

**marketed** correctly

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

**MEDIUM**



**FOCUS**



**VISUALS**



**MARKETED  
CORRECTLY**



**AUDIENCE  
INTERPRETS  
CORRECTLY**



**COMPLEXITY**



**MATHEMATICALLY  
CORRECT**



**PROMOTED**



The  
journey to  
interesting  
and true

