



**Ho, Ho, Ho...** For many of us, it is just about that time of year, including all of use here at the Centre for Crisis & Risk Communications (CCRC). As Monthly Update (MU) readers (who follow the teaching of Dr. Vincent Covello, Senior Advisor of the CCRC Advisory Board and, ahem, a friend of the MU), will know, the number of items the average brain can remember, recall and process when in low-stress and low-concern environments (like when you're reading the MU), is **seven** (In high-stress and high-concern environments, that number changes to **three**).

We also know that the keys to successful crisis & risk (high stakes) communication are:

## **Anticipation | Preparation | Practice**

Our hope for all MU readers and all organizations (big and small) is that you avoid the Communications Naughty List by responding and communicating successfully when facing high-stress, high-concern environments.

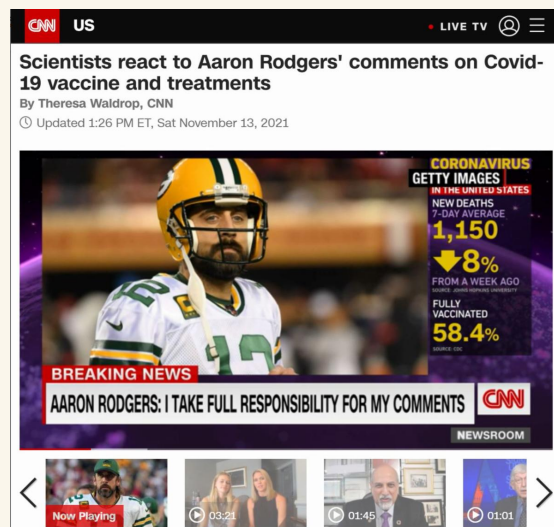
In a salute to the pioneering brain science and research of Dr. Covello (did we mention he's a friend of the MU?), we bring you our 1<sup>st</sup> annual **Top 7 Communications Naughty List of 2021**

Without further adieu, here we go....

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## #7 AARON RODGERS

The MVP winning quarterback of the Green Bay Packers, and perennial all-star, was asked if he was vaccinated last summer, before football training camps began. He replied he was “immunized.” All good right? Except then he contracted Covid. And we found out he wasn’t vaccinated at all, but had presumably taken some Flintstones vitamins or something instead. The MU would like to remind readers that it’s good crisis communications protocol, (and also the most important lesson from kindergarten), to not lie when you’re asked a question, (especially by the media.) And then comes the faux apology: “I apologize if anyone felt misled,” he said. One more time world; do not apologize for other people’s feelings, apologize for your own actions. Read about the soon-to-be lump of coal recipient [HERE](#)



## #6 BURGER KING

In an absolutely tone deaf and misguided attempt to encourage women to pursue culinary careers, Burger King tweeted “Women belong in the kitchen.” The MU’s not sure that hit the mark, (or as the MU occasionally says, Wednesday, Thursday, Friday WTF?) Read about the whopper of a mistake and the grilling Burger King took here [HERE](#)

### Burger King gets grilled for ‘women belong in the kitchen’ tweet

By Josh K. Elliott · Global News  
Posted March 8, 2021 1:39 pm · Updated March 8, 2021 5:03 pm



## #5 COCA COLA

Coke is an official sponsor of the UEFA European Football

Championships (or the Euros), the second largest soccer tournament on the planet after the World Cup. Translation: it's a big deal. As an official sponsor, Coke gets to place their product on the media desk world famous soccer players sit at after their matches when they address the world's media. The MU isn't sure if anyone at Coke exercises because apparently after they do, the first drink they use to quench their thirst is...a bottle of Coke? After running through a gruelling 90-minute Euro soccer match for Portugal this past year, Cristiano Ronaldo came to the media desk and had the nerve to push away the bottle of Coke and say he wanted, wait for it...water. It gets better: the Coca Cola Company actually bottles its own brand of water, Dasani. Ok Coke execs, next time you sponsor a sporting event, you know what to stock the pantry with. Watch the 30 second video that caused Coke to lose \$4 billion in market cap here: [HERE](#)



## #4 MIKE RICHARDS

After “auditioning” several celebrities to replace legendary Canadian Jeopardy host Alex Trebek, Jeopardy executive producer Mike Richards, announced that he had decided who the new host should be. He didn't have to look far. (As in not even past his own mirror.) Mike Richards announced that after an exhaustive search, that he, himself, Mike Richards, would be the new host. Wow. (Somewhere in Wyoming Dick Cheney is smiling.) But wait. That's not all. After the announcement, it comes out that Richards made sexist and racist comment towards women and other minorities on a couple of

### Mike Richards steps down as Jeopardy! host after past scrutinized



Decision comes after producer's misogynistic comments resurfaced this week

The Associated Press · Posted: Aug 20, 2021 10:54 AM ET | Last Updated: August 24



pod casts he did several years ago. After mounting public pressure, Richards announced he would no longer be the host but would stay on as executive producer. Translation: I won't be the public face of Jeopardy but I'll keep the money. Then, to make matters worse, (every decent communicator get ready to cringe), he apologized for the "unwanted attention and the confusion and delays" he had caused. Ahem. Mr. Richards, the MU would like to politely remind you that what you actually should be apologizing for are your sexist and racist comments, not anything else. Alas, like so many others who feel it's ok to issue the faux apology of the age ("I apologize if anyone was offended by my remarks"), Mr. Richards will forever be on the Mount Rushmore of horrible apologies and his actions will also serve as the new template for how to destroy the following of a beloved tv show. Cringeworthy account [HERE](#)

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### **#3 THE CHICAGO BLACKHAWKS**

In an effort to keep everyone focussed on their pursuit of the Stanley Cup, numerous Chicago Blackhawks executives and coaches did NOTHING when player Kyle Beach informed the team that he was sexually assaulted by the Blackhawks video coach. The MU knows it doesn't need to remind readers that while the pursuit of excellence in athletics, business, the arts (or anything else) is fine, it does not come before the obligation of being a decent human being. Read the sordid account that came to light in 2021 [HERE](#)

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## #2 THE CANADIAN MILITARY

In a move that stretches the term tone deaf to its limits, the Canadian military did a quick about face amid growing public backlash and mounting anger from sexual assault survivors and pulled Maj.-Gen. Peter Dawe from his new role working on the military's response to reviews of sexual misconduct in the Canadian Armed Forces. Dawe was placed on leave from his role as commander of the Special Forces in May after CBC News reported that he had written a positive character reference for a soldier facing sentencing for sexually assaulting the wife of another soldier. As the MU likes to say...sometimes you have a PR problem and sometimes you have a problem. Read how the Canadian military continues to struggle when it comes to handling sexual assault allegations [HERE](#)



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and the largest lump of coal winner is....

## #1 FACEBOOK

Your friend and ours, the social media company that was originally started at Harvard to rate the sex appeal of female students, and morphed into the best tool to get fascist dictators elected around the world, has known for two years that it's subsidiary, Instagram (or Insta as the cool kids call it), is harmful to a large proportion of teenage girls that use the app. "We make body image issues worse for one in three teen girls," said a slide from one internal presentation in 2019, seen by the [Wall Street Journal](#). "Thirty-two per cent of teen girls said that when they felt bad about their bodies, Instagram made them feel

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

worse,” a subsequent presentation reported in March 2020. Another slide said: “Teens blame Instagram for increases in the rate of anxiety and depression. This reaction was unprompted and consistent across all groups.”

Read about Mark Zuckerberg’s, quest to turn billions into trillions and in the process completely ignore the deteriorating mental health of the planet [HERE](#)

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... we are here to help over the Holidays and into 2022!

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