

CCRC Monthly Update, Crisis & Coffee Special Edition - the MU - April, 2021



Welcome the **CCRC Monthly Update** (affectionately known as the MU).

As we make our way through this worldwide pandemic, the MU will do its best to highlight (with a tip of the hat to Sergio Leone and Clint Eastwood), The **Good**, The **Bad** and The **Ugly** of effective (or not so much) crisis, risk and leadership communications. We do this by being honest, forthright and maybe even a little cheeky. We hope you enjoy the MU (If not swipe left).

Here we go:



THE GOOD:

The MU starts with a big shout out to Daniella Frazier, the at the time 17 year-old girl who had the temerity to film police officer Derek Chauvin with his knee on the neck of a subdued George Floyd for nearly 10 minutes, during which Floyd said he couldn't breathe and eventually died. Without her actions, the guilty verdict that a Minneapolis jury came back with in the trial of former Officer Chauvin last week would surely have been far less likely, even impossible. The MU wants you to be the judge: here's what the original Minneapolis Police Department statement said, "Officers were able to get the suspect into handcuffs and noted he appeared to be suffering medical distress," [read](#) the Minneapolis Police Department statement sent shortly after [George Floyd's](#) death. "Officers called for an ambulance. He was transported to [a hospital] by ambulance where he died a short time later. At no time were any weapons used by anyone involved in this incident." <https://wapo.st/2R3XbSC>

THE BAD:

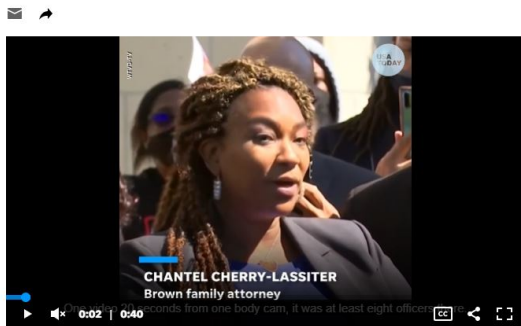
Unbelievably, during the deliberations of Derek Chauvin's trial, Kimberley Potter, a white police officer in Brooklyn Center, a suburb of Minneapolis, fatally shot Daunte Smith, a black man who was pulled over during a traffic stop. Potter resigned within days, as did the Chief of the Brooklyn Center police force, who termed the shooting "accidental." Apparently, Potter meant to taser Smith and not shoot him with her gun. The MU notes that Potter's taser is on the left-hand

side of her belt and her gun is holstered on the right-hand side. More on the entire tragic, if not isolated and now all too familiar incident, here: <https://cnn.it/3eyiUud>



Andrew Brown Jr.'s family says police 'executed' him, then only showed a 20-second video clip from body-cam

John Bacon and Jorge L. Ortiz USA TODAY
Published 10:23 a.m. ET Apr. 26, 2021 | Updated 8:19 p.m. ET Apr. 26, 2021



Andrew Brown Jr. shooting: Family shown only 20 secs of bodycam video

The Ugly:

So when is enough, enough? In Elizabeth City, North Carolina, a white police officer (stop the MU if you've heard this before), shot an unarmed black man, Andrew Brown Jr., while serving drug and related search and arrests warrants. While extensive video footage of the shooting apparently exists with police officer body cam video taken from many angles, the Elizabeth City police department refused to release any video of the incident, and only showed the Brown family and their lawyer 20 seconds of redacted video. Henry Daniels, representing the Brown family, said Brown was shot in the back of the head. Attorney Chantel Cherry-Lassiter watched the 20-second clip with Brown's relatives and said he kept his hands on the steering wheel and did not appear to be a threat to officers, who fired as he backed his vehicle out and tried to drive away. Pasquotank County Sheriff Tommy Wooten has said that multiple deputies fired shots. Seven deputies are on leave pending a probe by the State Bureau of Investigation. Read the full story here:

<https://bit.ly/3xtky95>

The MU understands that being a police officer in any country is a tough job. We get it. And to all those who honourably protect and serve, the MU thanks you. For those however, in any capacity, who do not grasp the meaning behind the words to protect and serve, and to those who think that policing is something easily done, without a tremendous amount of training and understanding of the task and role at hand, and who do not understand the need and difficult task of controlling your emotions in high stress and high-risk encounters, your time is up. Gob bless America as her struggle for racial equality continues. And God bless the rest of us too as we aim to build a better, more transparent and more equal world.

Crisis & Coffee, Special Edition

May 6, 2021 at 12:00 pm noon MST, we are thrilled to welcome world-leading crisis & risk communication expert, our friend, and senior advisor, Dr. Vincent Covello for a virtual coffee chat. Join us, in conversation with Dr. Covello.

If you have a question for Dr. Covello, please submit it ahead of time. We will try our best to have it answered.



Crisis & Coffee Special Edition Details & Question Submission



Crisis Communication Plan "Health Checkup"

Having a "healthy" Crisis Communication plan is one way to increase your crisis communication success. Give your plan a quick "health checkup" by answering 20 Crisis Communication Plan questions. Our checkup is designed to stimulate ideas and to provide suggestions, strengthening your organization's Crisis Communication Plan and program.

Our checkup will take approximately 5 minutes to complete and will immediately display suggestions that you can consider including into your plan right away.

Give your Crisis Communication Plan a "Health Checkup"

That's it for our this edition of the 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 | Practice**.

Contact the CCRC



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