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## THE NPR ACCURACY CHECKLIST 13 THINGS THAT MUST BE DOUBLE- OR TRIPLE-CHECKED

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- AGES** (Get the date of birth & do the math.)
- DAYS, DATES** (Are you sure it happened then?)
- GRAMMAR & SPELLING** (Listeners & readers notice mistakes & forget your great story.)
- HISTORICAL "FACTS"** (Don't trust your memory.)
- LOCATIONS** (Get them right & pronounce them correctly.)
- NAMES OF BUSINESSES, GROUPS & SCHOOLS**  
(For the 100th time, it's Dartmouth College!)
- NUMBERS** (Check your math. Don't say "millions" if it's "billions." Learn about percent vs. percentage point.)
- PERSONAL NAMES** (Get the correct spelling & pronunciation.)
- PRONUNCIATIONS** (Not only names, but places & terms too. The dictionary and our online guide are your friends!)
- QUOTES** (Make sure they're accurate & correctly attributed.)
- SUPERLATIVES** (Claims to be the first, best, worst, etc., are often wrong; never trust them.)
- TITLES** (CEO, president, professor, etc.)
- WEB ADDRESSES & PHONE NUMBERS**  
(Never report them without testing them.)