Proofreading: Catch mistakes before they cause a crisis

Sherrie Voss Matthews, The University Of Texas At San Antonio
Sherri Hildebrandt, Owner, Relativity Ink
John Braun, Vanguard Group
What is proofreading?

• It isn’t editing. Not exactly. It is more detail-oriented, and often you have less time to complete this task.

• You should take in every aspect. Give the project a closer look. That includes:

  • Design
  • Graphics and crops
  • White space
  • **Spelling**
  • Punctuation
  • All details: Look EVERYWHERE!
What do you proof?

- Printed copy
- TV screens
- Promotional material
- Social media: posts, tweets, websites, online polls
- Books, magazines, newspapers
- Others?
Egypt siezes the day at UN

President Mohamed Morsi steps forward with aims to ease Mideast tensions while standing assertively for Arab causes. As he spoke to the UN General Assembly in an uncharismatic but confident style, the underlying message was clear: He is a leader for a major Much of what Egypt’s new, elected leader said will be heartening to democratic nations that are watching closely. He reaffirmed commitment to international treaties and promised to cooperate with the world to promote de-
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Ryan Zimmerman
Season vs FLA: 343 AVG, 2 HR, 8 RBI
AVG: .243
HR: 2
RBI: 8
EarthScapes Mini Golf

Adult: $4.50
Child/Senior: $3.00
(12 and under)

Science Museum Members Receive a 10% Discount

↑

We like numbers... not letters.
DAYLIGHT SAVING TIME

LEHIGH VALLEY BUSINESS OUTLOOK 2013

SPECIAL 28-PAGE SECTION IN THIS WEEK

Don’t forget to set your clocks back one hour

MORNINGCALL SATURDAY
THIS CONTRACT LIMITS OUR LIABILITY - READ IT

This ticket licenses the holder to park one automobile in this area at holder's risk. Lock your car. The licensor hereby declares it is not responsible for fire, theft, damage to or loss of such automobile or any article left therein. Only a license is granted hereby and no bailment is created.

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THE FIRST BAPTIST CHURCH

AN AMERICAN BAPTIST MINISTRY

SUNDAY OCTOBER 7

11 AM WORSHIP SERVICE
12 NOON FELLOWSHIP TIME

Wed 6:30 PM BIBLE STUDY

REV DR STEPHEN B MURRAY
PASTOR

DAVID C GREEN
ORGANIST
CHOIR DIRECTOR
Let’s Get Mediterranean: 
Couscous Salad, Grapes, Pita Chips and Humus 

these recipes and more on: 
Goodieslight.com
Clocking In
You have clocked in to MySA.com's business news blog about San Antonio and South Texas businesses and business people.

Wall-Mart to take cash for online orders
Posted on 05/03/2012 by Chris Quinn

Wal-Mart has become the first retailer to let customers shop for and purchase items online and then pay for those purchases with cash.

The "Pay with Cash" initiative is directed toward customers who do not use credit cards or banking services.

Once customers select the items they want at Walmart.com they have 48 hours to pay for them at any Wal-Mart. Once paid for, their items are then shipped to their home or a Wal-Mart store.

-Chris Quinn

This entry was posted in Uncategorized. Bookmark the permalink.
Sale?
AMELIA First Communion Pearl Headband with Beaded Veil

The Amelia First Communion veil is a Pearl headband with a 24 inch long beaded veil. The veil edging has a half inch trim and lays just below the waist. This veil is a wonderful match for any style dress!

Item: 65393
UPC: 089945507232
First Communion
Material: Polyester, Plastic, Wire
Dimension: 24 inch L, Band: 4.25 inch
Weight: 0.20lb
Package: Gift Box
Retail $32.00

$32.00 $22.50

Sale.
REPORT: ARMSTRONG USED RUGS
Lies Bachmann Tells
Congresswoman’s pants spontaneously combust during CPAC speech

Michele Bachmann claims she’s infallible when it comes to the truth, but in reality, the Associated Press concluded she was so full of it during her presidential run that they gave up on fact-checking her. But PolitiFact didn’t, and earlier this week, they scrutinized a preposterous statement Bachmann made during her speech.
Sabbeth day and the bar and thy
maid servant, not thy neighbour.

at is thy neighbour.
Struggling households target of new Fed research effort
The St. Louis Fed's project kicked off in April with a speaker series.

Taxpayers foot bill for cleanup of polluted site in south St. Louis
Former owners of Carondelet Coke site have contributed little to the $12.3 million cleanup.

*NEW* Nelly blows out Celebrate St. Louis concert
*NEW* Family of 3 killed in crash near Red Bud
*NEW* Man shot to death in the 2800 block of Pennsylvania
*NEW* Els wins British Open when Scott collapses

**Gregorian:** London Olympics endure
Woman Gets 3 Years In Theft Of Grandmother

DA's Office: Reagan Centilli Stole Jewelry, Silver Flatware

POSTED: Thursday, November 3, 2011
UPDATED: 6:49 am CDT November 3, 2011

SAN ANTONIO -- A local woman who was convicted of stealing jewelry and silver flatware from her grandmother has been sentenced to three years in jail, according to the district attorney's office.

Reagan Centilli, 32, was arrested three months ago after her 78-year-old grandmother reported several items had been stolen from her home over the summer.

Police later determined some of the stolen goods had been pawned by Centilli.

Police said Centilli was living with her grandmother in her Northwest Side home at the time of the thefts.

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Dolan family and supporters express disappointment and relief in papal selection

Cardinal Dolan's mother glad he'll still have time to come home — but points out he would have been a good pick.

Pope talk: Submit your questions for Thursday's 10 a.m. chat
Ask religion writer Tim Townsend and papal expert Rev. Steve Shoenig about the conclave, Pope Francis and what to expect.

1 hour ago 0

St. Louis faithful cheer selection of Pope Francis
St. Louis Archbishop Robert Carlson praises the new pope's Jesuit background.

6 hours ago 0 4

UPDATED Edmonds hired for FSM's Cards coverage
Check your hyphens.
Tom Tracy, senior vice president of Brokerage Services at Northmarq Cushman & Wakefield, said the park attracts the regional offices of Fortune 50 companies and “top-of-the-line local companies.”
GREAT JAZZ PLAY-A-LONG SETS

HANGING THE WAY PEOPLE PRACTICE

contains a quality stereo recording(s) and a coordinated booklet with parts FOR ALL instruments. The special stereo separation technique left channel includes bass and drums, while the right channel contains piano.

The Most Widely-Used Improvisation Tools On The Market!

izes 1, JAD, 24, 21, 2, 3, 54, 70, 84, etc. Vol. 1 and 24 work well together for a strong foundation.

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ks. Beg./Int. level. Chapters on atonic scale use, ear training, cism, etc. Scales and chord tones in F & B♭, Dorian minor tracks, For ALL instruments. The "Most Market." Avail. in English, German, guese.

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it. level. 11 different Blues in various some harmonized! This volume is really grooves. All scales and chord
(Bk/CD) $14.90

VOL. 36 BEBOP AND BEYOND. 8 Jazz Greats. Ladybird's Ray's Idea, and 5 more.

VOL. 37 SAMMY NESTICO. Hay Burner, Basie-Straight Machine, 88 Basie Street, Switch In Time, A Warm Breeze, Ya Gotta Try and Lonely Street.

VOL. 38 BLUE NOTE. 17 favorites from Blue Note Records. Blue Train, Moments Notice, Recorda Me, Isotope, Ceora, more.

VOL. 39 SWING, SWING, SWING. Avalon, Bye Bye Baby, Marvelous For Words, Blue Room, Sweet Georgia Brown, Good!, Indian Summer, more!

VOL. 40 'ROUND MIDNIGHT. I Know That You Know, If
Where is the mistake?

Can you see what might cause criticism?
NRA: Obama makes mockery of rights

The National Rifle Association chief blasts President Obama's inaugural address, accusing him of limiting American freedoms. FULL STORY | 'ABOSLUTISM' NOT A DIRTY WORD, SAYS NRA | RED STATES WARY OF TIGHTER GUN LAWS
Be sure of your facts
Frank Dimant said.

“Whether it is Jewish communities in Eastern Europe or Christians in the Middle East, Jerusalem’s Holy Temple and starts with menorah candles lit in homes and at various centres.

CORRECTION

Incorrect information appeared in a column by Christina Blizzard in Friday’s edition of the Toronto Sun. Teachers were, in fact, not paid during the last work stoppage. The Sun regrets the error.

TORONTO
SUN
ONLINE EXTRAS
@TORONTOSUN.COM
Burning your brand, one mistake (or more) at a time
I'm pro life and I stand with Todd Akin

Tell McCaskill That You're Standing With Todd Akin!

I made a mistake. I used the wrong words in the wrong way. What I said was ill-conceived and it was wrong and for that I apologize.

Sign the Petition Today -

The people from Missouri who elected me know I'm not perfect. They don't make perfect people. We all make mistakes. When you make a mistake you tell people you're sorry, you don't try and hide it. I made a mistake and I'm sorry.

Unlike Claire McCaskill, I believe that working to protect the most vulnerable in our society is one of my most important responsibilities, and that includes protecting both the unborn and victims of sexual assault. We must move forward and work together to replace Claire McCaskill in the Senate.

But I can't do this alone... I need your help.

Will you stand with me and chip-in $3 as a sign of support of my continued candidacy?

SUBMIT
A BETTER AMERICA

I'm with Mitt.
His approval in May of his re-election year puts him on the bubble.

Presidential Job Approval Average in May of Their Re-Election Year in Office

% Approve

Re-Elected
- Lyndon Johnson (1964): 75%
- Dwight Eisenhower (1956): 70%
- Richard Nixon (1972): 58%
- Bill Clinton (1996): 54%
- Ronald Reagan (1984): 53%
- George W. Bush (2004): 47%
- Barack Obama (2012): 47%

Voted Out
- Gerald Ford (1976): 47%
- George H.W. Bush (1992): 41%
- Jimmy Carter (1980): 40%

Data from the Gallup Presidential Job Approval Center.
20% off
ONE regular-priced baby!
Choose from thousands!

In-store purchase only. Excludes ALL toys, Special Orders, breast-pump rental fee, delivery fee, and shipping & handling. One coupon per guest. Not valid with any other "R"Us offer for same item or on prior purchases. Must be surrendered at time of purchase. Value is forfeited if item is returned. Void where prohibited. Valid USA only. Cash value 1/100 of 1c.
Geography issues
WE MAY BE NEW TO THE CONFERENCE
BUT WE AREN'T NEW TO THE GAME
UNIVERSITY OF TEXAS ORDERS IMMEDIATE EVACUATION DUE TO "THREATS ON CAMPUS"
Located in central Europe, bordered to the north by Germany and the Czech Republic, to the west by Switzerland and Liechtenstein, to the south by Italy and Slovenia, and to the east by Hungary and Slovakia. It is primarily mountainous with the Alps and foothills covering the western and southern provinces.

Australia: Olympic Tradition
Located in central Europe, bordered to the north by Germany and the Czech Republic, to the west by Switzerland and Liechtenstein, to the south by Italy and Slovenia, and to the east by Hungary and Slovakia. Is primarily mountainous with the Alps and foothills covering the western and southern provinces.

Australia: Olympic Tradition
NOTHING

SHARKS

CROCODILES

ANGRY NATIVES

BACKPACKER MURDERERS

GIANT RATS

SCORPIONS

BABYKILLER DINGOS

POISONOUS SNAKES

MANEATING KOALAS

MOSQUITOES

SHARKS

STINGING JELLYFISH

SHARKS WITH FRICKIN' LASERS

FIRES

CONVICTS

DANNI MINOGUE

GIANT SPIDERS

DERANGED GUNMEN

RAZOR SHARP CORAL

STINGRAYS

STEVE IRWIN
Simple things we missed.
Typographical error

Due to a typing error, Saturday’s story on local artist Jon Henninger mistakenly reported that Henninger’s band mate Eric Lyday was on drugs. The story should have read that Lyday was on drums. The Sentinel regrets the error.
“The Visiches have an incredible knowledge of the game.”

—Connor Jorgensen

Evidence of the Visiches’ continued commitment to players they’ve coached is shown in the wake of the 2012 accidental death of a young player who had played for Hill-Murray. The Visiches have since helped create a 2013 summer tournament (July 13 and 19) to raise funds for the Adam Gott Collegiate Club Lacrosse Player Fee Scholarship Fund. They also see the frequent return of college players to assist with summer youth lacrosse clinics.

“The Visiches have an incredible knowledge of the game,” says Jorgensen, who has gone on to play four years of lacrosse for Iowa State and still plays in a men’s league in Wisconsin. “They work to develop young men to go on to do great things on and off the field.”
Women ought to do that, whatever else they did. He felt apologetic toward the Wheelers and toward his old friends. It seemed as if his daughters had no heart.

XI Camp habits persisted. On his first morning at home Claude came downstairs before even Mahailey was stirring, and went out to have a look at the stock. The red sun came up just as he was going down the hill toward the cattle corral, and he had the pleasant feeling of being at home, on his father's land. Why was it so gratifying to be able to say "our hill," and "our creek down yonder"? to feel the crunch of this particular dried mud under his boots?

When he went into the barn to see the horses, the first creatures to meet his eye were the two big mules that had run away with him, standing in the stalls next the door. It flashed upon Claude that these muscular quadrupeds were the actual authors of his fate. If they had not bolted with him and thrown him into the wire fence that morning, Enid would not have felt sorry for him and come to see him every day, and his life might have turned out differently. Perhaps if older people were a little more honest, and a boy were not taught to idealize in women the very qualities which can make him utterly unhappy—But there, he had got away from those regrets. But wasn't it just like him to be dragged into matrimony by a pair of mules!

He laughed as he looked at them. "You old devils, you're strong enough to play such tricks on green fellows for years to come. You're chock full of meanness!"

One of the animals wagged an ear and cleared his throat threateningly. Mules are capable of strong affections, but they hate snobs, are the enemies of caste, and this pair had always seemed to detect in Claude what his father used to call his "false pride." When he was a young lad they had been a source of humiliation to him, braying and balking in public places, trying to show off at the lumber yard or in front of the post office.
Women ought to do that, whatever else they did. He felt apologetic toward the Wheelers and toward his old friends. It seemed as if his daughters had no heart.

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Avoid copyright infringement.
that they could not outrun the fire at all. While he had never seen an escape fire used before, again, something in his long experience told him that such a technique just might work. He was right, and his men would have survived had they followed his lead. Gladwell says, “This is the gift of training and expertise- the ability to extract an enormous amount of meaningful information from the very thinnest slice of experience.”

But it would be foolish for a leader to rely on intuition under every circumstance, for two reasons. First, our instincts can sometimes be disrupted and lead us astray. In other words, sometimes we are wrong. Second, if we rely on gut decisions but fail to communicate our reasoning to our teams and to bring them along- as the Mann Gulch scenario so tragically demonstrates- we will fail in our objectives.
Wisdom Is Not Enough: Relections On Leadership And Teams

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Are your eyes playing tricks?
Is Your Home Sitting on an Ozarks Sinkhole?

The sinkhole map on the Missouri Department of Natural Resource (DNR) website shows Greene Country heavily covered with yellow dots. Each dot represents a known sinkhole. It can be difficult for area homeowners to know exactly if their property is protected from cave-ins caused by sinkholes. KSMU's Rebekah Clark asks the question, 'What can homeowners--and homebuyers--do to protect themselves?'

First, a refresher in geology: sinkholes are collapsed areas of land, and they're formed when the carbonate bedrock dissolves, or when underground caves collapse, according to the DNR. Their size can range anywhere from several square yards to hundreds of acres long, and may be very shallow or hundreds of feet deep. And, according to Springfield real estate agent Jeff Frye, it can sometimes be impossible to know if you’re building on top of one.

“You know, they say that the ground under Springfield is like an English muffin; it's full of caves and holes and it’s just part of the typography where we live. The cities and the counties and the engineers do the best they can to identify all of those, but it's typically it's not something you hear about until something happens.”
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Spell check will not catch this one!
DO NOT PUBLISH... THIS IS A TEST

This is a test... do not publish... This is a test... do not publish... This is a test... do not publish... This is a test... do not publish... This is a test... do not publish... This is a test... do not publish... This is a test... do not publish...
Help handicap children

Commentary by Brandia Babrey

While browsing Pinterest, I found a sign with the phrase that inspired this column’s headline. I had noticed that the source of this sign states it as read “Help Handicapped Children.” Simply there isn’t a group with the inclusive purpose of handicapping children.

The sign got me thinking about the proper use of words like “handicapped” and “disability.” Many people use these words very often and are therefore confused when having to re-learn the correct ones. I did a little research on the etymology of the word often used about the nature of being handicapped, and here’s the advice I can give.

“Handicap” is a noun, in more common use it is described as a condition a person must overcome rather than a condition a person has. Numerous sources and personal experiences have shown a person should request upon a person qualify themselves. The term “disability” is preferred to “handicapped,” but for the time we refer to a person with a disability is just that—a person with a disability.

The worst thing to remember is that the person, not the disability should come first. In other words, it is more appropriate to say that a person has epilepsy than he or she is an epileptic. The placement of the disability and use of words of premonish is important in making clear that the people who have disabilities are people first.

In addition, it is the importance not to refer to people of this nature as “normal” by comparison to those who have disabilities. After all, what is normal to one person may not be normal to another. “Handicapped” is a preferred term to “normal.”

I would be encouraged to keep open from students who have more experience with the terminology, my research was done mainly through legal and governmental documents, and I’ll be interested to hear more applications as long as those applications are real and included in multiple contexts.
Bad design = confusion.
Math matters

- Math tends to intimidate us, so it helps to learn a little about the math involved. (Danica McKellar’s books are great.)
- Everyone should learn basic percentages.
- Sports: Baseball magic numbers, more percentages (shooting, hitting)
- Business: Compound interest
What proof is your bourbon?

45% = 90 proof
42% = 84 proof

That’s 6 proof points and 3 percentage points fewer than before
This is a table that purports to have four calculations.

The designer imported the wrong numbers into the middle column, so they’re all wrong.

<table>
<thead>
<tr>
<th>Year</th>
<th>Calculation</th>
<th>Withdrawal amount</th>
<th>Inflation rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year one</td>
<td>$200,000 \times 4% =</td>
<td>$1,900</td>
<td>3%</td>
</tr>
<tr>
<td>Year two</td>
<td>$8,000 \times 1.03 =</td>
<td>$950</td>
<td>2%</td>
</tr>
<tr>
<td>Year three</td>
<td>$8,240 \times 1.02 =</td>
<td>$700</td>
<td>4%</td>
</tr>
<tr>
<td>Year four</td>
<td>$8,405 \times 1.04 =</td>
<td>$667</td>
<td>2%</td>
</tr>
</tbody>
</table>
Compound interest at a glance

The formula looks complicated …

Future value = Present value times (1 + interest rate)
raised to the power of the number of years

or $FV = PV(1 + i)^n$

... But really there are just two scenarios to worry about:
changing the investment and changing time.
Do the math

Compound interest at a glance

If you change the amount you invest:

\[ FV = PV(1 + i)^n \]

... then \((1 + i)^n\) is just a number. So we have

\[ FV = PV \text{ (some number)} \]
Compound interest at a glance

\[ FV = PV \text{ (some number)} \]

These two numbers move together. For example, if one doubles, the other doubles too.
Compound interest at a glance

If you change the *time* you invest …

\[ FV = PV(1 + i)^n \]

… then future value changes exponentially. If you double *the length of time* you invest, future value *more than doubles*.
Compound interest at a glance

It boils down to:

Am I changing the money?

The yield increases proportionally.

Am I changing time?

The yield increases more than proportionally.
Sometimes we get it right

Compounding can make a difference when you save over the long term. For example, a $1,000 investment, growing at an average rate of 8% per year, could compound to $1,469 in five years and $2,159 in ten years!

Lots of numbers, but what are we changing?

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- Change in first five years: $1,469 - $1,000 = $469.
- Change in next five years: $2,159 - $1,469 = $690.

Time makes things grow faster than you’d expect.
Let’s look at Jim and Joe, both of whom earn $25,000.

Jim contributes 3% to the plan and receives a company contribution of 2% for a total contribution of 5%. Over 20 years Jim would accumulate close to $100,000.

Joe contributes 6% to the plan and receives a company contribution of 3.5% for a total contribution of 9.5%. Over 20 years Joe would accumulate about $150,000.

This hypothetical example assumes a return of 8% and does not represent the return on any particular investment.

What changes? **The contribution.**
Let’s look at Jim and Joe, both of whom earn $25,000.

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Joe contributes 6% to the plan and receives a company contribution of 3.5% for a total contribution of 9.5%. Over 20 years Joe would accumulate about $150,000.

Joe’s contributing almost twice as much as Jim, but
Let’s look at Jim and Joe, both of whom earn $25,000.

ジョンが3%を寄付し、会社が2%を寄付するため、合計5%の寄付となります。20年間で約$100,000を蓄積します。

ジョーが6%を寄付し、会社が3.5%を寄付するため、合計9.5%の寄付となります。20年間で約$150,000を蓄積します。

ジョーの寄付が約2倍でありますが、実際の数字は$60,000と$110,000です。

Sometimes we get it wrong
Why you need a dirty mind.
Stare carefully...
WVU loses bowel
See Page 1C
OBSERVATIONS

Knicks big man Amare Stoudemire has a sprained ankle that kept him out of the Knicks’ past two games. Stoudemire and Iman Shumpert (sprained knee) both could be back tonight.

Ex-Charlotte Hornet Baron Davis signed with the Knicks after being cut by Cleveland under the amnesty clause. Davis is recovering from a herniated disc.

Ex-Bobcat Tyson Chandler could do wonders to upgrade the Knicks’ shaky defense. Chandler came to New York after helping Dallas win a title.
Nothing I do professionally today, or perhaps have done all year, is as important as what I just did:

Fixed a typo in a woman's name, so that Cynthia is spelled with a “Y” and not a “U.”
Jess Heugel
2 hours ago via Instagram

#notabluthbanana
We’ve moved beyond print

- **Web**: Do the links work? Are there links? Did we spell the headline right? Did we spell everything else correctly?

- **Social media**: Did we link to the correct image? Did we use the correct short url? Did we spell everything correctly in the tweet or post?

- **Video**: Are the transitions smooth? Does this make sense? Does it autoplay? Should it autoplay? Did I spell everything correctly?

- **Promotional materials**: Does the item work? Will it be appropriate to the audience? Did I spell everything correctly?
Matthew Fort
Sorry. That should be Cook
Retweeted by You

Matthew Fort
The Guardian is launching a new food section next Saturday called Cock. I can hardly wait.
Retweeted by You

Social Media Messes
Hardy’s message: “Me Likey Broke Girls.”

Raúl R. Labrador (R) @Raul_Labrador
Me likey Broke Girls.

 Deleted 4 days ago after 14 seconds, originally posted via Twitter for iPhone
Make sure you are tweeting from the right account if you are making snarky comments about popular culture. :-)}
MIDWEST: DUKE CAN GET IT DONE

The best bet to knock off No. 1 Louisville in the Midwest? It's the Duke Blue Devils. Preview
CBS News: 27 killed including 14 children in Newtown, Conn. elementary school shooting.

Gabby Giffords, Husband Announce New Gun Control Initiative

Obama's CIA Pick Shows Faded Influence Of Human Rights
Drury University
Graduation Role Call!

We know all of our Spring 2012 graduates are counting down to May 12, so give us a shout out in the comments if you're wrapping up your college career this semester.

http://www.drury.edu/commencement

DU: Commencement
www.drury.edu

Drury holds commencement ceremonies in May and December of each academic year. In May, there are two ceremonies; one for the College of Graduate and Continuing Studies and one for the Day College. In December there is one ceremony that combines the prospective graduates of CGCS and the Day College. ...

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This is Typo.

She was our cat.

My husband, Greg, and I adopted her.

She hated me.

No, really.
She was Satan in feline form.

She died this winter.
And she haunted me from her grave when I announced her passing to our friends on Facebook.
Merrill Perlman @meperl
In an unofficial straw pole, the semicolon was voted sexiest punctuation mark. #ACESChat

SherrieVossMatthews @typogirl
@meperl pole? 1? poll? :)

Merrill Perlman @meperl
@typogirl We built one out of straw for the poll ....

SherrieVossMatthews @typogirl
@meperl ;-)
The awkward moment when the University Textbook Store misspells UNIVERSITY.
Man falls to his death from building in downtown Dallas

By TANYA EISERER

Horrible juxtapositions
Violent sex offender captured

A violent sex offender who escaped from a San Mateo County mental health facility has been...
TUESDAY, MARCH 5, 2013
9:30 A.M. – 3:30 P.M.
FLORESVILLE EVENT CENTER
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The Eagle Ford Shale boom has drawn tens of thousands of workers and billions in investment. But with the boom comes tragic, on-the-job deaths. Workers who were crushed, burned and struck by equipment are among the casualties. An Express-News investigation reveals the details.

From the Big Sunday story to the Big Sunday savings of over $1,372

San Antonio Express-News

To subscribe to the print or e-edition, call 250-2000 or go to mySA.com
A different Sandy Hook Elementary opens

By Susan L. Hissom

HMSD — When Student Ambassador Natalie H. delivered a New Year's Tree inside the world famous Rockefeller Center in New York, she knew the world was watching. The world of what has been named Sandy Hook School, where students, staff and parents live and work.

While the rest of the town awoke to another regular Monday morning, Sandy Hook students and staff were preparing for a different kind of morning. At the Sandy Hook School, the day was marked by healing and memory. The school was hosting students from Fair Hill Elementary School, who were visiting to offer support to their peers.

Sandy Hook students were divided between staff time and spent time for Sandy Hook parents and students.

The middle school, which had not been used, was transformed into a regular Sandy Hook Elementary School, with a new sign in front.

The original Sandy Hook Elementary School, named after the late Sandy Hook Adjustable Janet Kohnen, is open and the police said, "This has to be the most beautiful school in America."

With the support of the entire school community, Sandy Hook Elementary School remains a beacon of hope and healing for the town.

Even as the school prepares to welcome students from Fair Hill Elementary School, the world watches.
Discuss: How do you educate younger staff members?
ESPN HAS SECOND THOUGHTS ABOUT KKK-Rod Headline

First version
KKK-Rod: A-Rod's postseason started off inauspiciously, with an 0-for-4 and 3 Ks, although he did score the Yankees' second run of the game on Teixeira's single after walking in the fourth.

Current version
K-Rod: A-Rod's postseason started off inauspiciously, with an 0-for-4 and 3 Ks, although he did score the Yankees' second run of the game on Teixeira's single after walking in the fourth.

• KKK-Rod? Seriously, ESPN? (hypervocal.com)
• Wallace Matthews' Rapid Reaction blog (espn.go.com)
• Earlier: Really, ESPN? “Chink in the armor”? (jimromenesko.com)
Good crop, bad crop?
Discuss: How do you prevent this?
Be careful and cautious.
Be consistent.
Tips and tricks learned over time

- Take nothing for granted.
- Designers and writers can miss the obvious as well as the subtle.
- Don’t trust Word’s spell and grammar check functions.
- Pay attention to ALL of your document (page numbers, subheads, kickers, links, urls).
- Don’t embarrass your publication.
- Don’t embarrass your sources.
- Have a sense of your publication’s style.
Tips and tricks learned over time

✦ Your co-workers have eyes. Use them.

✦ Don’t be afraid to speak up. If you see something that is outright wrong, or something that could cause a kerfuffle in the public eye, say something. Your job is to try to fix it.

✦ Read in reverse. Seye ruoy nwod swols ti. Seriously, it makes you think harder about each individual word and component.

✦ Know your weaknesses. Know where you are likely to miss something. Program big goof words into spell check, like pubic and univeristy or universtiy.

✦ Know your experts. The people in your office who are trivia geeks. The admin who catches every typo. These are your experts and they are your friends.

✦ Listen to the voice in your head. Check (and ask for help) first.
The devil is always in the details.

Check. Always.
Special thanks to Charles Apple, James Benavides, John Braun, Kirsten Efird, Connor Voss, Lynn Gosnell, Sherri Hildebrandt, Carol Cummings, Greg Matthews, Rebecca Luther, Cathy Matthews, Melody Sanders, Jess Huegel, Mike Schollenberger, Jennifer Snodgrass, Tristan Davies, Sherrie Voss Matthews, Gawker Media, Poynter.org, JimRomenesko.com, and The Huffington Post for their sharp eyes and blooper contributions.
Save your sanity

ApostropheAbuse.com or Like them on Facebook

For Every Time You Misuse an Apostrophe, I’m Going to Remove a Finger - Like them on Facebook
Why the Minnesota Vikings need a copy editor

By Charles Apple | 2:04 p.m. Dec. 1, 2010 | 1 comment

The Minnesota Vikings need a copy editor to keep them from making a mistake like this one: