



THE GOOD THE BAD THE UGLY

We hope you had a great holiday MU readers and have had a fab start to the New Year! Let's roll out the Good, Bad and Ugly to get things rolling. Here's to a fabulous 2024 for all communicators and emergency managers!

The Good - Ukrainian President Volodymyr Zelensky



Image captured from: <https://www.bbc.com/news/world-europe-67855158>

Sadly, the war in Ukraine rages on but the leadership of Ukrainian President Volodymyr Zelensky continues unabated. Time's person of the year in 2022, knocked off his mantle this year by Taylor Swift, (just shake it off Volodymyr), continues his inspiring language and rhetoric with his New Year's message.

Speaking on New Year's Eve, as the war against Russia approaches its third year, Mr Zelensky said: "Next year, the enemy will feel the wrath of domestic production." He said Ukraine would produce "a million" extra drones in 2024 - something he said earlier last month - and that F-16 fighter jets would be delivered by Ukraine's Western partners. "Our pilots are already mastering F-16 jets, and we will definitely see them in our skies," he said. "So that our enemies can certainly see what our real wrath is."

The MU notes that war is horrible, but that if you have to fight for something, democracy and leadership of the free world is more than a worthwhile cause. The MU salutes Zelensky and all those Ukrainians fighting the good fight. Read about the battle of our time [HERE](#).

The Bad - Seniors and the growing issue of English as a second language



Image captured from: <https://www.cbc.ca/news/canada/toronto/seniors-housing-in-toronto-has-a-language-problem-experts-say-it-s-getting-more-urgent-1.7056619>

In 2009, 82-year-old Al Gosling was evicted by Toronto Community Housing and died within months after catching an infection in a homeless shelter. A city probe revealed language and communication failures were at the core of the long-time tenant's eviction. Gosling's death caused a public uproar. It also sparked a series of reviews and discussion around the treatment of low-income seniors that led to the 2022 creation of the Toronto Seniors Housing Corporation (TSHC) — specifically for older people to make sure they are cared for.

Great strides have been made in the 14 years since Gosling's death, experts say, but communication remains a struggle — one they say requires urgent attention as Canada's immigrant population ages and the number of seniors in Toronto's social housing grows increasingly diverse.

The MU notes knowing your audience is a key component of high stress, high concern communication. With over 5000 TSHC seniors speaking ESL, (roughly a third of the TSHC population), it highlights a critical issue with seniors, all across the globe.

When tenants can't understand the often-extensive amount of paperwork needed to retain their housing, or they can't communicate with staff who only speak English, it contributes to housing instability, a Wellesley Institute report found.

"It can put you at risk for evictions, predominantly for things like rent arrears, which can

happen when you have challenges doing the paperwork," said researcher Christine Sheppard. For a more in-depth read click [HERE](#).

The Ugly - Harvard President Resigns

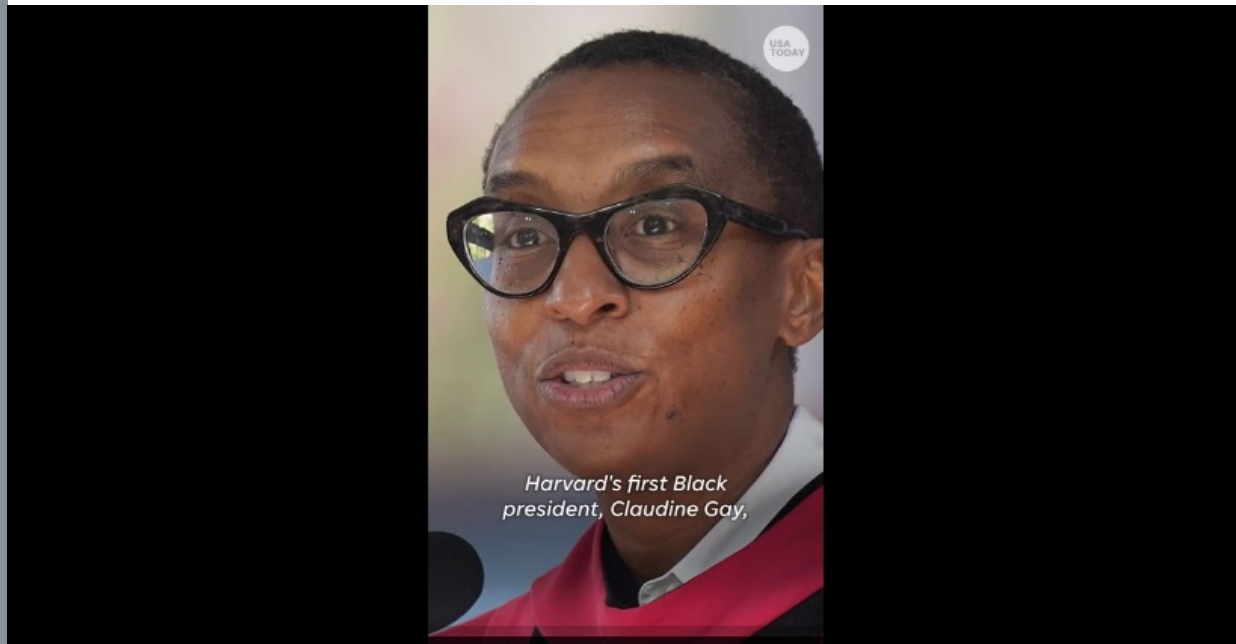


Image captured from: <https://www.usatoday.com/story/news/nation/2024/01/03/claudine-gay-resignation-what-happened-and-why-it-matters/72094467007/>

Harvard University's first Black president has resigned following a firestorm of criticism including backlash for how she has handled antisemitism on campus and accusations of plagiarism in her academic work.

When Claudine Gay announced her resignation, her critics celebrated a major victory — another university president had left their job following a fateful congressional hearing on antisemitism.

Gay began her term as president last July. After an influx of reports of antisemitism and Islamophobia on college campuses nationwide since Oct. 7, university leaders including Gay and University of Pennsylvania President Liz Magill faced growing pressure to respond to concerns about Jewish students' safety.

Gay's response to a line of questioning from GOP Rep. Elise Stefanik during her testimony before a House Committee on Education and the Workforce on antisemitism on college campuses in December prompted outrage. Asked by Stefanik whether calls for the genocide of Jews violate Harvard's rules of bullying and harassment, Gay responded, "It can be, depending on the context." Stop right there. The MU notes this is a terrible answer to the question. The simple (and way better answer) is yes, it does.

Instead, Gay waffled and responded by saying. "It can be, depending on the context." Whoa. There is no context for the calling for genocide, of anyone, that would make it ok. The MU notes the best answer to any question (especially if you're testifying on Capitol Hill or anywhere else), is the direct one: either yes or no or I don't know but let me find out and get back to you. Don't overthink this one MU readers. Way too many politicians (and

apparently university presidents) want so badly to offend no one that they come across offending everyone with dithering-like answers. Leaders are direct, concise and precise. Full stop.

For more on how to abruptly cut short your tenure read the entire timeline here [HERE](#).

INTRODUCING

THESE THREE THINGS



At the Centre for Crisis & Risk Communications, we love the "Rule of Three".

The "Rule of Three" is a principle indicating that information or actions presented in groups of three are inherently more satisfying, persuasive, and easier to remember than other numbers. This seemingly simple cognitive observation has its roots deeply embedded in the neuronal processes of the human brain.

This vlog series, "These Three Things" explores crisis communicator and crisis managers top Three Things on a variety of topics.

View all episodes of "These Three Things" [HERE](#).

If you would like to be a part of "These Three Things", reach out to us!

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You will receive a copy of Dr. Covello's book and access and 13 online modules. Each module aligns to each chapter in Dr. Covello's book and provides: a chapter summary, a presentation, and a video of Dr. Covello sharing his theories, principles, and tools.

A course version without a copy of his book is also available!

Register Now & Save

That's it MU readers! That's it MU readers. Stay warm and we'll see you again in February!! 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** and **Practice**.

Contact the CCRC

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