

Unit 1 Crossword Puzzle Solutions

Across

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

Down

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