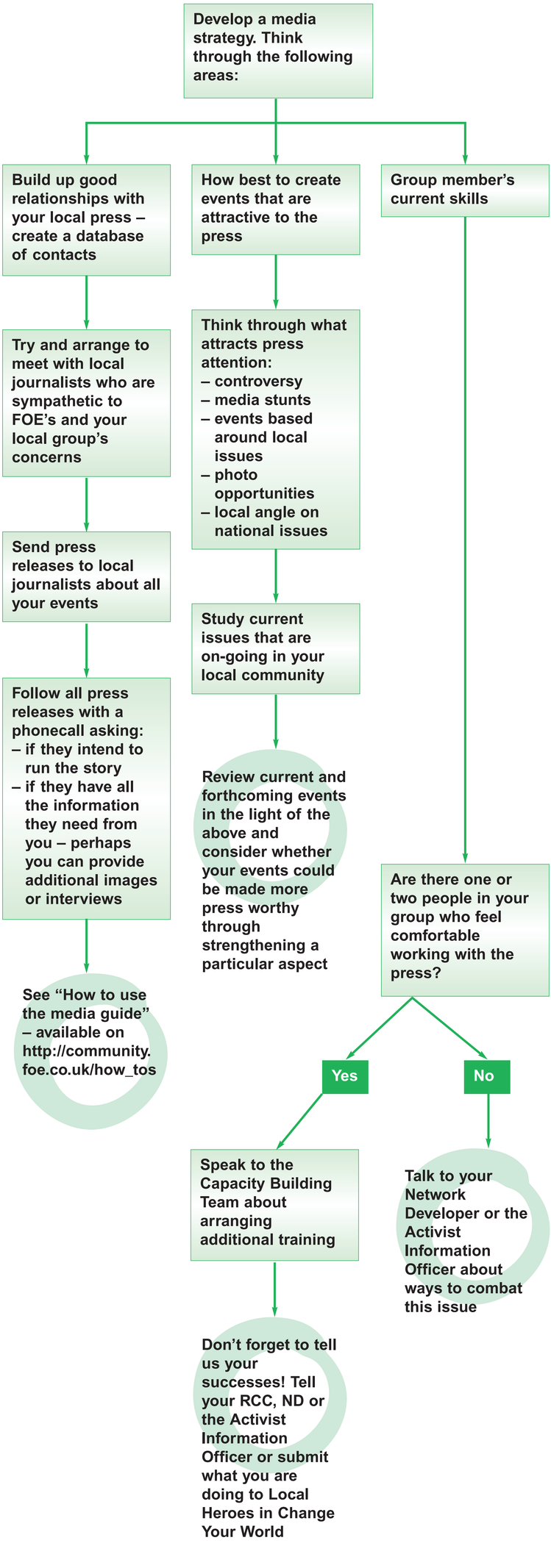How do we get more press coverage for our local group?