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**CORPORATE ACTIVISM ON THE INTERNET:
ROGUE ACTIVIST WEB SITES©**

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ABSTRACT

On the Internet, rumors, misinformation, leaks, smear campaigns, rogue Web sites, and other high-profile postings are epidemic. Companies and the issues that affect them are being publicly discussed by more than 30 million people worldwide. There are, however, no editors in cyberspace. Communication is direct, unfiltered, and fast.

The initial reaction to an adverse situation on the Internet is panic, fear, and a strong desire to shut them down. The reality is that these situations are opportunities for companies to publicly demonstrate their character by resolving customer problems that may have gone unresolved, or by getting their side of the story across in a way that were not possible before.

There are two points of origination for Internet crises. The first is crises that originate in traditional media but jump to the Internet. They grow quickly and require less work on the part of the organizers to build support. Unlike traditional media however, where the journalist serves as intermediary and filter, the Internet enables both sides to tell their stories directly to the affected audiences.

The second is an attack that begins and stays on the Web. The Internet possesses the ability to catalyze, organize, and polarize large numbers of people quickly. Companies that monitor the electronic bulletin boards on the Internet and on commercial online services such as Prodigy,

CompuServe, Microsoft Network, and America Online routinely discover the postings of disgruntled customers, employees, investors, and other activists seeking to build grassroots support for their causes.

Herein lies the opportunity to resolve the situation, before it grows to a scope that costs a company serious dollars and reputational damage. This monograph discusses three strategies for identifying and neutralizing potentially destructive, widely disseminated Internet rumors and misinformation: Diagnosis, Prescription, and Treatment.



If this Abstract has been helpful and you wish to acquire the entire text, please visit www.Amazon.com.

PRODUCT DETAILS

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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is the author of the four-volume *Executive Action[®] Crisis Communication Management System* and has published 26 unabridged monographs on critical communication subjects since 1994. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's

College of Fellows (Fellow PRSA) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. He is the recipient of both Ball State University's 2004 National Public Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."