

___ is the means by which editors decide what news is important and how it should be presented.

- 1 **Answer:**
News judgment

<https://selldocx.com/products/test-bank-contemporary-editing-3e-friend>

The most important reason for adhering to a stylebook is that it ensures ___.

- 2 **Answer:**
consistency

A commitment to ___ is essential and primary, and along with consistency and reliability, is a key to keeping audience trust.

- 3 **Answer:**
accuracy

Reporters and editors are often blind to their own ___, which may subtly surface in news stories.

- 4 **Answer:**
biases

___ dictates giving coverage to all sides of an issue, remaining detached rather than promoting a particular viewpoint, and applying the same standards to everyone.

- 5 **Answer:**
Fairness

Pure ___ may be an unreachable ideal, but balance, fairness and perspective are part of an editor's everyday standards.

- 6 **Answer:**
objectivity

Editors must also be able to make difficult ___, especially as they deal with controversial and sensitive issues.

- 7 **Answer:**
decisions, choices

One of the traits of a good editor is that they are ___ about the world around them. They read widely and listen constantly.

- 8 **Answer:**
curious

Perhaps the most important element in deciding whether something is newsworthy is knowing the publication's ___.

- 9 **Answer:**
audience

___ is the most widely used and comprehensive style guide in the news media.

- 10 **Answer:**
The Associated Press Stylebook

