

KEEP THIS

Before it goes out

Five questions. They take about a minute between them, and they catch nearly everything.

1	Can you point at where every number came from?	Same figure, same units, same period. If you cannot find it in the source, it is not a number, it is a guess
2	Has any word been upgraded?	<i>Reported</i> becoming <i>confirmed</i> . <i>Some</i> becoming <i>most</i> . <i>An aim</i> becoming <i>an outcome</i> . This is the one everybody misses
3	Has anything appeared that was not in the source?	A partner, a quotation, an official, a date, a comparison to "the sector". If it is not in your material, it came from nowhere
4	Is anything in here true but unpublished?	Knowing something is not the same as being allowed to publish it. This is the one that gets organizations into trouble, and it never feels like a mistake
5	Whose name goes on it?	A person, not a job title. Whoever that is answers for every claim in it — including the ones the machine supplied

The dangerous sentences are not the strange ones. They are the ones that sound completely reasonable.

On this document, that person is: