

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



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

Each month, 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 perhaps even a little cheeky. We hope you enjoy the MU (If not swipe left).

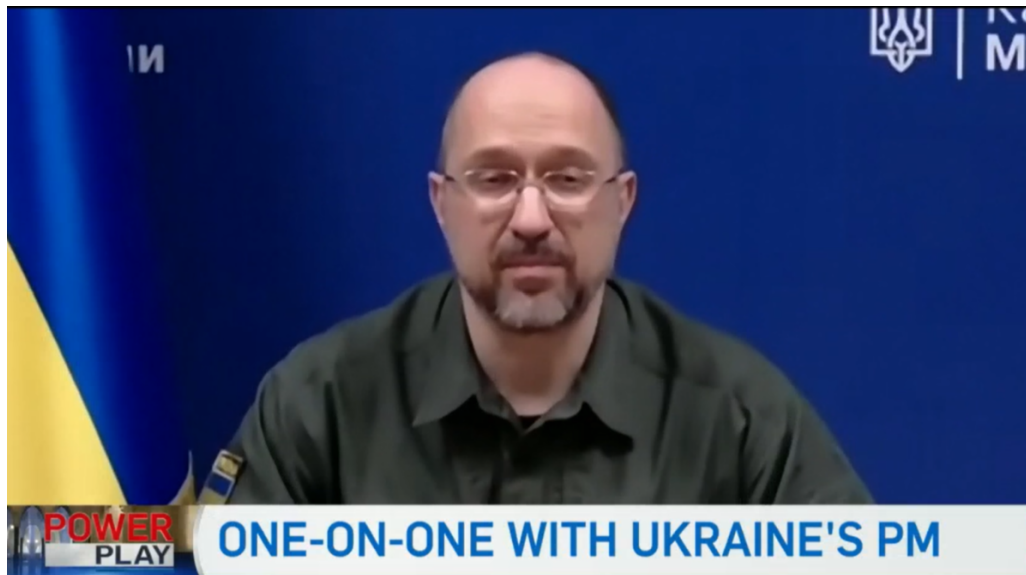
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## The Good

In what surely would have been the world's most polite war, conflict (verbal at least), was avoided between Canada and Denmark when both countries agreed to split tiny, uninhabited Hans (Christian Andersen?) Island in half, ending a nearly 50-year-long international dispute between two friendly countries. The Canadian government posted an order-in-council this week confirming the Hans Island deal. The MU can hear the negotiations now, "You can have an unlimited supply of maple syrup my Danish friend! Why thank you so much my Canuck friend. You too may enjoy never ending skip-the-line tours of the Little Mermaid statue in Copenhagen!" Oh the hardball tactics. Click here to read more about the chilly Arctic negotiations [HERE](#).

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## The Bad



Calling this tone deaf just doesn't seem to capture the moment. Last Friday, deputy chief of protocol officer Yasemin Heinbecker from Global Affairs Canada (GAC) attended a Russia Day celebration at the embassy in Ottawa on Friday. Calling it like it is, the Ukrainian Canadian Congress called the move "deeply offensive." [It is] an insult to the memory of the brave Ukrainian people, soldiers and civilians, who have been barbarically slaughtered by Russia's armed forces in an unprovoked invasion of their country," CEO and Executive Director Ihor Michalchyshyn said. The MU would like to remind its readers that invitations to attend Russian government parties are like, well, invitations to attend parties thrown by Harvey Weinstein. Just say no. To read more about this surely career limiting move click [HERE](#).

## The Ugly



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, 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 keening 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](#).

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

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