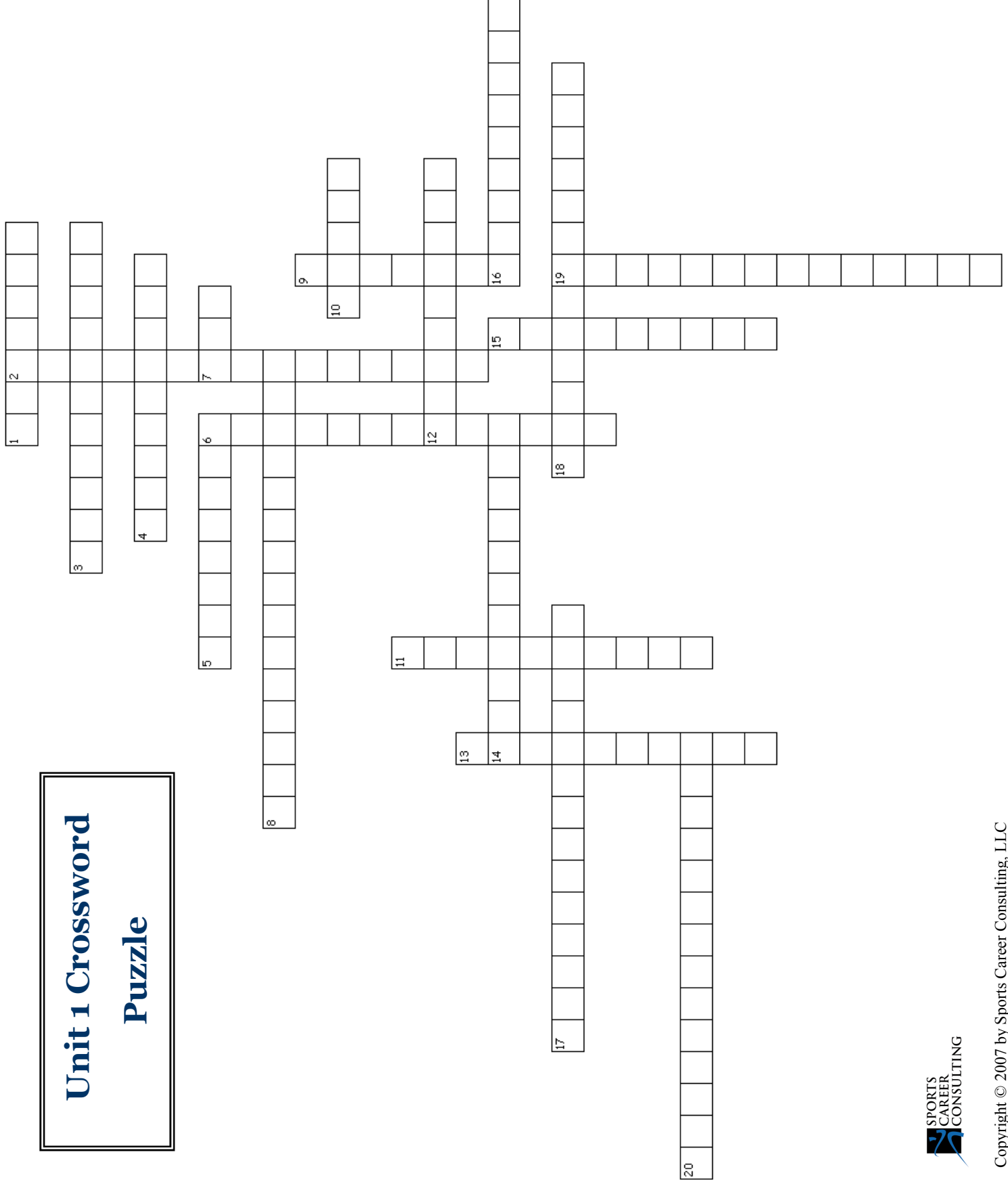


Unit 1 Crossword Puzzle



Across

1. Regarded as the greatest author of children's books of all time
3. She was TV's first leading lady
4. Sent 3'7" Eddie Gaedel to the plate in an official game in one of the most outrageous promotions seen in professional sports
5. Credited as the creator of the circus
7. An acronym for sports and entertainment marketing
8. Transformed Nintendo from a small card making company in Japan to the multi-billion dollar video game company it is today
10. A means of communicating a message to large numbers of people
12. Author of the Harry Potter series of books
14. Founded Paramount Pictures, built the Paramount Theater in New York and became the first individual owner of a theater chain
16. Introduced Apple Computers, Pixar Animation Studios and iTunes and serves as chairman for Apple at a salary of \$1 per year
17. Revolutionized Jazz music, so influential in fact that the New Orleans International Airport was renamed in his honor in 2001
18. Recognized as the first sports agent
20. Broke segregation barrier in pro sports when offered a contract to play for Major League Baseball's Brooklyn Dodgers

Down

2. Produced many of today's highest grossing films (*Jurassic Park, E.T., Jaws, Men in Black, Shrek* and *Schindler's List*)
6. Responsible for the emergence of athlete/shoe company partnerships because of successful marketing and sales of Nike sneakers
9. Set a music industry record when they occupied all five of the top positions on Billboard's Pop Singles chart
11. Got his start by selling running shoes from the trunk of his car
13. Produced the first full-length cartoon feature film
15. Created the Muppets and Kermit the Frog
19. Introduced "slap-stick" comedy