

## Unit 11 Crossword



## **Across**

4. A rewritten story about an organization or athlete/entertainer that is disseminated to various media
5. Refers to the relationship between an organization and the media
7. Public information about a company/team, good, or service appearing in the mass media as a news item at no cost to the organization
8. Another term for press release or media release
9. A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event
10. A specific event or activity that is activated with the sole purpose of achieving a high level of media coverage and public awareness

## **Down**

1. Focus on an individual or organization's commitment to bettering their respective community
2. Activities that promote the image and communications an organization has with its employees, customers and public
3. A general willingness to work with a person or organization based on a positive reputation or relationship
4. A package of information distributed to the media to assist them in reporting
6. An association established by an organization, athlete or celebrity to maintain, assist, or finance other institutions or programs that are of an educational, charitable, or social nature