

## CCRC Monthly Update: the MU - November, 2021



Happy New Year MU readers!

The Centre for Crisis & Risk Communications team hopes that you had a peaceful holiday and were able to spend some time with friends and family and got to kick 2021 to the curb (quietly 😊).

We have some exciting news to start 2022 with...on behalf of the CCRC, the MU would like to welcome two new additions to the CCRC team:

From Kitchener-Waterloo (or as the cool kids call it, KW), the MU welcomes **Jeff Chatterton**. Jeff has been the President and CEO of Checkmate Public Affairs for over 20 years, specializing in crisis communications. He is also a published author of the book "Leaders Under Fire" (available on Amazon [here](#)).

Also joining the CCRC, is **Shafiq Jamal**. Shafiq is originally from Kenya, has the quintessential Canadian immigrant success story, has been in the Vancouver area for many years now and has also been a senior leader at several international communication firms, specializing in, you guessed it, issues management and crisis communications.

Please give it up for Jeff and Shafiq (Insert crowd going crazy noise here)!  
Ok, without further adieu, let's kick off the first MU of 2022!

Learn more about all of our team by visiting our [website](#).

## The Good



The MU is gonna start the year with a shout out to Dr. Bonnie Henry, BC's Provincial Health Officer, who continues to demonstrate empathy and the ability to humanize difficult decisions made by her and the B.C. health department during the Covid pandemic. MU readers will remember that research has shown you can lose up to 80% of your audience within seconds, if you don't lead with empathy out of the gate. In her year end interview with CBC, Henry also revealed that she has regular meetings with the Opposition party, the B.C. Liberals, as well as with health officials throughout the country and province (that's excellent transparency, another hallmark of good crisis communications.) Read her interview here and watch for the video about half-way down the article found [HERE](#).

## The Bad



In a year-end interview last week with Calgary Sun columnist Rick Bell , Alberta Premier Jason Kenney made reference to “the next bat soup thing out of Wuhan” as part of a longer response about new COVID variants. Members of Edmonton and Calgary’s Chinese communities protested on New Year’s Day demanding an apology. Kenney then attempted to walk back his remarks by issuing the faux apology of the times, you know the

one where you apologize if anyone was offended. Here's precisely what he said, "I'm sorry if people felt offended by what I said, that was not my intention." OK, here's the MU's quick review for everyone in 2022; firstly, always be professional and respectful with your words and actions (see below football fans), especially when you are communicating about a sensitive topic. Secondly, MU readers will know this, don't apologize if anyone was offended by what you said, actually apologize for what you did say. Take ownership, demonstrate accountability, own it. Enough said. Read about the rough end to 2021 the Premier had [HERE](#).

## The Ugly



We've all had that moment where we wanted to tell our boss to take this job and shove it. Well besides being a hit song for Johnny Paycheck, that's also what Tampa Bay Buccaneers wide receiver Antonio Brown did on Sunday. After being told he was needed on the field with his teammates in the game at the time, AB (as his friends call him), decided that his hurt ankle wasn't healed enough to play, and when Bucs coach Bruce Arians insisted, he go in, he refused. And then took of his jersey, football pads, shirt and gloves and threw them into the stands at Met Life stadium. And ran off the field through the endzone, leaving \$1 million on the table in the process. Ok a couple things here: remember to always be professional and respectable when leaving a job, take the high road, and last but not least, don't leave \$1 million dollars on the table, get it before you go. Read the article and watch the more than entertaining video at The Score [HERE](#).

### **Crisis & Coffee Returns**

You asked for it.... you got it! The CCRC team is happy to bring back Crisis & Coffee.

Join us and your crisis communication community, the second Thursday of each month, starting January 13, 2022 at 12:00 pm MT / 2:00 pm PT.



One-time registration is required by visiting [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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