

CCRC Monthly Update: the MU - January, 2024



Happy February MU readers. Keep pressing through this winter and pushing ahead for Spring. Here's the Feb MU to keep you warm.

The Good - Former Alberta Premier Rachel Notley and Current Alberta Premier Danielle Smith

Image captured from: <https://www.cbc.ca/news/canada/edmonton/rachel-notley-announces-intention-to-step-down-as-alberta-ndp-leader-1.7085037>

The MU knows politics can be a rough and tumble occupation. So the MU would like to salute both former Premier Rachel Notley, who announced her retirement from elected politics this month, and current Premier Danielle Smith, who oozed class in her remarks thanking Notley for her service.

Flanked by her husband and two adult children, Notley told an Edmonton news conference the NDP's failure to win government in Alberta's 2023 election means it's time for her to step down as leader.

Notley was first elected to represent the Edmonton-Strathcona riding in 2008 — a role she says she'll continue for now. She followed in the footsteps of her late father, Grant Notley, also an NDP leader and the party's sole MLA for 11 years in the 1970s and early 1980s.

In a post on X, formerly Twitter, United Conservative Party Premier Danielle Smith thanked Notley for her dedication.

"Serving as premier is an extremely demanding job, and she served in that office with an honour and dignity reminiscent of her late father," Smith wrote.

Bravo ladies, bravo. Read about what real class looks like [HERE](#).

The Bad - Even great coaches put their foot in their mouths

Image captured from: <https://theathletic.com/5291715/2024/02/21/rick-pitino-apologizes-comments-st-johns-recruiting>

Two useful things happened for St. John's University: First, it won a basketball game for the first time in two weeks — just the second time in seven games — and then Hall of Fame coach Rick Pitino apologized for trashing his roster over the weekend.

"These guys have never failed me," Pitino said after his team built a 21-point lead and held on for a 90-85 victory at Georgetown that snapped a three-game losing streak. "I have failed them with the fundamentals."

The MU notes that was a slight change in tone when his team blew a 19-point lead and lost to Seton Hall, an eighth loss in 10 games that all but torpedoed St. John's hopes of an NCAA Tournament bid. Afterward, Pitino [called his first season leading the program](#) "the most unenjoyable experience I've had since I've been coaching." He didn't stop there. Pitino went on to call his team "so non-athletic that we cannot guard anyone without fouling," and more specifically named three players who are "slow laterally" and a fourth who is "physically weak." Just to cover all the bases, Pitino essentially threw his coaching staff under the bus.

Pitino walked all of that back after the win, which improved his team to 15-12 overall, 7-9 in the Big East. "Words matter," he said, adding that when his staff alerted him some of the players were hurt by his comments, he addressed the team.

"I absolutely love you guys," Pitino said he told them. "I would never, ever want to embarrass you. It's my bad. I'm at fault. I should've never mentioned anybody by name. I didn't mean it."

He also clarified that he personally recruited everyone on the roster — and he got the players he wanted.

Well, mea culpa, kinda sorta, I guess. The MU notes that when your career depends on the ability to inspire and recruit people, maybe, just maybe you should think first about calling your team non-athletic and weak.

Sports fans can read the whole story and walk back [HERE](#).

The Ugly - Thought you had a bad week?

Image captured from: <https://abcnews.go.com/Politics/trump-asks-judge-delay-penalties-civil-fraud-case/story?id=107433418>

The judge in former President Donald Trump's civil fraud case has rejected a request from the defense to delay the enforcement of the penalties in the case.

The defendants had asked Judge Arthur Engoron to delay the enforcement of the penalties by 30 days to allow for an "orderly post-judgment process."

"You have failed to explain, much less justify, any basis for a stay," Engoron wrote in an email posted Thursday to the court docket. "I am confident that the Appellate Division will protect your appellate rights.

Trump last week was ordered to pay a \$354.8 million fine plus interest and was barred from leading any New York company for three years. His sons Donald Trump Jr. and Eric Trump were also fined \$4 million apiece and barred for two years.

OK the MU notes a couple things;

1) yes this is low hanging fruit but we're just getting prepped for the Fall election and
2) we've had some doozey speeding tickets in our day where we're like man that's gonna hurt when I have to pay that but \$354.8 million (USD for our MU international readers), well that's just a different kind of pinch to your wallet altogether.

Read about the this has gotta hurt my credit score story [HERE](#).

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That's it MU readers, stay warm, get your Mexico vacation if you have one and stick to your expert communication skills until next month! 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**.

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