



THE GOOD THE BAD THE UGLY

## HOLIDAY EDITION

**Ho, Ho, Ho...** it's that time of year for all of us, including the MU. As MU readers (who follow the teachings of Dr. Vincent Covello, Senior Advisor to the CCRC Advisory Board and, ahem, friend of the MU), will know, that the average human brain can recall, process and understand, in a low stress, low concern environments (like when you're reading the MU), is **seven** (In high stress and high concern environments it's only **three**).

So, in a salute to the pioneering brain science and research of Dr. Covello (did we mention he's a friend of the MU?) and to keep the annual tradition going, the MU brings you it's second **Top 7 Naughty List** of crisis communications.

Without further adieu from the MU, here we go....

### #7 Michael Avenatti



John Lamparski/Sipa/AP

In the Arts & Culture category...Attorney Michael Avenatti was convicted in January of wire fraud and aggravated identity theft for stealing from former porn, ahh we mean adult film, star, Stormy Daniels. Prosecutors said Avenatti,

who had once considered a run for President with the Democratic Party, and helped negotiate the \$800,000 advance for Daniels' October 2018 book "Full Disclosure" -- defrauded his former client by instructing her literary agent to send two of the installments of the advance totaling nearly \$300,000 to an account controlled by him, rather than directly to Daniels, without her knowledge.

Sometimes the naked truth is hard to swallow. And somewhere former President Donald Trump is smiling. Read more about the beauty and the beast [HERE](#).

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## #6 CTV News

# Anger as Lisa LaFlamme dropped as Canada TV anchor after going grey

**Award-winning host of CTV National News 'shocked and saddened' as company denies accusations of sexism and ageism**



📷 Lisa LaFlamme poses with her Canadian Screen Award in Toronto this week. Photograph: George Pimentel/REX/Shutterstock

Oh where do we start with this one? Well firstly, if you're going to fire someone, make sure they just haven't won an award for being the best at what they do in a hyper-competitive industry. And maybe make sure they haven't been made an Officer of the Order of Canada for what they do. That's right, Lisa LaFlamme, ratings leader and until recently the lead anchor for the CTV national news, won the Best News Anchor at the Canadian Screen Awards THIS YEAR!

The MU can hear the final conversation with the now placed-on-leave male CTV exec who let her go, “Hey Lisa, thanks for your hard work over the last 35 years, reporting from conflict zones and the sites of devastating natural disasters and really connecting with Canadians and all. But I don’t really like the grey hair so we’re gonna pass on you coming back to work this Fall. That cool with you sweetie?” (The MU would like to acknowledge EVERY woman that has pushed, hit, cracked and shattered the glass ceiling.)

In a sign of just how big this story went you can read the coverage from the U.K.’s Guardian newspaper [HERE](#).

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## #5 Hockey Canada



Hockey Canada has announced its CEO and entire board of directors are stepping aside after mounting backlash over its handling of sexual assault allegations.

Firstly, the MU hopes we never have to remind our readers when it’s time to leave the party. Or in this case, the dumpster fire. Tone deaf just doesn’t seem to describe the former Board and senior management of Hockey Canada. After assuring (don’t ever use that word MU readers) us that money to pay numerous sexual assault allegation lawsuits did not come from government funding, (then only to reveal that it came from the registrations fees of Canadian hockey players), the interim Chair of Hockey Canada’s Board had a disastrous appearance before a House of Commons committee.

Two lowlights stand out for the MU: the threat that the arenas across Canada might not stay open if the Board and management resigned (c’mon were Canadians we know how to pull together in the winter to make a hockey game happen), and then the fact the Board chair couldn’t name three positive

qualities about the CEO. “I wasn’t prepared for this question,” she said. Clearly. Well after digging their heels in the entire Board and CEO woke up and smelled the coffee and resigned (The MU notes wryly only after most major sponsors decided to walk).

The MU believes every Canadian child should be able to play the treasured game of hockey in a safe and harm free environment. Read about the decline of those entrusted to manage the reputation of hockey in Canada [HERE](#).

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## #4 Saskatchewan Party MLA Lyle Stewart



Saskatchewan Public Safety Minister Christine Tell speaks to reporters Tuesday about convicted killer Colin Thatcher's appearance at the Throne Speech. [File / Global News](#)

Tone deaf just doesn't seem to capture why Saskatchewan Party MLA Lyle Stewart would think it remotely acceptable to invite convicted killer Colin Thatcher to the throne speech. That's right up there with thinking it would have been a good idea to stay at Jeffrey Epstein's townhouse in Manhattan, (ahem Prince Andrew), or that as President you would want to have every single conversation in the White House recorded (what could go wrong there President Nixon?) Oh, but that's not all MU readers.

Along with being completely tone deaf, we also were treated to a defense of the undefendable: Saskatchewan Policing, Corrections and Public Safety Minister Christine Tell said, “Colin Thatcher is a citizen who has gone through the justice system, gone through the courts, did his time in incarceration. He's now paid that debt to society that society has deemed for him to do and he's living his life as a citizen of our province.

He has a right to be here.” The MU is reminded of a very apropos quote by Mark Twain; “It's better to remain silent and thought a fool than to talk and remove all doubt.” Read, no surprise, Minister Tell's apology [HERE](#).

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### #3 Texas Department of Public Safety



Steven C. McCraw, Director and Colonel of the Texas Department of Public Safety, speaks during a press conference about the mass shooting at Robb Elementary School on May 27, 2022 in Uvalde, Texas. (Michael M. Santiago/Getty Images)

Taking accountability and owning up for your actions are hallmarks of good crisis communications, (not to mention what we've learned in life since kindergarten.) So it was with dismay that the MU watched the press conference in Uvalde, Texas, earlier this year hosted by Texas Department of Public Safety Director Steve McCraw, when he revealed that there were 19 officers in the school hallway for about an hour as small children used their deceased teacher's phone to dial 911 and beg for their lives. He described local police officials preventing border patrol and other federal law enforcement who had arrived on the scene from entering the school and helping these terrorized kids, while their screaming parents begged them to act.

He acknowledged the school resource officer was not on the scene. And after admitting this staggering level of incompetence in the face of unimaginable evil—a failure so immense that it will reverberate for generations—McCraw said dismissively, "If I thought it would help, I'd apologize." Wow. Newsflash Director McCraw, it would have. The MU notes that there is now apology legislation in all 50 states that simply put says that by saying you're sorry, you are not admitting liability.

When you have messed up, screwed up or just flat out made a mistake; say you're sorry. It absolutely helps. Read about the most infuriating press conference in American history [HERE](#).

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### #2 The Winnipeg Police Department

## Manitoba site pauses operations, raising prospect that search for bodies of Long Plain First Nation women could be possible



📷 A memorial to the three Indigenous women who were murdered in Manitoba. Police believe the remains of two victims are buried in the Prairie Green landfill. Photograph: John Woods/AP

Amid calls for his resignation, Winnipeg's police chief says he will not be stepping down and is committed to getting justice for the four victims of an alleged serial killer.

Calls for Winnipeg police Chief Danny Smyth's resignation have been growing from First Nation leaders and grieving family members since he announced police would not be searching a landfill for the remains of two victims of alleged serial killer Jeremy Skibicki.

Chief Smyth said a search of the landfill was "not feasible". Translation: "Hey if it were two white people that were killed, we would obviously immediately begin to search the landfill as we know white people are more important and frankly better people than any other race, especially Indigenous people. Frankly I am frustrated and a bit angry that I even have to explain this to you".

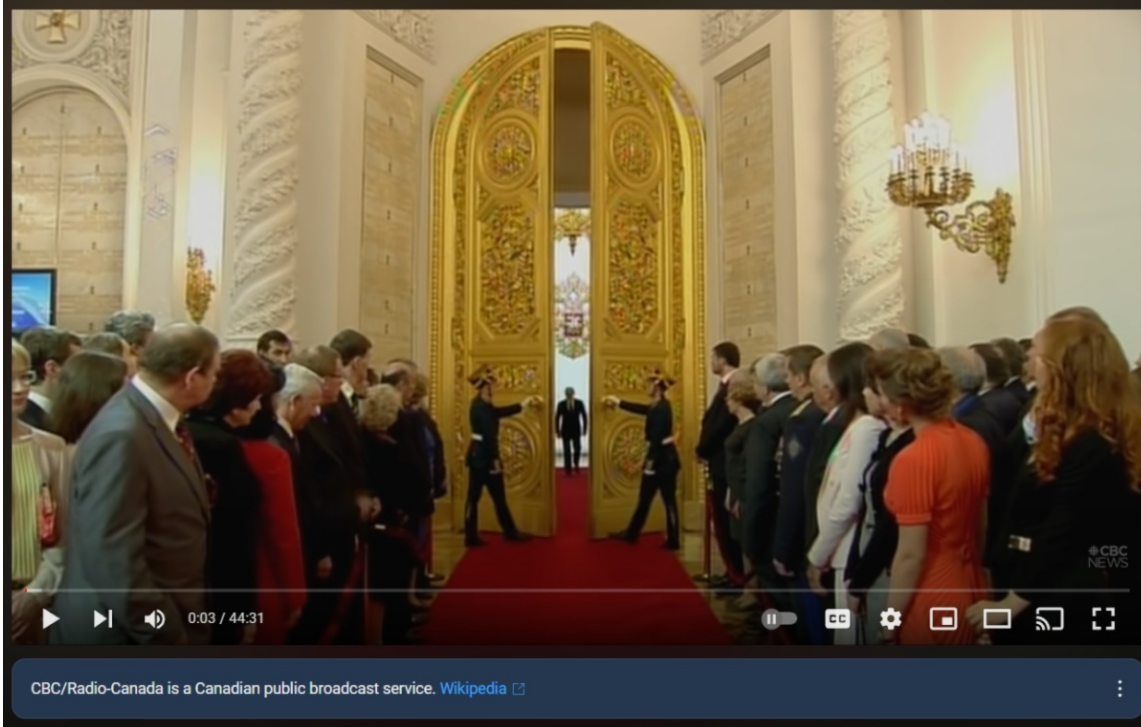
Oh we understand Chief Smyth. Despite technology and experience being available from the folks that searched ground zero after the 911 attacks for human remains and the many police teams, including the RCMP that searched Robert Pickton's 6.5 hectare pig farm (some 4 times bigger than the landfill) it's just not "feasible".

In a sign of just how much attention this has received around the world and to watch the countdown start on either Smyth's resignation or a search of the landfill, read the report from the U.K's Guardian newspaper [HERE](#).

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And the largest lump of coal winner (it wasn't even close) is...

**#1 Vladimir Putin**



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 last February). 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

second Thursday of the month  
register at [www.crisisncoffee.com](http://www.crisisncoffee.com)



ANTICIPATE | PREPARE | PRACTICE

You are invited, every second Thursday of each month for great conversation with great people like you! Crisis & Coffee is a virtual gathering place for emergency management and communications professionals to share ideas and stories. Crisis & Coffee 12:00 pm MT / 2:00 pm ET. Join us for great conversations with great friends. One time registration is required [HERE](#).

## A **SPECIAL OFFER** for friends of the MU and the Centre for Crisis & Risk Communications

# 25% OFF

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Dr. Vincent Covello**

## Coming 2023

We are thrilled to share that in early 2023, we will be offering a course in Crisis Communications with Dr. Vincent Covello.

This online course divided into 13 modules follows along with Dr. Covello's latest book, "Communicating in Risk, Crisis, and High Stress Situations".

Pre Register your spot now and received **25% off** the regular price of **\$499.99 USD**. You will receive a copy of Dr. Covello's book and access and 13 online modules. Each module aligns to each chapter in Dr. Covello's book and provides: a chapter summary, a presentation, and a video of Dr. Covello sharing his theories, principles, and tools.

[Pre Register Now & Save](#)

That's it MU readers. We hope you have a Merry Christmas, Happy Hanukkah, Happy upcoming Ramadan, Happy Kwanzaa or Happy whatever you choose to celebrate with family and friends over the Holidays. And if you happen to have a little too much eggnog and post something inappropriate on your company's social media.... the CCRC will be here to help over the Holidays and into 2023!

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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