



THE GOOD THE BAD THE UGLY

Welcome to May MU readers! It snowed in Alberta, Canada this week ☹️ but the good news is we have the MU to melt away all our blues.

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, May 12 at noon MT / 2:00 pm ET for Crisis n Coffee!

## THE GOOD

Weeks of planning culminated in a brief visit that couldn't be kept entirely secret



[Katie Simpson](#) · CBC News · Posted: May 09, 2022 5:28 PM ET | Last Updated: 4 hours ago



Under the category better late than never, Canadian Prime Minister Justin Trudeau, Federal Cabinet Ministers of Defence and Foreign Affairs, Freeland and Joly, respectively, all showed up in Kyiv, Ukraine to show Canadian support to President Zelensky and the Ukrainian people. Trudeau raised the flag over the Canadian embassy once again to announce its reopening. (The MU is gonna steal a line from Woody Allen and remind everyone that 90% of life is showing up.) Former Ukrainian Ambassador to Canada, Andriy Shevchenko, said on CTV's Question Period last Sunday that Ukrainians view Lithuania and Canada as the two countries that are the best allies and best friends of Ukraine and that the show of support was greatly appreciated. A senior Canadian government source confirmed that the delegation was accompanied by Joint Task Force 2 (JTF2) of the Canadian Special Operations

Forces Command — an elite unit that works in counter-terrorism, protective services and special reconnaissance (the MUs translation: they're badass.) Read all about the behind the scenes planning of the trip [HERE](#).

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## THE UGLY



Will Smith's slap on Chris Rock continues to reverberate across society. Last week, Dave Chappelle was attacked while performing his set at the 2022 "Netflix is a Joke Comedy Festival" in Los Angeles. The incident was captured [via social media footage](#) that began circulating late Tuesday night. The man accused of attacking Chappelle was charged with four misdemeanors. Though the alleged assailant, Isaiah Lee, 23, was originally charged with felony assault with a deadly weapon, prosecutors have now dropped this charge. Unbelievably, in attendance at the show was Chris Rock himself. Adding some levity to the situation Rock asked Chappelle on stage if that was Will Smith.

For an in depth take on how Will Smith's actions have deeply affected the black community, read UCLA graduate, three-time national collegiate champion, six time NBA champion and Presidential Medal of Freedom recipient Kareem Abdul-Jabbar's op ed piece on it [HERE](#).

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## THE UGLY



Former U.S Defence Secretary Mark Esper told CBS in an interview broadcast Sunday he helped prevent a series of "dangerous things that could have taken the country in a dark direction" during his time in the Trump administration. When CBS' Norah O'Donnell asked Esper during the interview for examples, he cited a proposal to "take military action against Venezuela," to "strike Iran" and, "at one point, somebody proposed we blockade Cuba." (Ok let's kick-start the flux capacitor, we're going back to 1962.)

But wait MU readers, that's not all. According to Esper, President Trump wanted to shoot missiles into to Mexico to stop the drug cartels (and not tell anyone) and also suggested shooting Black Lives Matter (BLM) protesters in the legs during the protests that erupted in Washington D.C., after the death of George Floyd. Wow. The world is just one big game of Risk for the former President isn't it. Somewhere, French filmmaker and writer Albert Lamorisse, (who invented the game of Risk in 1957), is rolling over in his grave. Watch the jaw dropping interview on 60 Minutes [HERE](#).

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## Call for Interest: Crisis Communication Professionals

The team at the Centre for Crisis & Risk Communications is working with two of North Americas 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](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

**NO-COST 30 MINUTE CONSULTATION**



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