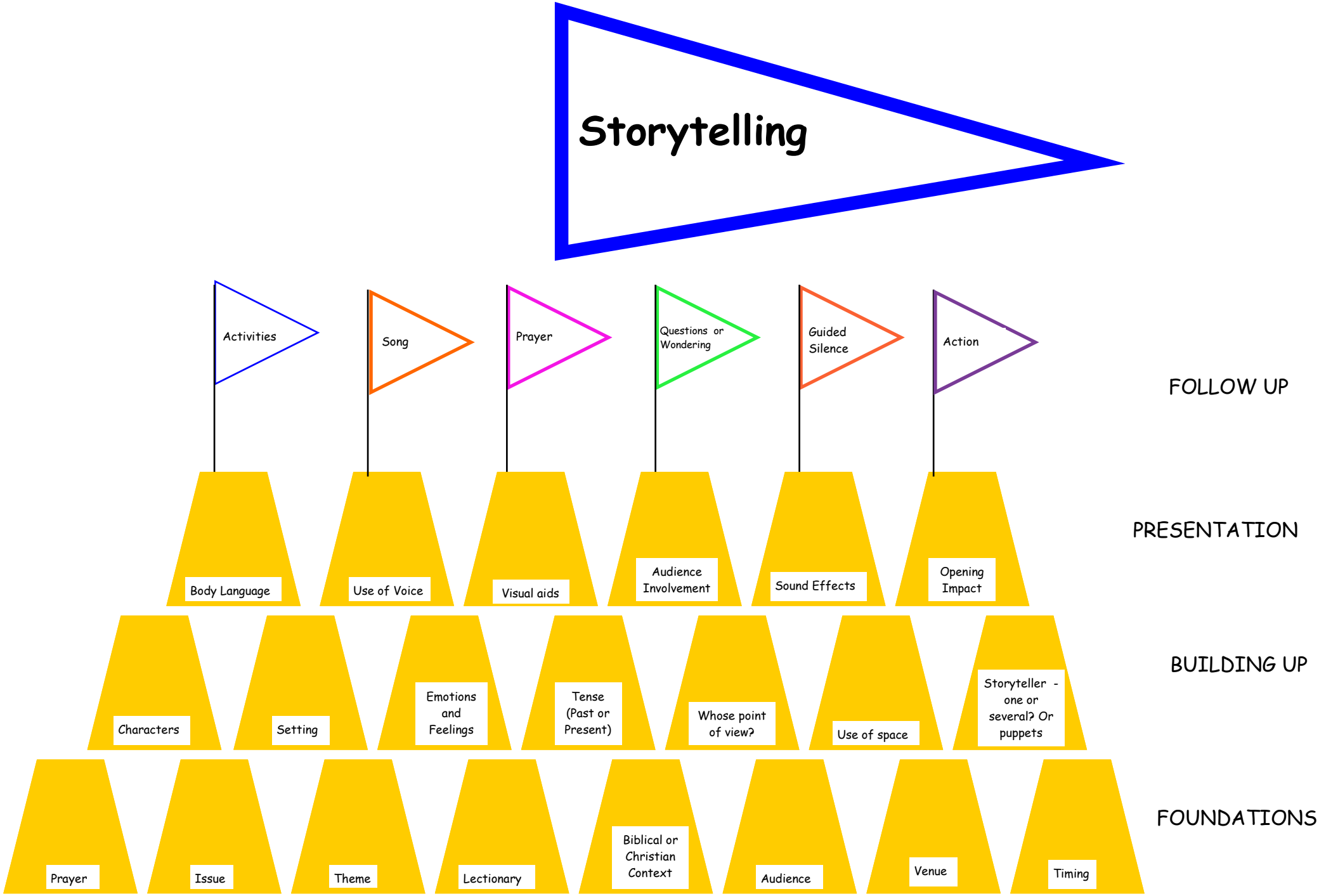Storytelling