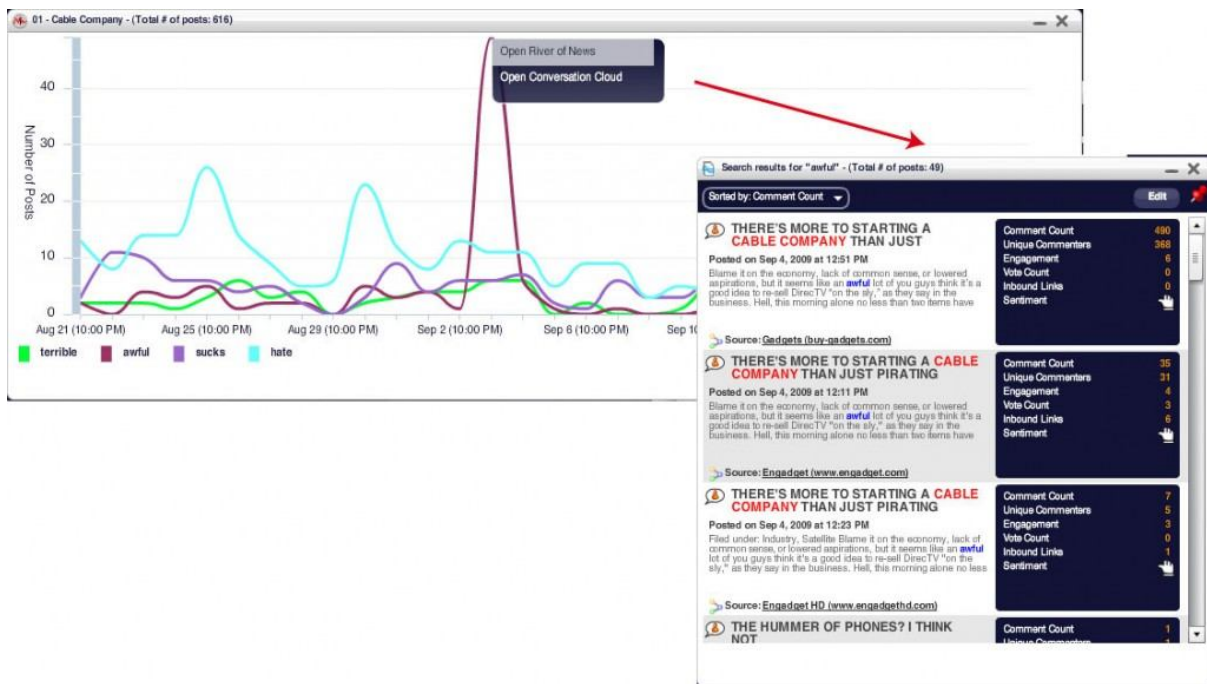


Crisis Management

It's never pretty, but crisis management is a very real necessity for businesses and their external communication efforts. If there's a conversation swirling around or about your company and it's centered around negative press, misinformation, or a potential business threat, you not only want to know about it, but you want to be able to respond.

Using the Radian6 platform, you'll be able to find results talking about your company, in real-time as they're discovered on the web. Timely results mean that you can respond quickly and nimbly in the event of a crisis.

Using the Topic Trend graph, you'll be able to watch the buzz around a particular topic over time, not only seeing the volume of relevant posts at each point on the timeline, but visually capturing the ebb and flow of conversation to see when the topic starts to fade, and whether or not it gets picked back up again in the future. Layer in analysis by negative keyword, so you can find the ones lining up with your brand or topic, and drill down into those posts.



With each post in the River of News, too, you can see the sparkline graph to know when a particular post hit, how much attention it's getting, and see the volume of comment and reaction to it online. That information empowers you to know which posts need priority engagement, and which sites and authors are contributing the bulk of the dialogue so you can reach out more effectively to influencers in the conversation. Also, sort by comment count to get an idea of the posts generating the most dialogue.

Media Viewer

There's more to starting a cable company than just pirating DirecTV

Blame it on the economy, lack of common sense, or lowered aspirations, but it seems like an **awful** lot of you guys think it's a good idea to re-sell DirecTV "on the sly," as they say in the business. Hell, this morning alone no less than two items have come across our desk to this effect -- and you know as well as we do that if both John Metzler, the owner and operator of Phoenix Communications and Pine River Cable in Michigan, is reselling premium digital channels, and if four unnamed Hayti, Virginia residents have also thought of it, then it's a growing concern. Our advice? Just don't do it. You don't want to be like OJ, do you? Didn't think so.

Read - DirecTV Sues Virginia Residents for Unauthorized Distribution of DIRECTV Programming

Read - DirecTV sues Michigan man for redistributing its content

Filed under: HDTV, Home Entertainment

There's more to starting a cable company than just pirating DirecTV originally appeared on Engadget on Fri, 04 Sep 2009 12:51:00 EST. Please see our terms for use of feeds.

Permalink | Email this | Comments

Comment Count 35
Unique Commenters 31
Engagement 7
Vote Count 3
Inbound Links 6
Sentiment 1

Topic Profile: 01 - Cable Company
 On Topic Inbound Links 39

Sorted by: Comment Count (Total # of posts: 49)

THERE'S MORE TO STARTING A CABLE COMPANY THAN JUST PIRATING

Posted on Sep 4, 2009 at 12:51 PM

Blame it on the economy, lack of common sense, or lowered aspirations, but it seems like an **awful** lot of you guys think it's a good idea to re-sell DirecTV "on the sly," as they say in the business. Hell, this morning alone no less than two items have

Source: [Gadgets \(buy-gadgets.com\)](#)

THERE'S MORE TO STARTING A CABLE COMPANY THAN JUST PIRATING

Posted on Sep 4, 2009 at 12:11 PM

Blame it on the economy, lack of common sense, or lowered aspirations, but it seems like an **awful** lot of you guys think it's a good idea to re-sell DirecTV "on the sly," as they say in the business. Hell, this morning alone no less than two items have

Source: [Engadget \(www.engadget.com\)](#)

THERE'S MORE TO STARTING A CABLE COMPANY THAN JUST PIRATING

Posted on Sep 4, 2009 at 12:23 PM

Filed under: Industry, Satellite Blame it on the economy, lack of common sense, or lowered aspirations, but it seems like an **awful** lot of you guys think it's a good idea to re-sell DirecTV "on the sly," as they say in the business. Hell, this morning alone no less

Source: [Engadget HD \(www.engadgethd.com\)](#)

THE HUMMER OF PHONES? I THINK NOT

Comment Count 490
 Unique Commenters 368
 Engagement 6
 Vote Count 0
 Inbound Links 0
 Sentiment 0

Comment Count 35
 Unique Commenters 31
 Engagement 7
 Vote Count 3
 Inbound Links 6
 Sentiment 1

Comment Count 7
 Unique Commenters 5
 Engagement 3
 Vote Count 0
 Inbound Links 1
 Sentiment 1

Comment Count 1
 Unique Commenters 1

View Count
 Comments
 Commenters
 Engagement

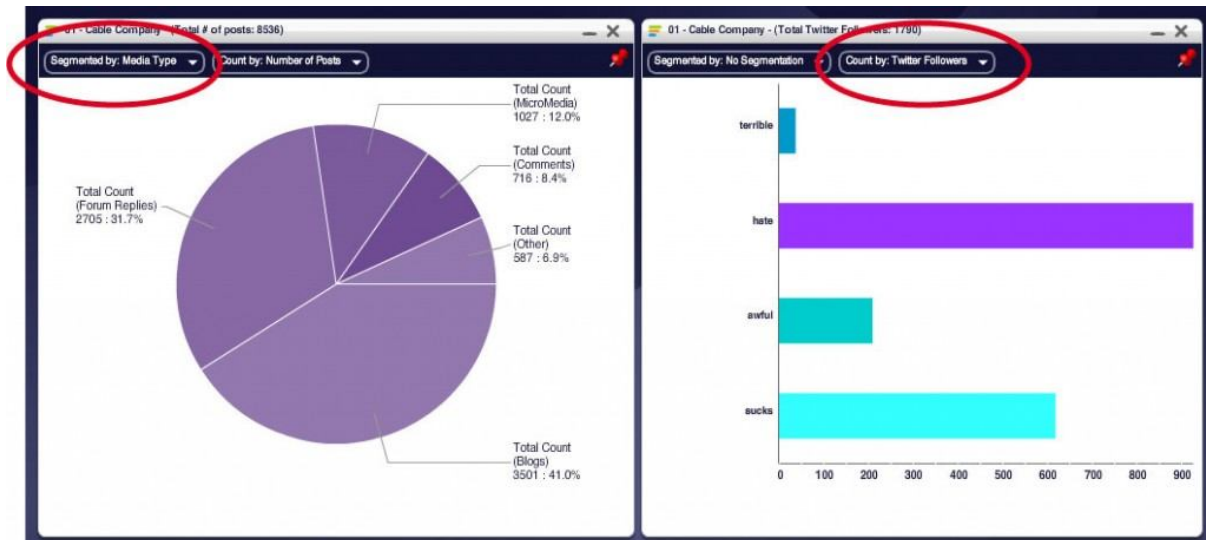
In addition, use the influencer widget to get an idea of the most resonant voices and sites around the topic you're monitoring and responding to. Understand whether the influencers are major media outlets, industry blogs, or individual consumers, and plan your responses and follow up communications - for audience, tone, and information needed - accordingly.

Influencers for My Company

| Score | Influencer | Score | Score | Score | Score | Score | Score | Score | Score | Score | Score | Score | Score | Score | Score |
|-------|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 100 | www.ccoritez.com | 1 | 490 | 0 | 388 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 95 | Web Strategy by Jeremiah | 3 | 134 | 17 | 107 | 5 | 43 | 1 | 154 | 0 | 0 | 0 | 0 | 0 | 0 |
| 82 | Convince and Convert: Digital Marketing Consultants, Digital Marketing Advice for Agencies | 4 | 166 | 4 | 145 | 5 | 3 | 3 | 76 | 0 | 0 | 0 | 0 | 0 | 0 |
| 78 | ReadWriteWeb | 3 | 40 | 7 | 30 | 3 | 29 | 14 | 352 | 0 | 0 | 0 | 0 | 0 | 0 |
| 74 | altitudebranding.com | 3 | 81 | 3 | 61 | 5 | 2 | 14 | 239 | 0 | 0 | 0 | 0 | 0 | 0 |
| 73 | Mashable! | 1 | 23 | 4 | 22 | 4 | 4 | 30 | 484 | 0 | 0 | 0 | 0 | 0 | 0 |
| 68 | Outspoken Media | 1 | 161 | 1 | 121 | 5 | 4 | 0 | 44 | 0 | 0 | 0 | 0 | 0 | 0 |
| 62 | No Man's Blog | 1 | 49 | 0 | 46 | 5 | 11 | 11 | 105 | 0 | 0 | 0 | 0 | 0 | 0 |
| 61 | ReadWriteWeb | 1 | 82 | 1 | 47 | 5 | 16 | 0 | 238 | 0 | 0 | 0 | 0 | 0 | 0 |
| 58 | Social Media Explorer | 4 | 29 | 4 | 22 | 3 | 2 | 16 | 92 | 0 | 0 | 0 | 0 | 0 | 0 |
| 56 | Power Shift | 7 | 13 | 9 | 13 | 1 | 90 | 2 | 22 | 0 | 0 | 0 | 0 | 0 | 0 |
| 52 | Web Business by Ken Burbary | 1 | 46 | 6 | 36 | 5 | 1 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| 43 | twitter.com [radian6] | 384 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 39 | watching websites | 2 | 18 | 1 | 13 | 3 | 1 | 10 | 68 | 0 | 0 | 0 | 0 | 0 | 0 |
| 39 | Everything PR | 1 | 33 | 0 | 25 | 4 | 0 | 0 | 54 | 0 | 0 | 0 | 0 | 0 | 0 |
| 34 | Murray Newlands | 2 | 27 | 0 | 18 | 3 | 0 | 1 | 13 | 0 | 0 | 0 | 0 | 0 | 0 |
| 34 | social-media.alltop.com | 2 | 22 | 1 | 17 | 3 | 0 | 1 | 28 | 0 | 0 | 0 | 0 | 0 | 0 |
| 33 | Gartner Blog Network | 1 | 25 | 1 | 24 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 30 | K-Government | 1 | 23 | 0 | 17 | 4 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | Webmetricsguru | 15 | 9 | 0 | 4 | 0 | 22 | 6 | 10 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | Words For Hire | 1 | 25 | 1 | 1 | 6 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| 29 | Chappa Branca | 1 | 20 | 0 | 18 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 28 | Twilight Lexicon | 1 | 9 | 0 | 9 | 2 | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Want to know how far a particular topic is spreading in the Twitter community, for instance? No problem. Use your Topic Analysis widget to look at your results by Twitter follower count, and know incrementally how many networked followers may be paying attention to tweets on your relevant topic. You can also quickly learn what

types of media are carrying most of the news; just segment your Topic Analysis widget by media type, allocate your response resources accordingly, and participate in the conversation where it's most active.



By understanding the bigger picture around an emerging issue with Radian6, you can deploy your communication resources efficiently, respond using the tools and sites where the conversations are taking place, and better address the real-time concerns and comments of your customers and community.