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The ABCs of news writing are Accuracy, Brevity and Clarity. The first and most important is accuracy -- a story can be creative and compelling, but if it ... with complete, competent reporting. You should understand your subject so completely that your story leaves it crystal-clear in the reader's mind. Your story should leave no questions unan-

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impersonal reporting, news writing techniques, quotations and attributions, Associated Press Style, and proper gram-mar and punctuation. Proper grammar and punctuation will be covered in a separate EDIS publication. Inverted Pyramid Structure The inverted pyramid structure is the most commonly used structure for news writing. The inverted ...

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