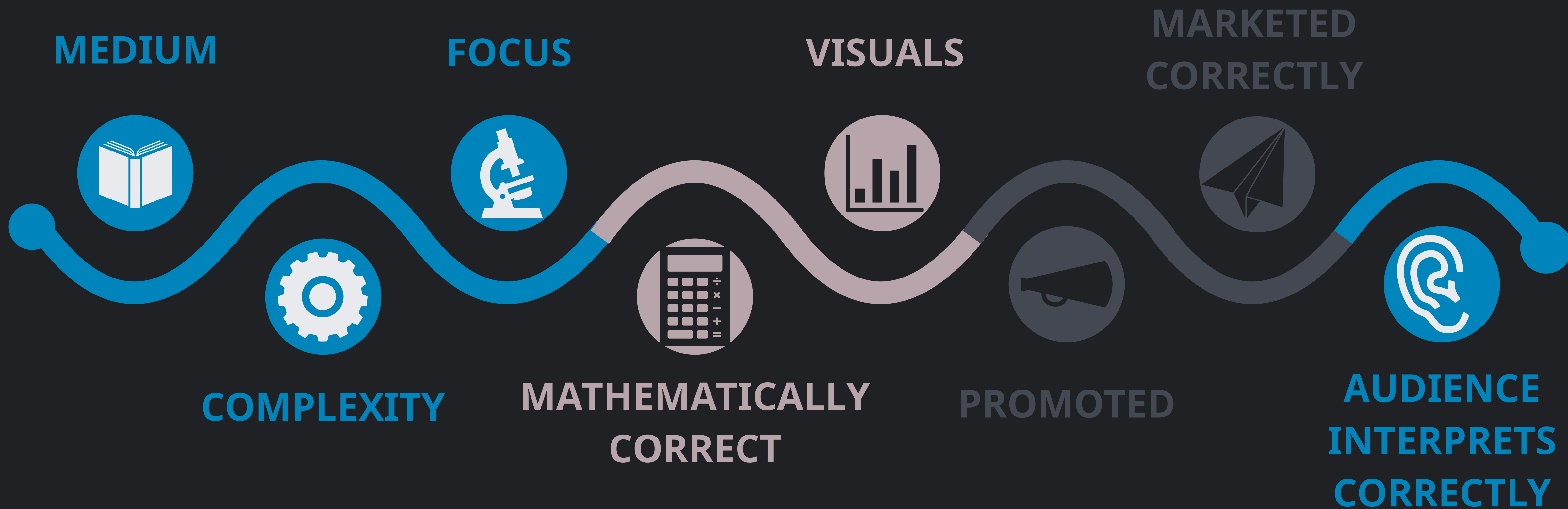


Consider the
Audience



Consider the
Content