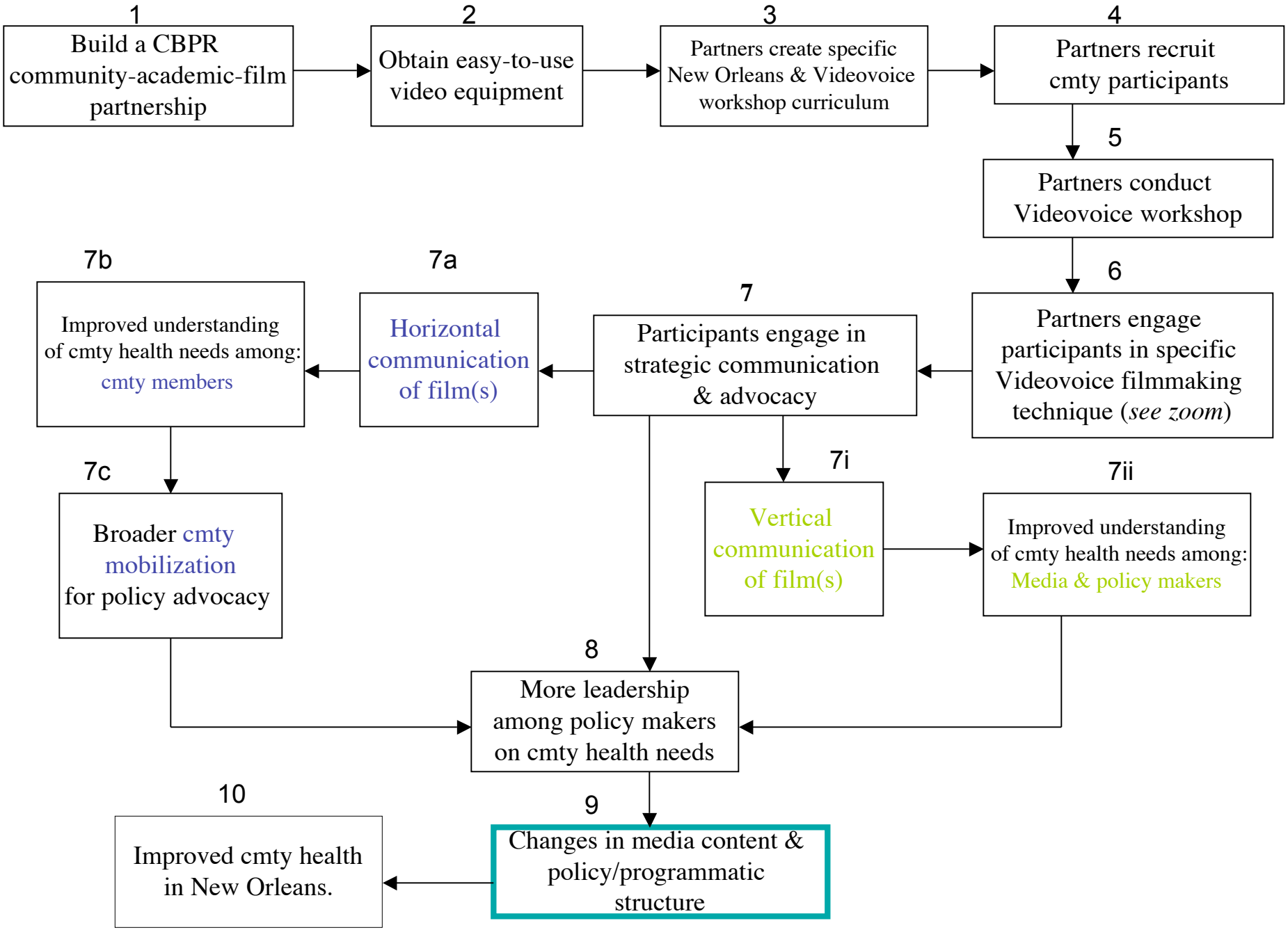New Orleans / Video Voice Impact Model