



THE GOOD THE BAD THE UGLY

Hello MU readers! Well March certainly has come in like a lion and we can only hope she goes out like a lamb. It's also the only month of the year when the MU condones drinking green beer. 😊 And remember St. Patrick was originally from Scotland so wherever you travel, if you do something impressive, like say drive out all the snakes from the land or something, you too may be remembered fondly for the end of time. Happy St. Paddy's Day! Let's go!

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## The Good - The Career of Marc Garneau



Liberal MP Marc Garneau speaks to reporters as he arrives for a caucus meeting on Parliament Hill in Ottawa, on Wednesday, March 8, 2023. THE CANADIAN PRESS/Justin Tang

Without getting into politics, the MU is going to salute the career of Canadian Marc Garneau.

Garneau was Canada's first astronaut in space, taking part in three NASA shuttle missions, and was the head of the Canadian Space Agency from 2001 until 2006

before jumping into federal politics. He lost his first attempt in 2006 but won in 2008 as the MP for the Montreal riding of Westmount-Ville-Marie.

Garneau went on to serve as minister of Transport, a position he held until early 2021 when he was promoted to minister of Foreign Affairs until the federal election later that year. Garneau was shuffled out of cabinet after the election.

The MU salutes Marc Garneau and his Jack Ryan like meteoric (literally) career path. In his own words: "To those sitting across from me: I want to say that I enjoyed the thrust and parry in this chamber. I've always viewed you not as enemies but as adversaries, and there is a difference," said Marc Garneau in his farewell address to the House of Commons.

Read about the distinguished Canadian [HERE](#).

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## The Bad - Imperial Oil



Under the category better late than never, Canada's Imperial Oil has admitted it didn't do a good enough job of communicating to the Athabasca Chipewyan First Nation that toxic oil sands tailings had been seeping for months from its Kearl project, and says it has made "significant progress" on cleaning up a separate spill of 5.3 million litres of industrial wastewater at the site. No kidding. That's kinda like the Ford's Theatre in Washington, D.C., saying they coulda done a better job of security on April 15<sup>th</sup>, 1865.

Like the MU always says...when you have a problem... run, hide, stick your head in the sand like an ostrich and hope it all goes away. C'mon Imperial. You are so much better than this. (The MU notes you know you've screwed up mightily as an energy company when even the Conservative premier of Alberta is criticizing you.)

Read the textbook answer on how not to handle a crisis [HERE](#).

# The Ugly - Chris Rock's Revenge



WATCH: A year after comedian Chris Rock was slapped on stage at the Academy Awards by actor Will Smith, Rock referenced the incident in a Saturday night comedy special – Mar 5, 2023

Nearly a year in the making, Chris Rock finally took his revenge on Will Smith (and his wife Jada too.) In the first ever live-streamed event on Netflix, (can you say we wanna get into the live sports market?) from Baltimore, Chris rock delivered an average comedy performance for the first 50 minutes then took down the man who played Muhammed Ali like Joe Frazier. In the profanity-laden segment, Rock said he'd always admired Smith before being slapped. He joked that he now watches Smith-led movies like *Emancipation*, which sees Smith play an individual self-emancipated from slavery, "just to see him get whapped." He added that it was unfair for Smith to target him, given their stark size difference.

"We are not the same size. This guy does movies with his shirt off," Rock said, earning a round of laughter from the audience. "You will never see me do a movie with my shirt off. If I'm in a movie getting open-heart surgery, I got on a sweater."

The MU isn't going to spoil the ending of this epic takedown but simply suggest you skip to the last 10 minutes of the show and watch from there. You'll see why one of the MU's life rules is never, ever, humiliate a comedian.

Read more about Chris Rock's wrath [HERE](#).

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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**.

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