



THE GOOD THE BAD THE UGLY

Hello MU readers! It's May and that can only mean one thing: forest fires across most of Western Canada followed by flooding. WTH? We are thinking of and appreciating all of those who are working tirelessly to help manage ongoing events.

The MU thinks there's been a lot of sinning going on to have all this biblical weather thrust upon us. Time for some levity...here we go with May's MU!

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## The Good - Volodymyr Zelensky (again)



By Jonathan Beale, defence correspondent, and James Gregory

BBC News

You have to give the man credit, he knows when and how to crash a great party, let alone stage a photo op. Like the coolest kid in high school, Zelensky made a surprise visit to the G-7 meeting being held in Hiroshima, Japan and was the star of the show.

Oh, the lessons for us to learn:

1) Arrive at the last minute having played down expectations that you will actually attend the party.

2) if you're going to ask to borrow you're friends' truck to help you move (or say a couple dozen F-16's in this case), you show up in person and do the heavy lifting yourself.

The MU doubts that any MU reader that has ever been married received a serious proposal via phone call or text. Zelensky has the heavy lifting ask routine down in spades. Ask nicely, ask nicely again, be grateful for whatever you received, then ask for even greater things going forward. It doesn't hurt that you're potentially fighting for the entire free world mind you, but you gotta respect the man's chutzpah.

Read about the living combination of James Bond and Dwight Eisenhower in the beeb [HERE](#).

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## The Bad - Danielle Smith



Ok last month we threw a bouquet Doug Ford's way, this month it's a brick to Danielle Smith. As nominated by one of our loyal MU readers (a long-time listener, first time caller), the MU is going to point out that when someone asks you what you've been doing in a crisis, as per Dr. Vincent Covello, name the steps and/or action items you or your organization have been taking, not the briefings you have arranged or attended.

At last count we were at six the number of times briefings was mentioned in the less than 60 seconds Premier Danielle Smith used to respond to the question "What have you been doing to respond to the wildfire crisis in Alberta?" To paraphrase the great Humphrey Bogart movie *The Treasure of the Sierra Madre*, "Briefings, we don't need no stupid briefings. We ain't gonna show you no briefings."

Read about the less than action-oriented comments from Premier Smith [HERE](#).

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# The Ugly - ESPN's John Anderson



manitobachiefs.com

AMC Responds to Racist Comments Made by ESPN Newscaster T...  
Treaty One Territory, Manitoba – The Assembly of Manitoba Chiefs  
(AMC) issues the following statement in response to ...

ESPN *SportsCenter* anchor John Anderson apologized to Zach Whitecloud, a First Nation member in Canada, last week, after comparing the Vegas Golden Knights defenceman's last name to toilet paper the previous night.

"I think it was an attempt at humour that came out as being obviously insensitive, and he acknowledges that," Whitecloud said. "He understands that it was wrong to say. I wanted to make sure he knew that I accepted his apology. People make mistakes, and this is a scenario where not just John but everyone can learn from and move forward in a positive direction and try to be better for."

Good on Whitecloud for being so gracious. And hey John Anderson, it's 2023. The MU thinks you might be in line for some sensitivity training here. It's not fun, funny or even close to being cool to make fun of people's names, heritage or looks in this day and age. Grow up.

Read about the career limiting incident for Anderson [HERE](#).

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

Register Now & Save

### Dr. Covello in Calgary - Fall, 2023

Details coming SOON! The team at the Centre for Crisis & Risk Communications is working on finalizing details to offer an in person opportunity for you to hear from Dr. Covello, in person, this coming fall in Calgary. Watch for details or contact us to receive information as it becomes available.



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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