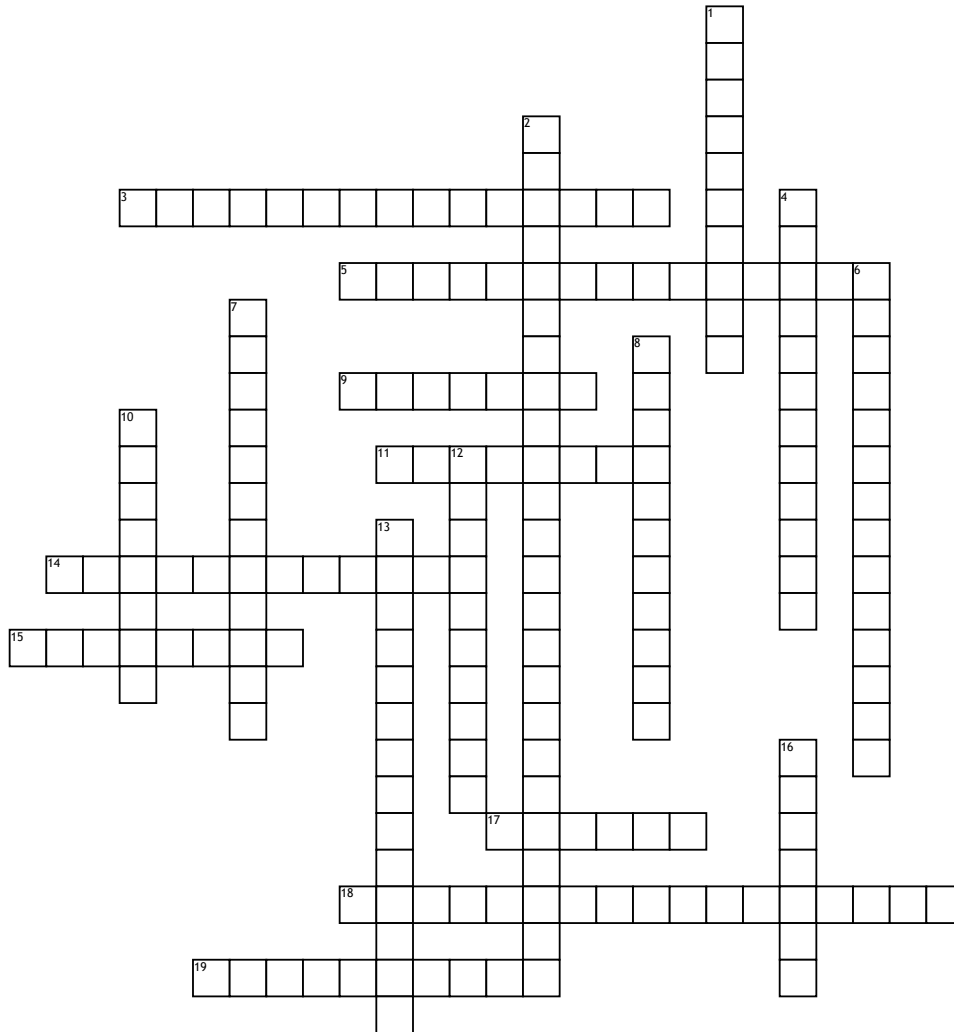


PR revision



Across

3. Ideal press release structure (8,7)
 5. A strategic communication process that builds mutually beneficial relationships between organizations and their publics (6,9)
 9. A way to generate publicity cheaply (2,5)
 11. Often used by tabloid newspapers to attract readers
 14. An important communication tool for PR practitioners (5,7)
 15. The S in SMART goals
 17. A key area of difference between broadsheet and tabloid newspapers

18. The most difficult to achieve and evaluate PR outcome (11,6)

19. The simplest PR measurement metric

Down

1. A press release headline must be...
 2. A key part of Reputation Management (6,6,12)
 4. A key disadvantage of in-house PR
 6. A key disadvantage of agency PR
 7. An ethically questionable Reputation Management linked activity
 8. The process of linking your brand to topical news stories with the aim of generating media attention

10. An independent, functioning unit designed to serve multiple businesses by helping them to bridge the gap between the business and the public (2,6)

12. A key Community Management activity

13. The people you are trying to reach (6,8)

16. A key advantage of agency over in-house PR (4,3)

Word Bank

- | | | | |
|-------------------|--------------------------|------------------|--------------|
| PRstunt | astroturfing | invertedpyramid | Newsjacking |
| behaviouralchange | searchengineoptimisation | Knowhow | layout |
| PRagency | newsworthy | specific | production |
| targetaudience | superficiality | pressrelease | productivity |
| moderating | gimmicks | public relations | |