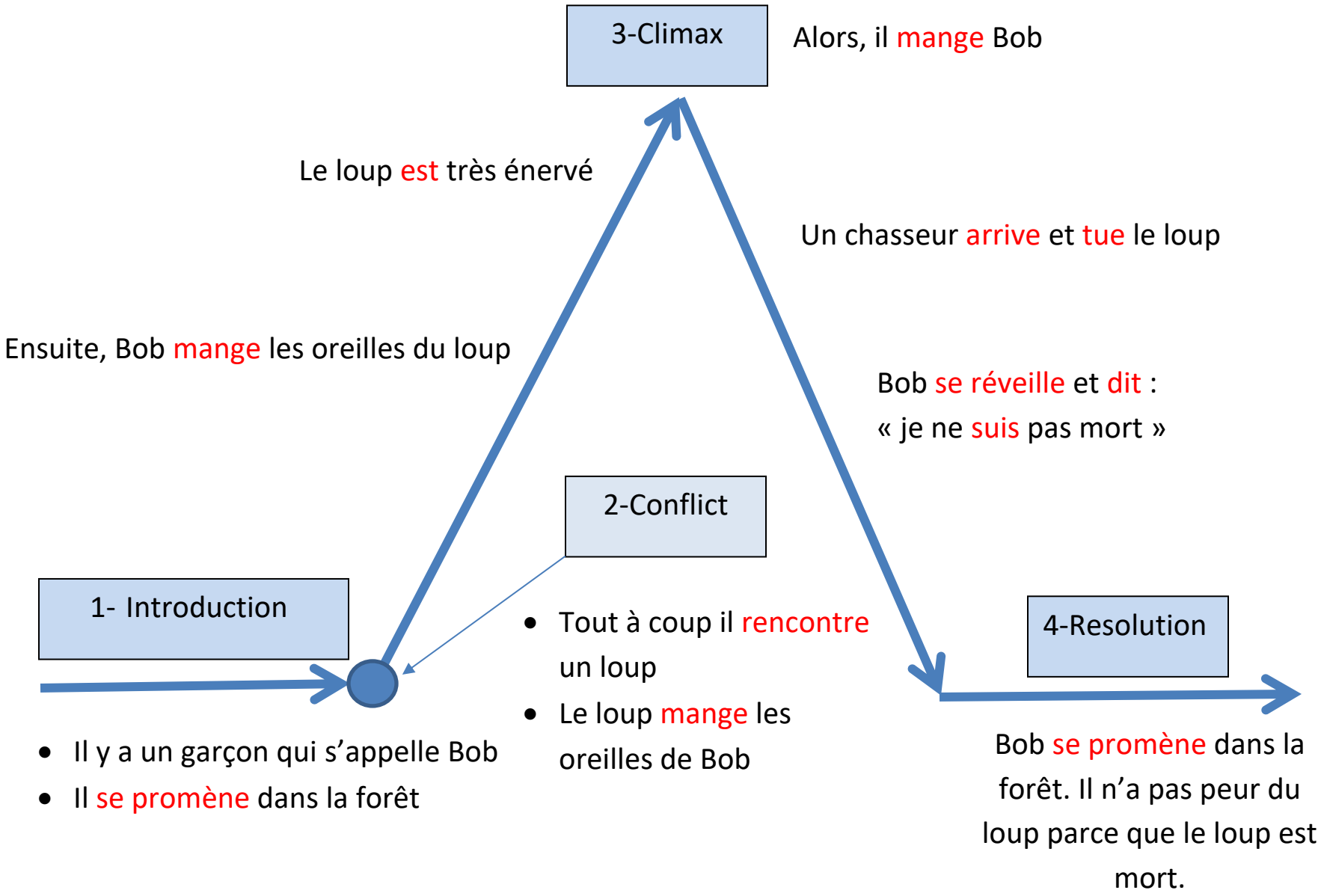Writing a story: