This Oops Award winning story involves a minor typo I inadvertently inserted in an application for a major national scholarship. The typo slipped by me, numerous colleagues, and supervisors (past and present!). Thankfully just before it was forwarded out of the University for review did the eagle eye of a wonderful lady in FGSR (whom I owe dearly!) catch the mistake. Instead of proclaiming that I had taken part in many "public awareness" campaigns throughout my academic career, I forgot a critical "L" and ended up trying to impress with details of my "pubic awareness" abilities, which is no doubt important, but not very conducive to winning a prestigious academic award! The moral of this story... never rely on spell check and proof-read everything!