

ARPANET

[MAC121] A reporter must have _____ for news.
nose

[MAC121] Broadcast reporters should avoid these EXCEPT _____.
attribution

[MAC121] An effective copy is a product of _____.
research

[MAC121] Correlation function is the same as _____.
interpretation

[MAC121] Passion for precision also means _____
accuracy

[MAC121] The greatest strengths of broadcast news is its _____.
immediacy

[MAC121] The principal actor in news reporting is _____
Reporter

[MAC121] _____ is an hallmark of a good copywriter.
creativity

[MAC121] The _____ lead is almost like a headline.
Bullet

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