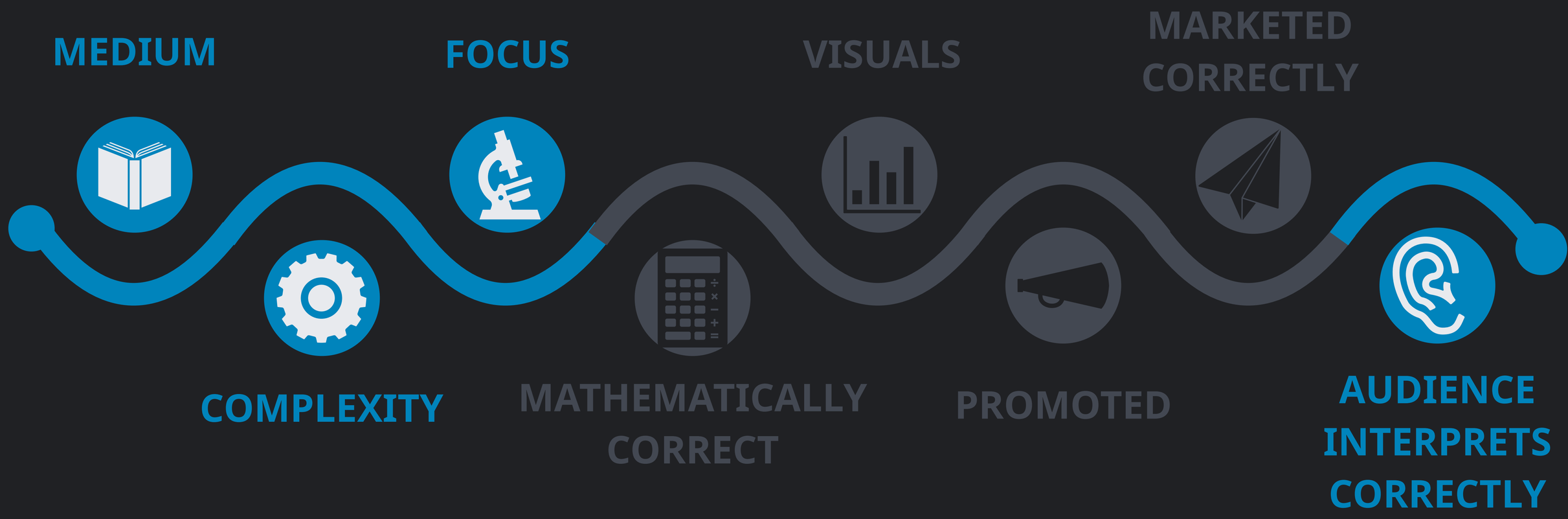
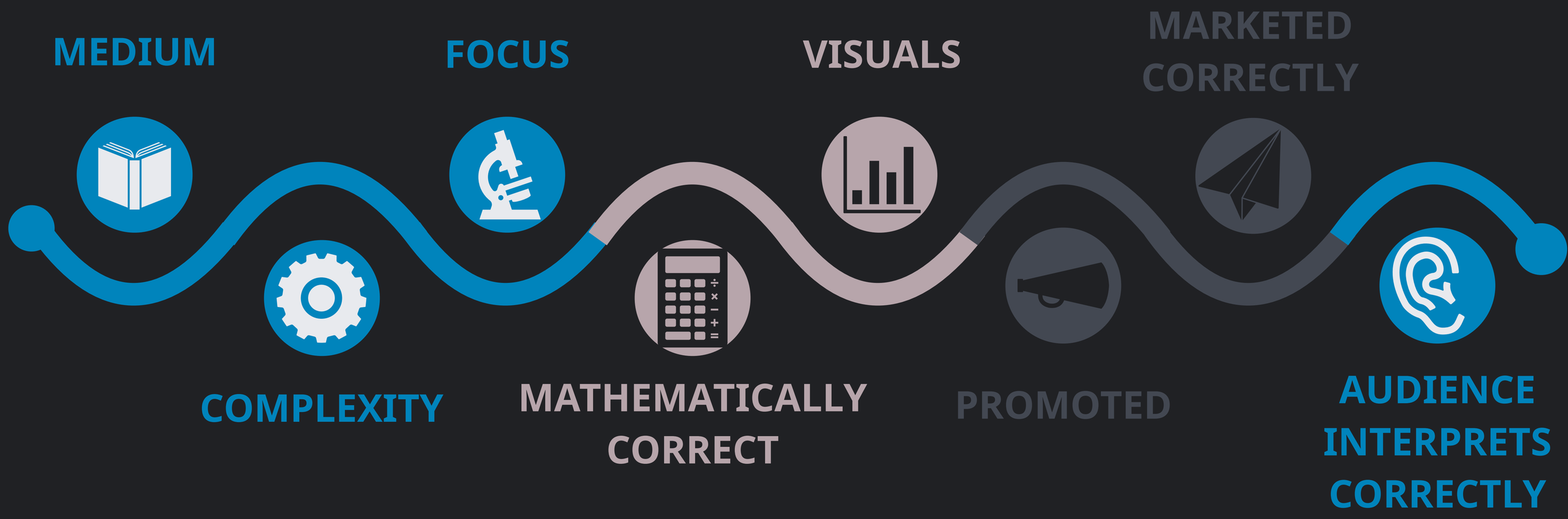


Consider the *Audience*



Consider the *Content*