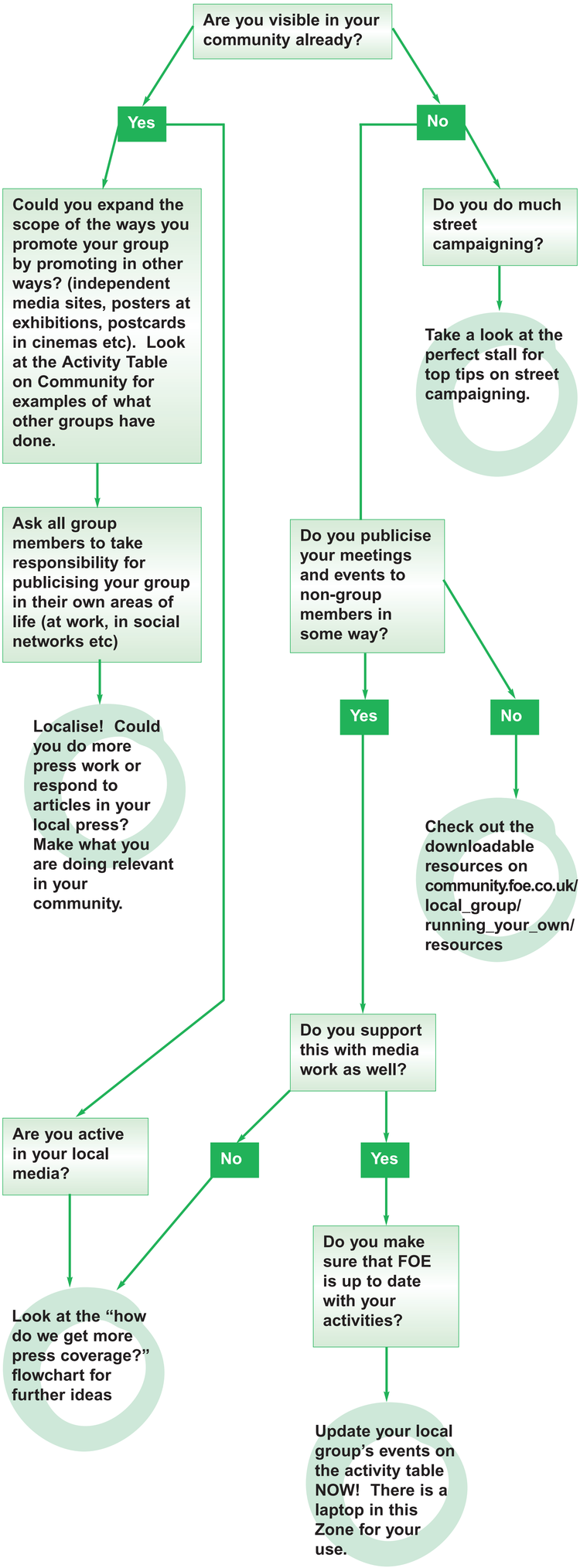How do we raise the profile of our group?