

Unit 11 Crossword Puzzle Solutions

Across

4. A rewritten story about an organization or athlete/entertainer that is disseminated to various media (**Press release**)
5. Refers to the relationship between an organization and the media (**Media relations**)
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 (**Publicity**)
8. Another term for press release or media release (**News release**)
9. A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event (**Crisis management**)
10. A specific event or activity that is activated with the sole purpose of achieving a high level of media coverage and public awareness (**Publicity stunt**)

Down

1. Focus on an individual or organization's commitment to bettering their respective community (**Community relations**)
2. Activities that promote the image and communications an organization has with its employees, customers and public (**Public relations**)
3. A general willingness to work with a person or organization based on a positive reputation or relationship (**Goodwill**)
4. A package of information distributed to the media to assist them in reporting (**Press kit**)
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 (**Foundation**)