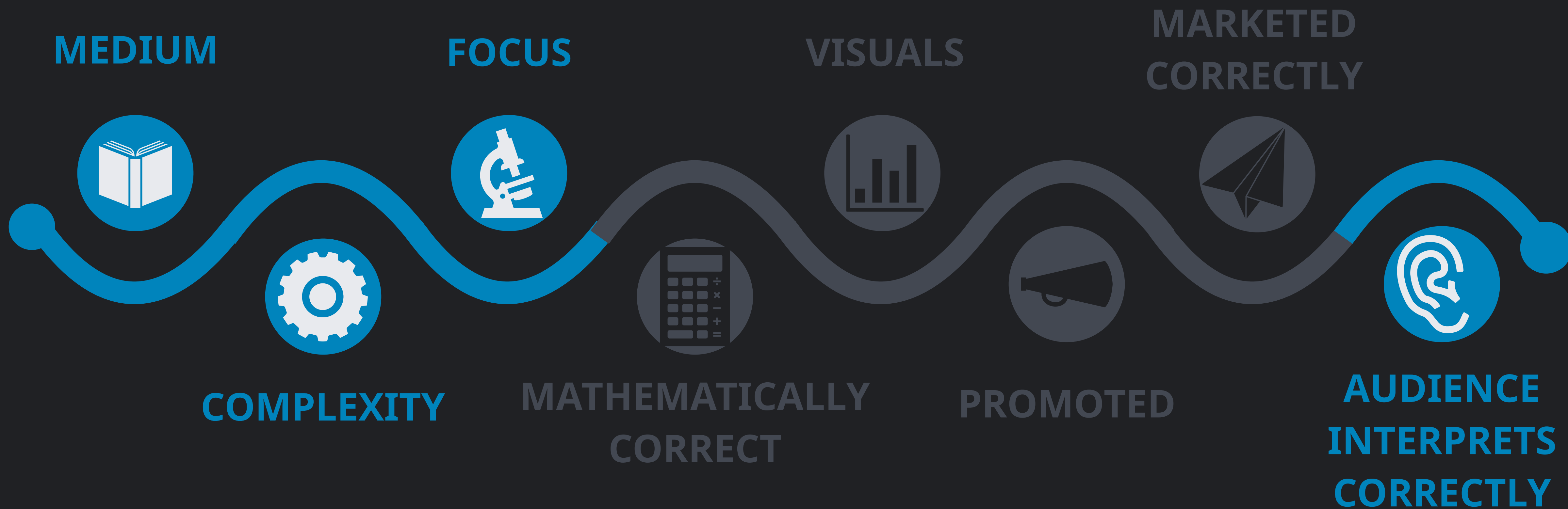


**marketed** correctly

- [1] write a public-facing explanation
- [2] correct the headline
- [3] disseminate the correction



Consider the  
*Audience*