Why you need to proofread

The following texts were prepared by professionals. The first one was distributed at an orientation meeting; the URLs in the second example were uploaded to the Web.

Text 1.
Flyer distributed to new faculty at orientation, 8/23/07. Notice the underlined words, which change the meaning to the opposite of the intended meaning. I assume that this flyer was scanned from another document and not proofread carefully.

BROOKLYN COLLEGE EXPECTS THAT ALL OF ITS GRADUATES WILL....

1. Be able to think critically and creatively, to reason logically, to reason quantitatively, and to express one's thoughts orally and in writing with clarity and precision;
2. Be able to make sound and moral judgments;
3. Understand the arts, histories and cultures of the past as a foundation for those of the present;
4. Understand the development of modern societies in an interdependent world;
5. Acquire the tools that are required to understand and respect the natural universe;
6. Understand what knowledge is how it is acquired by the use of differing methods in different disciplines;
7. Be able to integrate knowledge from diverse sources;
8. Understand the necessity for tolerance and appreciate individual and social diversity, as well as differences of race, class, and gender;
9. Be informed and responsible citizens;
10. Establish a foundation for life-long learning and the potential for leadership.

Text 2.
Notice how the name of the company changes when it becomes a URL, without the spacing and capitalization of the original name.

Children’s Wear = http://www.childrenswear.com

IHA Vegas = http://ihavegas.com

ipAnywhere = http://ipanywhere.com

Mole Station Nursery = http://molestationnursery.com (URL removed from Web)

Therapist Finder = http://therapistfinder.com

ViaGrafix = http://viagrafix.com (URL removed from Web)