

Corrections

Communications & Media

How an outlet handles being wrong is what its accuracy claim rests on.

Do

- Correct promptly and in plain words
- Say what was wrong and what is right
- Keep the note on the page permanently
- Match the prominence of the error
- Log it so the pattern is visible

Avoid

- Silent edits to a published story
- Vague wording that hides the error
- Deleting rather than correcting
- Blaming the source for your check
- Burying it away from the article

THE DIFFERENCE THAT MATTERS

Corrected openly, an error costs little. Corrected quietly, it costs more than the error.

A silent edit destroys more trust than the original error. The record of what was published is part of the published record.