



THE GOOD THE BAD THE UGLY

Hello MU readers and a warm welcome back from summer break. We hope you had a summer just like Sandy Olsson in the movie Grease. To quote (and tribute) the late great Olivia Newton-John, "I've just had the best summer of my life, and now I have to go away. It isn't fair."

Don't worry MU readers, just like Danny Zuko, we're not going anywhere. (And we hope to bump into you later at the pep rally. 😊 )

## The Good (Not the event - the communications response)

### Timeline of the police response to stabbings in Saskatchewan that killed at least 10



A police officer in protective equipment walks in a crime scene in Weldon, Sask., on Sunday, Sept. 4, 2022. Saskatchewan RCMP has confirmed that there are 10 dead while 15 are injured following the stabbings that occurred at James Smith Cree Nation and Weldon in Saskatchewan. THE CANADIAN PRESS/Heywood Yu

In a horrific and heartbreaking event in Saskatchewan two men killed 10 people on the James Smith Cree Nation and injured over 18. The MU extends our heartfelt condolences and love to the families and friends that were touched by this tragedy.

Amidst this tragedy, the MU would also like to highlight the much-improved response time by the RCMP in communicating the details of the life-threatening situation to the public. Unlike the mass shootings in Nova Scotia, where it took the RCMP over eight hours to issue

their second tweet (and first about there being an active shooter), the RCMP in Saskatchewan issued a dangerous persons alert within 92 minutes of receiving the first calls from the James Smith Cree Nation and issued three updates to the situation within two and a half hours of the first communication.

We know we don't have to remind MU readers that it's crucial for any organization to get their message out quickly in a crisis. Kudos to the RCMP for doing just that. Read the about the RCMP communication timeline [HERE](#).

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## The not-so bad **Bad**

Central bank has recently been using social media to engage the public on the economy

The Canadian Press · Posted: Aug 31, 2022 3:54 PM ET | Last Updated: August 31



The Bank of Canada is shown in Ottawa on July 12, 2022. The central bank has recently taken to Twitter to fight misinformation about its work and the economy. (Sean Kilpatrick/The Canadian Press)

In the last days of summer the MU is going to hang on to that positivity and acknowledge that while yes, we have record high inflation not seen in decades, and yes, the Bank of Canada (and the Fed and the Bank of England, etc.,) raised interest rates again, we are going to compliment the Bank of Canada for actually engaging average Canadians over social media, especially Twitter.

The MU says it's about time. In years gone by there was literally a cottage industry that sprung up to decipher the code words, or pauses, or coughs, (you get the point) that came from the Governor of the Bank of Canada (or other senior officials) as to what that meant for interest rates and how they viewed the economy going forward. No more. Now the BoC regularly issues tweets and actually engages Canadians on a regular basis, even pushing back on rumours and mis-information that are circulating in society. Read how the BoC has upped their communication game [HERE](#).

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## The Ugly

# 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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## Crisis & Coffee Returns

Our monthly Crisis and Coffee returns. We look forward to welcoming back our community of crisis communication and emergency management professionals. We are back, the second Thursday of each month starting on September 8th at 12:00 pm MT / 2:00 pm ET. Join us for great

# CRISIS & COFFEE

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



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conversations with great friends. One time registration is required [HERE](#).

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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

**NO-COST 30 MINUTE CONSULTATION**



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