**Strategy 28—Accuracy**

Note examples here include common sense: $200 million on home remodeling in US in one year was actually $200 billion.

Web corrections are an issue: some [recommended] allow changes in first 15 minutes to go unmentioned. After that they add a strikethrough with the correction or say “An earlier version said …” Some never acknowledge. Note that Web readers will tell you [e.g. a lute is not a bouzouki]

Things to check [compare this list with Frank Fee’s 44 on the Schedule page]

1. Names. Note odd ones Procter & Gamble, Cincinnati [Tucson]. Check on second reference [or in cuts, heds]
2. Address, phone numbers. Call the #s [AND try URLs—the Phoenix Theatre]
3. Math. Note percentages are main ones here. [Best formula: (Change/original)\*100 = percent change up or down.
4. Do math for years, ages. If born in 1990 is someone 28 or 29? check.
5. Look at lead and then rest of story—number of robberies, names, etc.
6. Look it up—news people will have own access to records or know where to go online
7. Read, so you know already where that earthquake was, and roughly, when [Haiti in April]
8. Think/common sense. As above, or 3 feet is not a thin layer of soil; a 28-foot-long pet fish, a meeting at 10:30 p.m. Friday [there was another error here—where there’s smoke, there’s fire], a nun with descendants,
9. Check your own work especially after you make a change/rewrite.
10. Get in touch with reporter/other editor. Even if it’s a math error, which # was wrong?

Some organizations contact sources after story runs. This is a slippery slope, however.