Updated 1:06 PM ET, Sat February 26, 2022



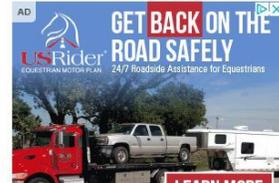
#### MORE FROM CNN



Donald Trump has a bonkers theory on how to win the war in Ukraine



Israel's prime minister speaks out after three-hour Putin meeting



In leadership that has not been seen since the likes of Winston Churchill, Ukraine President Volodymyr Zelensky, the comic actor turned heroic leader and inspirer of his proud country-men and women, (and the world), when offered an evacuation by the U.S. government from Kyiv, uttered a reply that will surely go down in history: "The fight is here. I need ammunition, not a ride." (The MU notes that words matter. But actions matter more.) Read more about THE text-book example of leading from the front [HERE](#).

## The Bad



Russia's influence over the world. In a sign of just how broad it really is, in a United Nations vote this week, to the surprise of many observers (and the MU), South Africa was one of 26 African countries that were unwilling to condemn Russia's invasion of Ukraine. It was a sign of Moscow's continuing political influence in many parts of the developing world – even after its brutal military campaign in Ukraine. While 141 countries at the UN General Assembly voted to denounce the invasion, there was more hesitancy and caution from Africa than from anywhere else in the world. About half of African countries joined the vote against Russia's aggression, but 17 abstained, eight declined to participate in the vote, and one (Eritrea) voted with Russia (The MU notes that we expected China and North Korea to mail it in, but South Africa? Home of Nelson Mandela, the man who spent 27 years in prison for opposing apartheid? C'mon man). Read how Mandela must be rolling over in his grave [HERE](#).

## The Ugly



After leaving the KGB and needing a job, Vladimir Putin was appointed as an advisor to Anatoly Sobchak, the first democratically elected Mayor of Saint

Petersburg. There he began his illustrious career of working closely with the Russian mafia and pilfering the city's coffers. After Sobchak lost the election in 1996, Putin helped his old boss flee the country (and criminal corruption charges) by arranging for a private plane for him to Paris. The kleptocracy in Moscow took note of this (since even thieving officials in the Kremlin worry about who will look after them in their retirement), and proudly announced that Putin's our boy by appointing him to various posts in the Kremlin and then Deputy Prime Minister in 1999. (Putin later had Sobchak killed, nasty thing those loose ends, after asking him to campaign for him back in Russia in 2000, but we digress.)

After Boris Yeltsin resigned, Putin became acting President but he had a problem; he had to get elected if he wanted to have the full-time job of President. Now the MU recognizes it has done some brazen things in its career to get the attention of folks whom we wanted to hire us, but Putin went a little farther than we did. He gets his KGB buddies to plant explosives in four apartment blocks throughout Russia, (killing over 300 people and injuring over a 1000), blames it on Chechen rebels, and invades Chechnya as a response. (The MU notes 25,000-50,000 people, mostly Chechen civilians were likely killed in the war.) Bravo the strongman they shout in Russia. The admiration unceasing, Putin invades Georgia and Ukraine (the first, second and now third time.) The MU notes that along with the rest of the world, it appears many Russians have had enough of Putin too.

Watch the great investigative work of Gillian Findlay and the Fifth Estate on the man who is the greatest threat to the stability of world order, not to mention actual lives [HERE](#).



### Crisis & Coffee - March 10

Join us, special guest, Bob Jensen, and your crisis communication community for conversation, the second Thursday of each month, starting January 13, 2022 at 12:00 pm MT / 2:00 pm PT.

One-time registration is required by visiting [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](mailto:info@centreforcrisiscommunications.com) or simply click on the [Contact the CCRC](#) 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**.

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