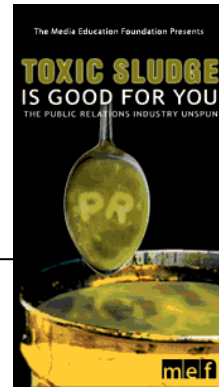


"Toxic Sludge is Good for You"

The Public Relations Industry Unspun



1. What is the purpose of public relations firms?
2. What medium is best used to get out a company's message?
3. How did public relations get its start?
4. Why happened to the content of television news when budgets got tight?
5. How can you detect a video news release from "real news"?
6. What is the role of "third party advocates"?
7. What are "front groups"?
8. How did the U.S. government get widespread support for Gulf War I in 1991?
9. Why did Exxon suffer so badly after the oil spill from the Valdez in 1989?
10. What are the purposes of food disparagement laws?