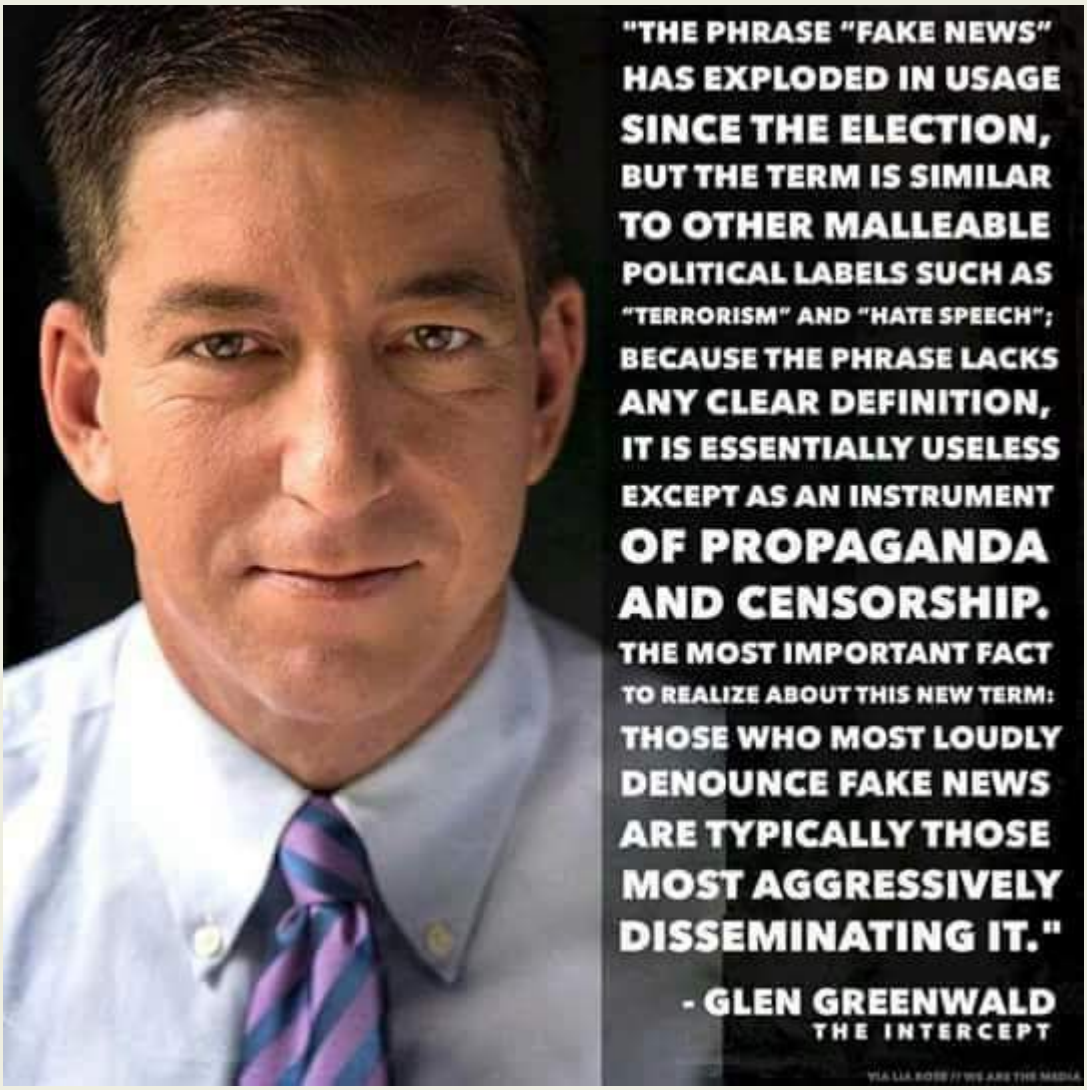Aggressively Disseminating It