

ACCURACY SURVEY / 3rd review for 2003

We recorded our best score ever in our latest proofreading survey, which was done just a month after the Jayson Blair and New York Times events began unfolding. Our score of 1.65 errors per page was a dramatic improvement of 19.1 percent over the score of 2.04 that we had in this year's second quarter.

Our previous best score was 1.79, in the third quarter of 1999.

Clearly, the disturbing aspects of the New York Times situation have led journalists to pay closer attention to accuracy and credibility. As we noted earlier, we saw a bump in the number of our corrections post-Jayson Blair, as other papers have also reported. Our history with the accuracy initiative, though, has shown that the intangible effect of higher awareness and attention has a corresponding impact, over time, on our overall accuracy scores.

That is the case here. This result echoes a sharp improvement in accuracy scores that we saw the year that we introduced the error policy, for example. Our average score on this proofreading survey improved by 18.22 percent for 1996 vs. the previous year.

Similarly, the New York Times spotlight has served as the journalistic equivalent of gapers' block after a freeway collision. Everyone is being more careful and paying attention to the details, and that translates into better accuracy performance. The challenge is to maintain this level of care.

Technically, this survey was the third "reading" for 2003. Usually, we have this done quarterly, but we are out of sync this time. It was done in early June. Barbara Henry does our proofreading survey. A former proofreader from the hot-type days, she reads the paper as a reader would and records errors. She has developed a standardized formula for errors per page, allowing a comparison of quality over time.

For perspective, we averaged 4.10 errors per page in 1992, the year we began the surveys. So far this year, we are at 1.85, which would put us on track to have the best annual score since we began the reviews.

Full copies of the error survey report will be distributed to the desk editors.

— Margaret Holt Aug. 29, 2003

ACCURACY UPDATE / Third quarter 2003

Errors were up in the third quarter, as expected. We had a total of 212 errors, compared to 199 in the second quarter. Our percentage of errors identified internally was 38.92%, slightly better than the 38.54% in the second quarter and one of our best such scores since we introduced our accuracy policy in 1996.

These results have, of course, been somewhat of an aberration because of the effect of the New York Times events and the Jayson Blair saga. Like numerous metropolitan papers, our paper has experienced a huge spike in errors, thanks to the attention given to credibility and accuracy.

Our total number of errors is up 38.56% in comparison to 2002's third quarter, when we had 153 errors. Truth be told, much of that increase is because we have been so much better at disclosing our mistakes. So far this year, we're at 37.93% in the percentage of errors identified internally, which would be our best such score if we stayed at that level. (Probably, we won't.) That's in comparison to 32.28% in 2002, a figure so weak that it prompted alerts to top editors.

For the rest of this year, we should expect to see the total number of errors be relatively high.

But if the Jayson Blair situation in May was a journalism equivalent of an atomic bomb, then the half-life of that explosion appears to be four months. In September, measurements show an abrupt shift back and bear watching. An example: the percentage of errors identified internally was just 32.73% in September, after reaching 41.66% in July and 40.79% in August. Over time, we have done well on the assorted accuracy measures when that particular figure is in the range of 36% to 38%.

As we saw in the second quarter, the increase in total errors seems to have been mostly in the number of simple errors, rather than the more serious category of news gathering mistakes. That was another encouraging bit of information.

Here is a breakdown for the error forms:

News gathering: 107, or 50.47%
 Editing: 37, or 17.45%
 Display, production: 14, or 6.60%
 Syndicate, outside supplier: 12, or 5.66%
 Simple error (brainlock): 32, or 15.09%
 Unavoidable: 10, or 4.72%

Also, the business news department had two sessions on accuracy in September and produced a document with some excellent reminders and tips. It was our own version of "best practices." Some suggestions that were widely embraced:

- Use double-spacing to make a printout for re-reading. Then, use a highlighter marker to help with fact-checking. One business reporter has a useful, much-admired approach in which he uses a highlighter to mark facts that he needs to double-check. Take a printout of the edited version

home, as well as any phone numbers or notes that may be required.

- Ask for spellings of names first, before the interview, and always re-check titles. Never ever trust business cards.

- Superlatives are red flags. Be very careful in using “biggest,” “best,” “most.”

Rob Karwath has a complete list of the recommendations.

— *Margaret Holt Oct. 31, 2003*

Obituaries 2002

Past and present

First, here is an update on how we did in reducing obituary errors in 2002. We reduced the number of errors from 39 in 2001 to 22 last year.

This time a year ago, we talked about three critical kinds of obit errors: lists of survivors, memorial service information, and the names or ages of the deceased. In 2001, nearly two-thirds of those obit errors fell into one of those three categories. We cut the number of such mistakes in half, from 22 to 11. Several of the ones that we did make last year were simply unavoidable, as you will see when you have a chance to look at the summaries.

Many kinds of effort have contributed to this significant improvement. Editors make a note of reminding reporters and freelancers to double-check information. Desk editors are careful on trims. It's noteworthy that most obituary mistakes are brought to our attention by the families or the funeral homes, not that we need much of a reminder about how important these are to our readers.

Here is a breakdown of the types of obit errors that we made last year: wires, 2; survivors, 4; memorial service, 2; deceased name or age, 5; photo, 1; general factual, 8. Half the errors were in reporting the obituaries, down from two-thirds in 2001. It is about the same as we found for all newsroom errors last year. While we might wish that there were none, that is excellent progress on eliminating preventable mistakes.

Second, given that we were able to address these areas so successfully, what are some suggested goals for this year? Here are two, for starters:

- Maintain a focus on these identified critical elements of survivors; memorial service; and the name or age of deceased.
- Be especially careful about factual information from family members who are understandably hard-pressed to be precise. People are not at their best.

Examples abound: Twice last year, we had situations in which family members overlooked, omitted or forgot to tell us about other survivors. It happened that they were from other marriages. For everyone, deaths and obituaries are a terribly difficult time. Even when someone has prepared information in advance, dates get confused over time and details get blurry.

People mean well and want to work with us to get the obituary as accurate as possible. Sometimes, we dodged mistakes because James Janega and colleagues decided to hold a story for a day to clear up some fact or even to decide whether a head obit was merited. Or, we had time to clear up discrepancies between the funeral home fact sheet and a family's news release.

OBITUARY ERRORS in 2002

Here are summaries of the obituary errors for which we ran corrections in 2002. Our general policy is to run a corrected obituary.

1/4/02 Joseph R. Di Puma

He worked for Security Columbian Bank Note Corp., not American Bank Note Co. Mr. Di Puma's widow, in providing the wrong name, said she was nervous and didn't realize her mistake until the following week.

1/23/02 Anthony L. Camillo

Details about Mr. Camillo's work history were restated. His son, Jim, had given us a written biography and also had spoken to the reporter. After publication, he called to correct information. The son wasn't sure when his father started a job at a printing plant, except that it was sometime after college, and the dates when Mr. Camillo began a fulltime job at the post office were confused.

2/7/02 Rose M. Grunauer

A daughter told us that her mother graduated from Visitation High School; it was Academy of Our Lady.

2/22/02 David Alien Mackie

The writer made a typo and said that services would be at 1 a.m. Saturday; no one caught it. The correct time was 11 a.m.

4/13/02 Donald V. Vaught

His memorial service was scheduled for Saturday, April 20. The obituary said 4 p.m. Saturday, which appeared to mean the day of publication, Saturday, April 13. The reporter said that she relied on her notes and family discussion instead of the press release, which was accurate.

4/19/02 Eugene Nolan

The freelancer was working on two obits at the same time. Unfortunately, she got the names mixed up, and we called Mr. Nolan "Carney" three times in the story.

4/25/02 Charley Popejoy

His name was "Charley," not Charles or Charlie, as we referred to him. The editor told the freelancer that she must read obits back to the families to verify details.

5/26/02 Donald W. White

We ran a photo of a John Francis White, who had died a couple of days earlier, with the obituary for Daniel White. The schedule listed an obit for someone named White, but did not give the first name. Meanwhile, a photo for John Francis White was emailed to the photo desk and mistakenly believed to be the one to go with the Daniel White obit. We failed to compare the photo JD to be sure that it matched the story.

6/4/02 Marion S. Jones

Somehow, in the middle of the obituary, we began referring to Mrs. Jones as Mrs. Brown. And no one caught it.

6/15/02 Joe Marchetti

The obit for the Como Inn owner referred to his father's Italian village of Luca. Make that "Lucca." It was a typo.

7/3/02 Leona Schuler

The obituary for Mrs. Schuler, 104, omitted the names of one of her sons as well as her late husband. Also, it misspelled her hometown of Neebish Isle, Mich., and miscounted the number of great-great-grandchildren. Our conclusion: we might have been reasonably expected to have checked some facts, but the son "was not the most useful of sources."

7/10/02 Sid Avery

The LA Times obit had the date of death wrong. He died July 1, not Monday, July 8. A desk editor said that we might have found it if we had cross-checked the AP deaths roundup. The LA Times had the correct date in its archival version.

7/10/02 Tom Fitzpatrick

We said that Mr. Fitzpatrick followed the radical anti-war group's rampage through the Loop in the "Days of Rage" protests for which he won a Pulitzer. In fact, it was in the Lincoln Park and Near North Side neighborhoods. Apparently, a change was made by an editor.

7/26/02 William E. Hartnett

We said that in World War n, he piloted two B-29s. We got calls from WWII vets who noted that B-29s were not invented at the time that this man saw service. The model was a B-26 Martin Marauder.

8/1/02 Annie Snyder

We said that she helped lead a campaign through the National Trust for Historic Places to preserve a site near a Civil War battlefield. It's Preservation, not Places. Tribune clips had both references.

9/24/02 Jay Berwanger

The June 28 article included two unattributed quotes that, we learned much later, should have been credited to an article in "Chicago History" magazine.

9/27/02 Ludvika Bielemis

We messed up her name and wrote it this way: Ludika Dielenis. The reporter failed to read back the spelling of the name to the source.

10/11/02 Frank N. Leslie

The second wife, in telling the reporter about her husband's life history, didn't mention his wife and three children from a first marriage because she "didn't want to confuse people." The son from Marriage #1 emailed us about the survivors who were omitted.

10/16/02 James M. Walus

The reporter confused his notes and named the deceased's father, Michael A. Walus.

11/26/02 Sidney Lifschultz

He died in a nursing home in New Rochelle, N.Y., which was near the town where he had lived in recent years, Larchmont.' The reporter said he neglected to ask if the nursing home in which Mr. Lifschultz died was also in Larchmont.

11/27/02 William Messino

We stumbled into a family feud. Mr. Messino's children from a previous marriage didn't mention his surviving spouse in listing survivors. It didn't occur to the reporter to ask the funeral home if Mr. Messino were married at the time of his death.

12/24/02 Stephen F. Irmo

The original listed a son, Louis, in the text because he runs the family business. The sentence was trimmed, but the editor forgot to add the son's name to the list of survivors.

ERROR FORM NOTES

Third quarter / Features

In July

A photo showed only one person, but the caption listed two names. The photo was incorrectly cropped and no one spotted it when the proofs came up again.

We described a chopped salad as a vegetarian dish, but it turned out to have small bits of salami. The reporter didn't verify that there were no meat products in the dish.

Captions were transposed on two pictures and the story ended midsentence. Computer troubles may have contributed; the captions appeared to hang over by a single syllable, which made the story run long.

In a production swap, a list of plant varieties was omitted. When the design desk copied the page to make zoned plates, the article that contained the list was not updated in all zones.

The phone number for a store was incomplete: 212-705-234. It appears that corrections were entered on the Mac and, at some point during editing on the Mac version, the error occurred.

God is in the details: A reader let us know that our review misidentified a song, "Chasing Heather Crazy," as "Driving Heather Crazy."

A Streeterville development project was listed in a freelancer's story as valued at \$2.5 million. Make that \$2.5 billion.

An article cited tours of Comiskey Park but omitted a key fact of interest to readers: "Groups of 10 or more." Information was copied from a Sox web site that had not been updated.

In compiling a listing, an editor assumed that a city event would have a suggested donation of \$5, as other, similar city-sponsored events charge. It was free.

Another listing: An editor was adding an item and put it under the wrong date heading.

Our piece said that Joseph Wetterling was the name of a boy abducted in 1989. His name is Jacob. The editor noted that the writer had a creative gridlock that day. She was doing a Page 1 story on deadline while also finishing the column.

The freelancer got the advance deadlines confused. He thought he was filing for Aug. 4, but the editor thought the piece was for use July 28. The result: we had the wrong release date for a DVD and home video, off by a week.

A calendar listing about an upcoming event told readers to "mark your calendar" but never gave the date. Oops.

In August

Look for Stud Muffins jewelry at www.studmuffinjewelry.com. not studmuffin.com, which is a pom site for gay men. The freelancer's browser history indicates that the Web site she initially visited was studmuffin.com, but it changed and has been redirected. We might have caught it, had we checked the site within a week of publication.

A list of public and private schools left out information for St. Catherine of Alexandria. The editor noted: "The sister made me feel very guilty."

An editor, typing in a quotation to accompany a photo of author Joseph Epstein, goofed and typed in the name of a law professor, Richard Epstein. He confused the Epsteins; one, Joseph, is a professor at Northwestern, while the other, Richard, is at the University of Chicago.

Meriwether Lewis, not William Clark, got shot in the backside; it's Mobridge, S.D., not N.D. Readers sent email.

Double oops... A review of "Twelfth Night" described Viola and Sebastian as identical twins. It sailed by editors. The critic, about whether deadlines affected things, noted: "Writer stupidity affected it."

A freelancer wrote about the nitroglycerin patch as treatment for high blood pressure. Its primary use is for treating angina pectoris, we learned from a doctor who emailed.

This is the original: "...Peter Mahat, 28, is discovering he does not enjoy the repetitive 9-to-5 work life he is leading in marketing." What we meant to write was, "Peter Man, at 28," but the writer dropped a comma. Also, we ran the wrong picture with the story.

An editor prepared a photo caption to run Aug. 16 but then, "in a lapse of concentration," slated it for Aug. 9. So, the caption said that the Arlington Million horserace was that weekend, when it was really the following weekend.

We misspelled Evel Knievel's name. The writer checked on Amazon.com, which spelled it "Evil."

The writer, quite familiar with the route to Champaign-Urbana, accidentally referred to Illinois Highway 36, when he meant Illinois Highway 136. A reader called.

A Travel piece listed a Web address for New Hampshire tourism as www.visitnh.org: it should have been www.visitnh.gov. To avoid the error: "By actually going to the Web site to see if it worked." Another lesson, noted in the form: "Be more vigilant and careful, especially when short-handed."

A reviewer cited a character, Seymour Fairish, but referred incorrectly to "Hersh" instead of Parrish in the story, but correctly in the castbox. Compounding the error, the cover caption was written on the Mac with the graphic artist, who looked at the cover text.

In a piece about unique Chicago places, we included two restaurants that are closed. Also, we referred to a bridge as a suspension bridge; it is not. The editor, in the space about how to avoid the error, noted: “Check the facts before putting them in the paper.”

In September

A story about Zogby International, a polling firm, misidentified John Zogby, the founder, as Frank.

We left out a recipe instruction about what to do with an ingredient, milk. It got dropped in the editing process. The editor noted that deadlines moved up two days because of Labor Day, which may have contributed.

During production, an editor trimmed a reference to Marianne Williamson, who is known for her lessons of “A Course in Miracles,” and made it appear that Williamson wrote the book, “A Course in Miracles.” She didn’t; she teaches it and popularized it.

Ron Barrett, not Rob, owns Cold Comfort Cafe”. This was in a caption provided by a freelance photographer.

A freelancer assumed that Drury Lane Evergreen Park “has largely suspended its operation as a producer of plays in favor of a touring concert format.” Wrong. He failed to check with the source.

We rumbled the name of “The Fantasticks” ballad “Try to Remember,” calling it “Time to Remember.” In a photo caption, Wilma Fuelketti’s last name was spelled as “Fulketti.”

A phone number was wrong. Here is what happened: “The movie reviewer did not include the phone number, and the editor - who was multi-tasking at the time - typed in the phone number on deadline.” (Another theater venue starts with the exchange number that was subbed.)

We ran a picture of two horses grazing and called them American Saddlebreds. They were Hackney ponies. The freelancer assumed that they were Saddlebreds, although she knew that other horses are grazed on the property and did not check with the farm owners or stable operator to verify the breed.

Neil Armstrong walked on the moon July 20, 1969. Our Tempo photo caption said it was July 19, 1969.

BUSINESS ERRORS - 2003

I KNEW THAT

Trusting memory, and other fact-checking adventures

We said that regulators are considering raising the federal deposit insurance limit to \$300,000. In fact, they are considering changing it from \$ 100,000 to \$ 130,000.

A story about Chicago Place incorrectly said that Williams-Sonoma was a tenant in the mall. The company closed the story earlier this year, although it was still listed on the mall's web site. We didn't call the store to confirm.

The new Apple Computer store is at the southeast corner of East Huron Street and North Michigan Avenue. We goofed and said it was at the northeast corner.

A story about WCIU-Ch. 26 referred to it as a low-power UHF outlet. It is a full-power outlet. The writer did not check what turned out to be an incorrect assumption that the term "low power" referred to the more limited range of UHF stations.

A story about Boeing Co. described Chicago's successful wooing of the company as costing hundreds of millions of dollars in taxes and incentives. It was a lot, but not that much - tens of millions of dollars. The story was about a new commercial jetliner, and the release came out on deadline. The writer noted, "I was hurrying to read its new 7E7 Web site, neglecting a detail I know well but typed in incorrectly."

A reporter included a mention of a rookie all-star award in a robotics competition because he thought that the youngster that we photographed had been part of a winning team. Turns out that there were two rookie teams from the same high school, which confused even the coordinator of the event. And the youngster whom we quoted was on the other, non-winning team. The moral of the story: No good deed goes unpunished.

We said incorrectly that the Philadelphia Stock Exchange is affiliated with the American Stock Exchange, a mistake that the reporter later realized.

We relied on an online calendar for information about the date and place of an event. This happened over a holiday when offices were closed and we had no other way to verify details. We got burned.

More holiday cheer. In a holiday week, a story quoted a portfolio manager from Prudential Global Investors. It was Principal Global Investors. Even with the correct information at hand, the reporter was thinking "Principal" and wrote "Prudential."

An editor, relying on memory, inserted a clause to emphasize how vital the SBC rate-increase issue is to competitors. We should have said that AT&T Corp. has said it might not sell residential local phone service in Illinois if SBC were allowed to raise the wholesale rates it charges rivals to use its line. What we had, though, was that AT&T had threatened to stop selling long-distance phone service in Illinois.

We confused details of federal anti-discrimination laws. The rules apply to companies with 15 or more employees, not 50.

Our story said that corn futures trade at the Chicago Mercantile Exchange. It should have said the Chicago Board of Trade.

THE DELICATE ART...

Of dealing with sources and companies

Kemper Insurance Cos. called after we wrote: More than half of the job cuts - a total of 175 - are in the Chicago area, leaving about 1,900 employees at the ailing insurer based in Long Grove. A clarification noted that the company has 7,000 employees total. The reporter believed that the original made clear that 1,900 referred to local employees; the company argued that it left some doubt to not have a figure for total employees.

A source, who when asked how she wanted to be identified in the story, described a position that she no longer held. The woman is a marriage counselor and sex therapist. We reported that she was co-director of domestic relations counseling for circuit court.

We had a clarification - but not a correction - after a source called us to dispute a statement attributed to him. After discussions, we determined that he thought he was answering a particular question, but it was not what the reporter was focusing on.

We got 2001 and 2002 confused in a story in which the CEO said his company had had to work hard to break even. He was talking about 2001, but we said 2002.

The Graduate Management Admission Council pointed out that we had the wrong academic year in a reference to an increase in applications for business school. We said it was for 2002-03, but it was 2001-02. The Princeton Review, usually a trusted source, was passing out the wrong GMAC info to us as well as others.

A story mentioned a billiards branding effort. In trying to keep the story clear, the reporter did not mention another firm, which had actually done the billiards branding work. The correction said simply that the firm should have been credited for the rebranding work.

We misstated an arrangement between an airline and its pilots' union in regard to relief pilots. We had information from the company that needed to be clarified, we concluded.

A story about Block 37 business development included a reference to CVS Corp. That should have been CBS, and in particular, WBBM-Ch. 2. The reporter mistook CVS for CBS and then failed to double-check with the source.

Investars.com gave us bad information, saying that A.G. Edwards had a "reduce" investment rating on General Motors. In fact, A.G. Edwards dropped research coverage of GM last year. The writer followed up with Investars.

GO FIGURE

Earnings and numbers

In an earnings report, R.R. Donnelley & Sons beat Wall Street estimates by 5 cents; we said it missed estimates by 8 cents. The editor meshed wire and Yahoo.com reports, which turned out to have approached charges differently.

AP gave us bad numbers on NiSource earnings. The correct numbers were \$1.77 a share in 2002 and \$1.05 a share in 2001; our story said \$1.75 and \$1.03.

We erred in comparing operating and net losses. The company said it expected to record an operating loss of \$3.2 billion; our story implied that it was a net loss. The correct comparison would have been to an operating loss of \$2.97 billion the previous year. Postscript: The net loss in fact turned out to be \$3.2 billion.

A freelancer's story wasn't updated, so we were off slightly on the number of subscribers to satellite radio services.

A fact box on Avondale was wrong. What we printed for a breakdown of racial demographics totaled only 72.2 percent. It appears that corrections that were made didn't get put into the publication version. It's possible that the file reverted to a previous version during production, the editor noted.

A wire story put a company's operating profit at \$1.13 a share, 3 cents below estimates; it was \$1.17 a share, 1 cent higher.

The formula for determining per-square-foot price is to divide the purchase price by the number of square feet. A freelancer reversed the wording. Conclusion: More careful reading of freelance copy.

A writer miscalculated the impact of a change in interest rates on Bank One because he added a decimal point incorrectly. We said it would have lost \$341 million for every 0.1 percent jump in interest rates early in 2001. We should have said for every rise of 1 percent.

From our colleagues, cautionary tales as well:

- A Page 1 story from Metro named Dayton Hudson Corp. as one company that received a property tax refund in 2002. But in 2000, Dayton Hudson changed its name to Target Corp. The county treasurer listed the refund as going to Dayton Hudson because the appeal was filed under that name.
- Sports misplaced a decimal point in reporting a pitcher's ERA. The story said that Brendan Donnelly's earned-run average was .038; it was 0.38. Merely phenomenal instead of unbelievably good.
- A Page 1 story from national misstated the number of baseball caps produced each week by the New Era Cap Co. It's 500,000, not 50,000.
- A letter to the editor misstated a traffic death statistic. The letter said that two out of three highway workers have been killed this year by drunk drivers. We meant to say that two out of three Illinois highway workers who were killed this year were killed by drunk drivers.

AND YOU ARE?

Getting names, addresses and titles right

A story spelled the name of Dr. Patrick A. Trammer correctly, but we got it wrong when it was copied for a photo caption.

We misspelled the names of Theodore Harman and Norman Bobins; we wrote “Theodore Harris” and “Norman Bobbins.” No excuses but the reporter was doing two dailies and the computer system crashed.

We made a typo in copying information from a photographer for a caption about a development at 600 N. Kingsbury St.

A freelancer had the wrong title for a book, “Creating Customer Evangelists.” In hindsight, we said we should have checked the title.

Anatomy of an error: A writer spelled Julia Thompson’s name correctly. Further into the story, an editor introduced an error by changing a sentence to read, “Thompson’s staff.” That inserted the more common spelling into the copy. A copy editor, reading behind, saw the inconsistency and assumed the less common spelling, Thompson, was a typo. The reporter had left for the day but could have been called. Also, a “cq” is appreciated on unusual spellings.

We spelled Ejaz Maroon’s last name “Harron.” The photo editor spotted the mistake, because the name was correct with the accompanying photograph.

Our story described 875 N. Dearborn St. and 33 W. Delaware Place as two buildings. It is one building, with -two addresses. Turns out that the building has a commercial address (875 N. Dearborn), and a residential (33 W. Delaware). Even the spokeswoman seemed to think that there were two different buildings.

A story about Sears Tower had an incorrect spelling for the name of Lee Launer. The reporter thought he heard “Loaner” and took that spelling from a transcript of the call. Another name from the transcript was checked, but not that one.

It’s Kevin, not Kenneth, Bolger.

Eron Shosteck’s name was misspelled. We made his last name Shostock. The reporter had missed it, but so did the editor, who is familiar with Mr. Shosteck’s name and just overlooked it. The error might have been avoided at the outset if the reporter had spelled the source’s name back to him to ensure accuracy, we noted.

Very late, an editor spotted what he thought was a caption mistake. Our story included a union person, Ron Powell; a photo, however, featured a Steve Powell with union leader Ken Boyd. The editor was checking a last-minute page printout and thought that “Steve” was in error in the photo because it was “Ron” in the story and all previous stories. So he erroneously changed the caption to Ron. The conclusion: “I acted hastily, feeling that I had caught something and didn’t

have time to continue checking.”

A freelancer named the wrong street for the location of Indian Boundary Park. We said it is on Pratt Avenue a block west of Western; it is on Lunt Avenue. We just overlooked it, although we routinely check the boundaries of neighborhoods that we describe.

A reference to attorney David Norton gave an incorrect first name. The reporter noted that he had the lawyer’s biography but was juggling stories on deadline and just made a mistake.

We had the wrong title for Richard Parsons, CEO and chairman of AOL Time Warner. A Tribune executive noticed that one.

In writing a photo caption^, a copy editor inverted left from right. Of note: The staff was also preparing a special section, so fatigue may have been a factor.

**THE TIME HAS COME, THE WALRUS SAID, TO SPEAK OF MANY THINGS
With apologies to Lewis Carroll, this is the potpourri section**

New side and business both ran the same AP story (over Memorial Day) about Accenture Ltd.’s federal contracts; it had inaccurate figures. News side also described Accenture as a spinoff of Arthur Andersen, while Business merely said Andersen, which was correct.

An item said that a Harley-Davidson store was the sponsor of a charity ride; it was the starting point. The organizer gave us incomplete information. The store wanted a correction because, we were told, the owners worried about liability.

A story about the Chicago Tribune’s Exito publication described Hoy in New York as the nation’s largest Spanish-language newspaper published Monday-Friday. We overlooked La Opinion in Los Angeles.

A freelancer wrote that actress Megan Mullally graduated from Northwestern University; she attended but did not graduate. The writer took the information from an alumni web site but did not confirm it.

A brief inadvertently linked former Gov. James Thompson to a committee reviewing a company’s stock transactions for alleged insider trading. In fact, the company had hired Thompson as special counsel to analyze the stock sale and repurchase programs offered to company directors and officers. The release came in late; a reporter pitched in on deadline to help out.

A Champaign-based company had three separate press releases with conflicting information about appointments. So, we had Jeffrey Treiber as being in charge of its new Rosemont office, instead of its Chicago office.

A headline said Sears had an operating loss; it was the company’s retail division. The desk editor was trying to improve deadline