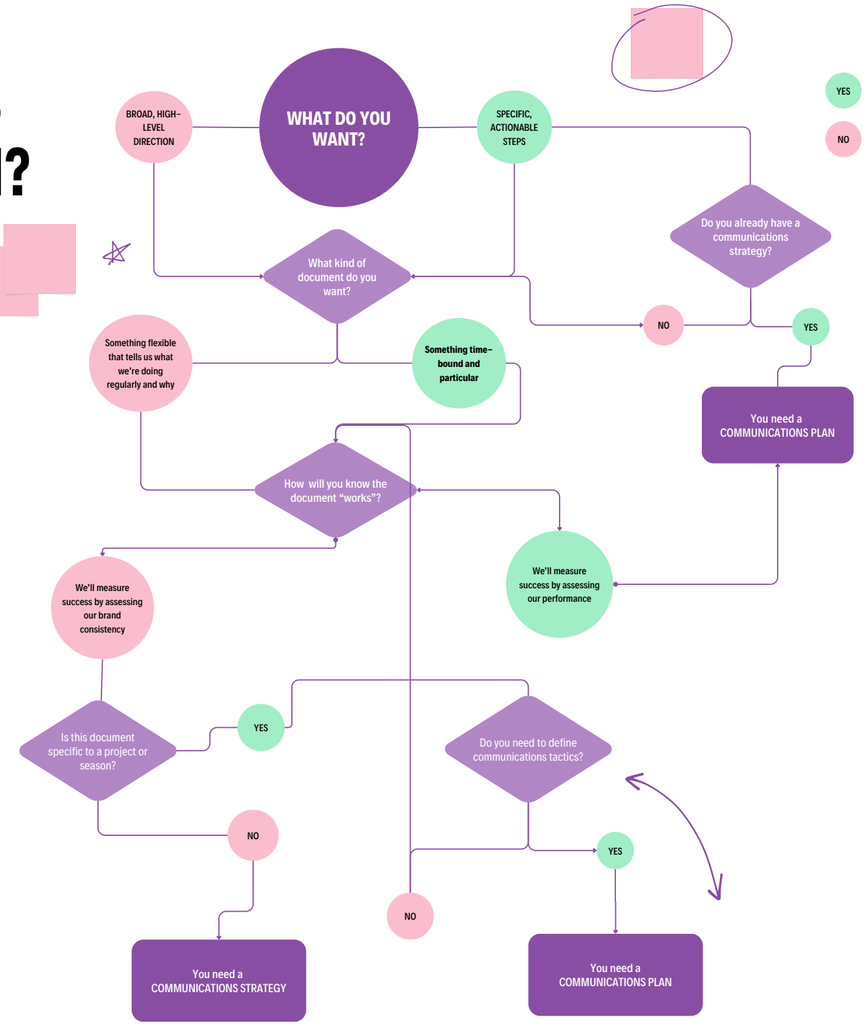DO I NEED A COMMUNICATIONS STRATEGY OR PLAN?