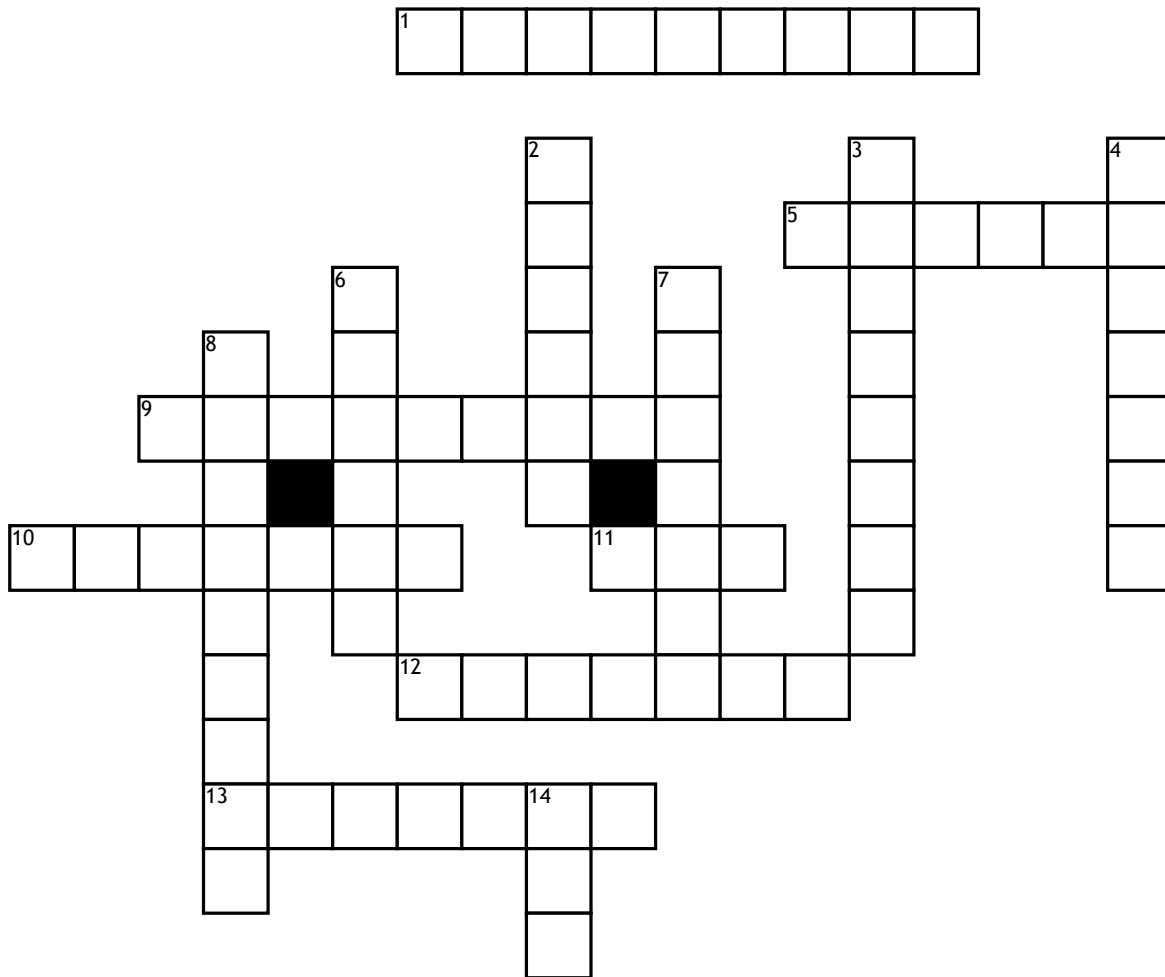


COM 215 Review Session: Exam 1



Across

1. This sector of PR works with churches, colleges, and associations
 5. In 1989, Exxon was responsible for an oil spill in this state; the effects are still felt today.
 9. This president is credited with implementing the presidential press conference
 10. The company of this product is often praised with handling their OTC drug crisis effectively

11. This campus faced a shooting on its own campus less than a year after Virginia Tech
 12. Wrote the book Crystalizing Public Opinion
 13. The events that happened in Lecompton, Kansas ultimately led to this president being elected.

Down

2. Bernays may be the father of PR, but his wife Doris Fleischman, is often referred to as the _____ of PR
 3. In the 4-part public relations process model, this follows Research

4. The first step of crisis planning where you assess what might go wrong is known as the _____ stage.
 6. Considered the largest US publicity stunt, happened in this city.
 7. Considered the biggest natural disaster in US history
 8. This company used an intervening public to deliver their safety program
 14. Because he was associated with Nazi Germany, his reputation was damaged