

TO “ER ...” IS HUMAN: More Media Bloopers With Snappy Rejoinders

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My work—or play—proceeds apace on a book of funny typos, lapses, and assorted oddities, each accompanied by a witty comeback. Contributions, to the above e-mail address, are welcome. Please quote the relevant passage. If I can use the item, I’ll ask you to send the original. Thanks. And now for a risible new crop. . . .

The New York Times, Styles section, May 25, 2006:

On the first day of his internship last year, Andrew McDonald created a Web site for himself. It never occurred to him that his bosses might not like his naming it after the company and writing in it about what went on in their office. “They said they figured something like this would happen eventually. . . . It caught them off guard.”

Imagine their surprise if they *didn’t* expect it.

National Public Radio, *All Things Considered*, October 5, 2006:

In the space of just a few months, authorities in Port St. Lucie [Florida] found more than 60 marijuana grow houses in their city. . . . Drug bosses have bought houses for people who wanted to move to the beach community—and were willing to raise pot on contract. . . . Authorities say a drug ring has been recruiting pot growers by offering them a little piece of the American dream.

Maybe it’s no coincidence that the acronym for “Piece of the American Dream” is POT AD.

The New York Times, October 11, 2006:

The idea of a laptop for every schoolchild grew out of Mr. Negroponte’s experience in giving children Internet-connected laptops in rural Cambodia. He said the first English word out of the mouths of the Cambodian students was “Google.”

It’s the first word out of *everyone’s* mouth!

CNBC, commercial for Bosley Hair Restoration, August 2006:

“When it comes to going bald, you now have a choice.”

Uh, does that exhaust my options?

The New York Times, Business section, September 30, 2006:

This fact comes by way of mouseprint.org, a Web site dedicated to peering closely at the finest of fine-print caveats. (“Mouseprint” is a term, common in marketing circles, for print so small that only a mouse can read it.)

Favorite current reading of 100 mice polled: *Walt Disney: The Triumph of the American Imagination*, by Neal Gabler (Knopf, 2006, 851 pages, \$35).

New York Daily News, May 30, 2006:

An island surrounded by water, Manhattan has long been without a beach, prompting locals to flee by bridges and tunnels during the dog days.

Thanks for differentiating it from all those islands surrounded by cottage cheese.

The New York Times, Corrections, October 29, 2006:

An article last Sunday . . . referred incorrectly to the sex scenes in “Avenue Q.” They involved puppets, not marionettes.

Yeah, the strings do tend to get in the way.

The Wall Street Journal, Weekend Journal, headline, September 2-3, 2006:

YouTube Taps Yahoo Treasurer Yu

Who’s on First?

Program, 5th Annual Tribeca Film Festival, New York City, April-May 2006:

Another Gay Movie. Director/Screenwriter: Todd Stephens. . . . Jokes, costumes, vomit, sex, and gerbils included. Mature audiences only.

Shouldn’t that read: “Immature audiences only”?

The New York Times, Reuters dispatch, headline, October 29, 2006:

Though Frail, Castro Denies He’s Dead

But why should we believe him?

For submitting the article with the “island” blooper, a tip o’ the hat to Fred Cookinham, Woodside, N.Y.