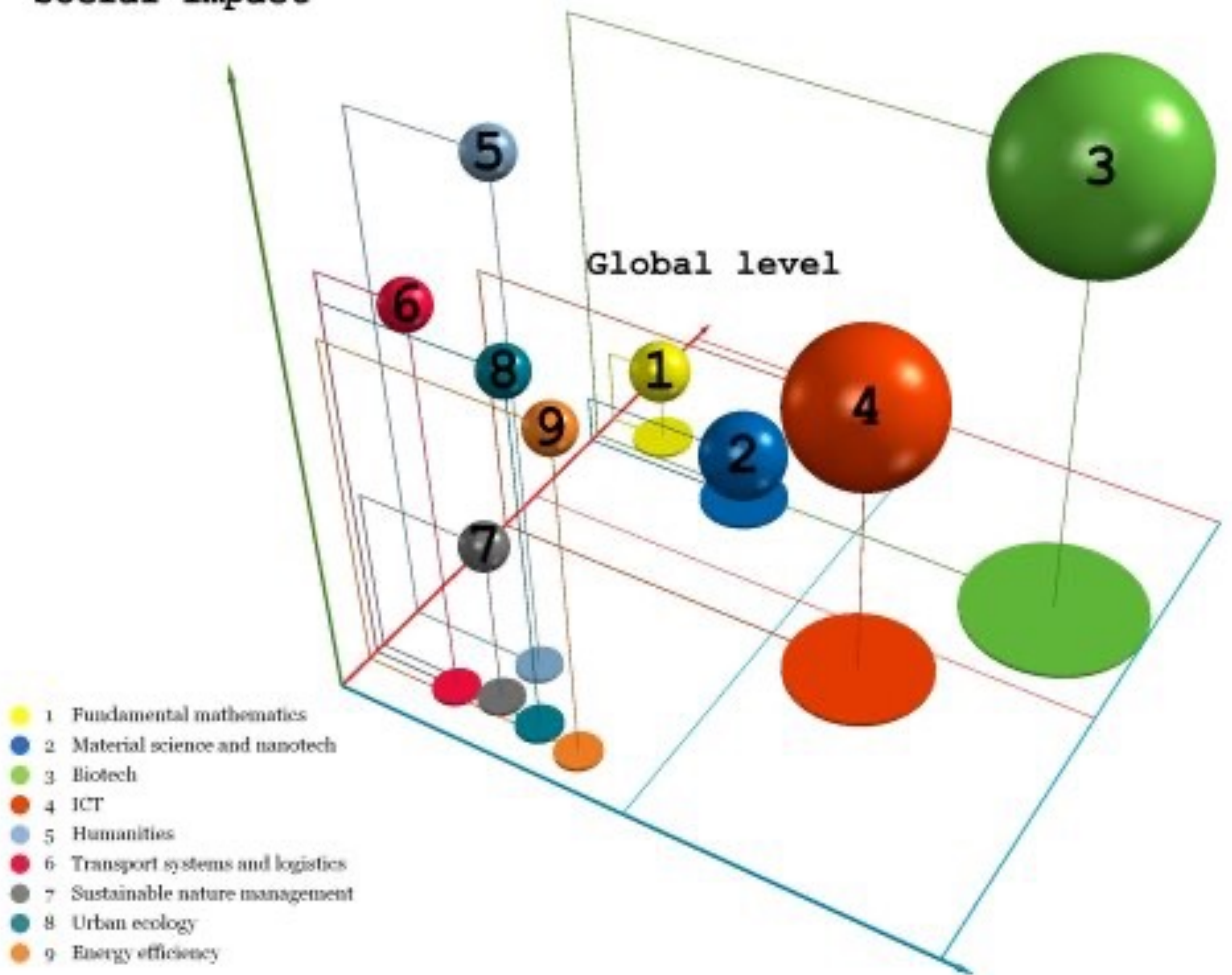


Don'ts

Don't overcomplicate

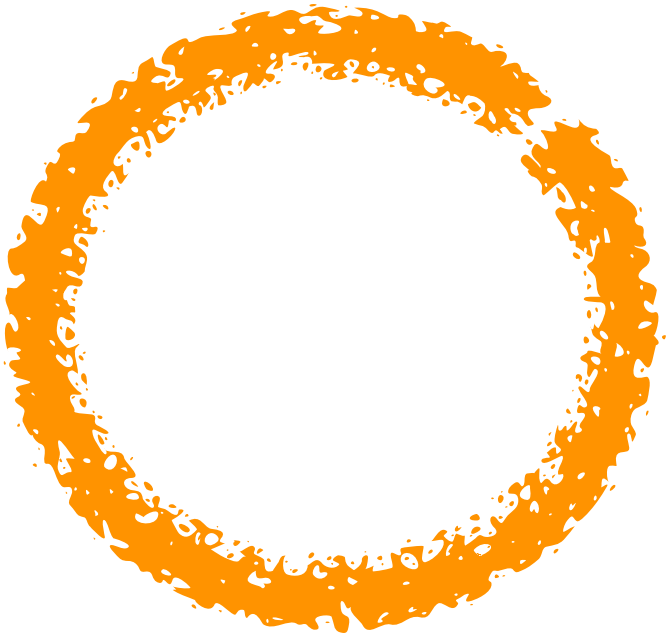
- Highlight relevant information for the viewer
- Don't add redundant information unless it's helpful

Social impact



Axis X: Global level
Axis Y: Social impact
Axis Z: Regional priorities
Axis S: Capital investment

Regional priorities



Fiddled with your dixie ringes

• Truncate if it *really*

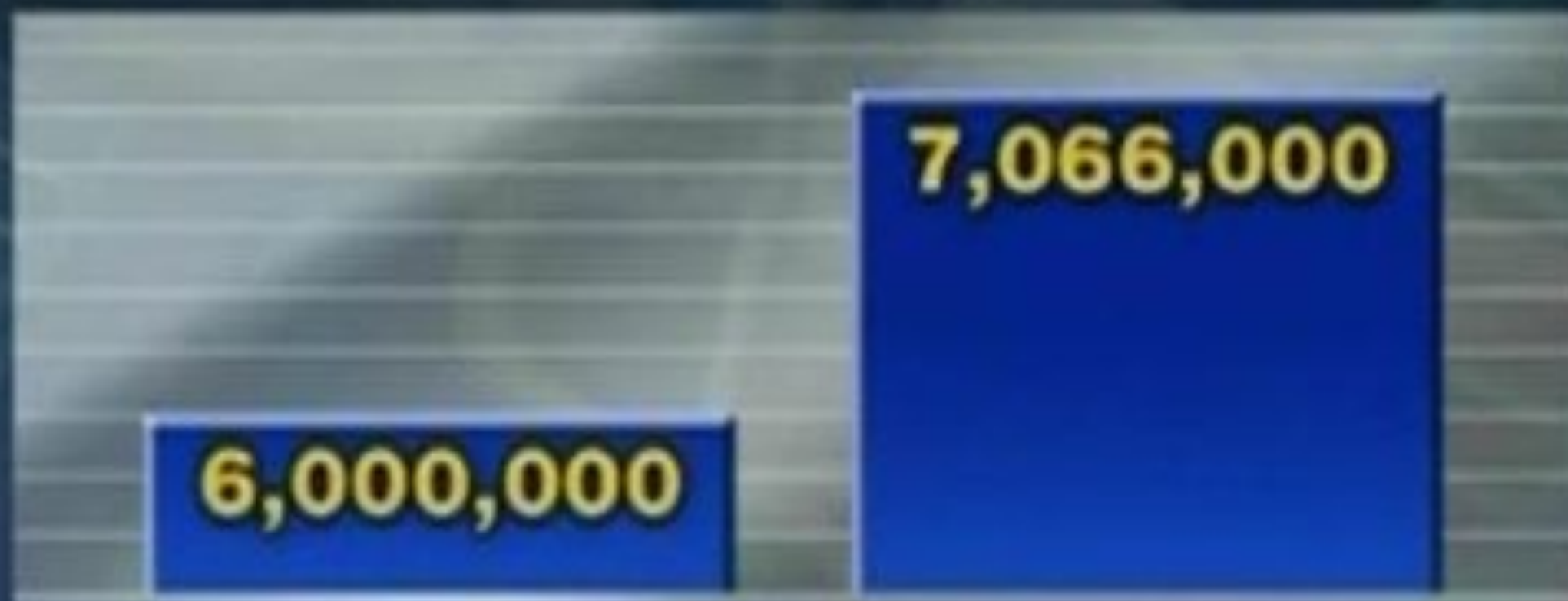
makersense

to mislead your

viewwer

• But don't do this just

OBAMACARE ENROLLMENT



AS OF
MARCH 27

MARCH 31
GOAL

SOURCE: HHS



channel

mediamatters.org

IE IN SECOND PLACE WITH \$26.5 MIL, WHILE "MUPP DOW FUT 16,325.00

• Highlight relevant

viewwer

information

Don't addreduant

information for the

its helpful