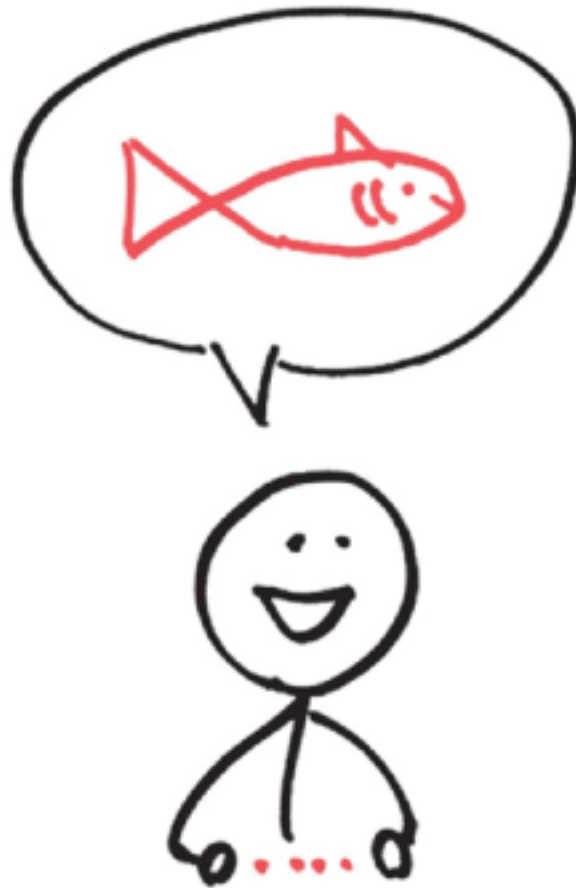There is no faster way to establish trust with the audience than to tell the truth.

There is no faster way to
lose our audience than
to bulls__t them.