



Weekly Public Affairs Program

Call Letters: WMKC-FM

**QUARTERLY ISSUES REPORT, APRIL-JUNE, 2018**

Pgm # 2018-13

Date aired: 4/1/18 Time Aired: 5am

**John R. Baker, PhD**, Professor of Political Science at Wittenberg University, author of "*Government in the Twilight Zone: Volunteers to Small-City Boards and Commissions*"

97 percent of all American cities have a population fewer than 50,000 and Dr. Baker studies the workings of these smaller local governments. He discussed how local board systems operate, who the board members are and what motivates them to serve. He explained why it is important for citizens to understand how government functions, even in small towns.

**Issues covered:**

**Length: 6:54**

**Citizenship  
Government Policies**

**Lennard J. Davis, PhD**, Professor in the English Department in the School of Arts and Sciences at the University of Illinois at Chicago, Professor of Disability and Human Development in the School of Applied Health Sciences of the University of Illinois at Chicago, Professor of Medical Education in the College of Medicine, author of "*Enabling Acts: The Hidden Story of How the Americans with Disabilities Act Gave the Largest US Minority Its Rights*"

Disabled Americans are the largest minority group in the country. Dr. Davis believes the Americans with Disabilities Act (ADA) is the widest-ranging and most comprehensive piece of civil rights legislation in history. He explained the unusual path the law took to passage, some of the challenges in implementing it and the enormous impact of the ADA, 25 years after its adoption. He also outlined several potential reforms which he believes could improve it.

**Issues covered:**

**Length: 10:21**

**Disabilities  
Civil Rights  
Government Policies**

**Michael A. Fischer, MD, MS**, Instructor in Medicine at Harvard Medical School, Associate Physician at the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital in Boston

Dr. Fischer led a study that found that many people whose doctors start them on medications for conditions like diabetes and high blood pressure may never fill those prescriptions. He explained the reasons behind this problem and how doctors and patients can improve communication.

**Issues covered:**

**Length: 5:00**

**Personal Health  
Medical Issues**

Pgm # 2018-14

Date aired: 4/18/18 Time Aired: 5am

**Mark J. Perry, Ph.D.**, Scholar at The American Enterprise Institute, Professor of Finance and Business Economics in the School of Management at the University of Michigan-Flint, creator and editor of the popular economics blog *Carpe Diem*

Dr. Perry discussed a recent report from S&P Dow Jones that noted that in the past 15 years, only 5% of actively managed mutual funds performed better than index funds. He said index funds have become much more popular in recent years. He explained why nearly half of investors still gravitate to managed funds.

Issues covered:

Length: 7:58

Personal Finance  
Retirement Planning

**Ned Johnson**, education expert, founder of PrepMatters, a tutoring service in Washington, DC, co-author of "*The Self-Driven Child: The Science and Sense of Giving Your Kids More Control Over Their Lives*"

In the past few years, Mr. Johnson and his co-author found that high-performing kids were coming to them acutely stressed and lacking motivation. Many complained they had no control over their lives. He believes the best antidote to stress is to give kids a greater sense of control over their lives, while still maintaining authority as parents. He discussed several ways that parents can give children of all ages a healthy dose of self determination and control.

Issues covered:

Length: 9:12

Parenting  
Mental Health  
Education

**Kate Genovese**, author of "*Hat Tricks From Heaven: The Story of an Athlete in His Own Prison of Addiction*"

Every year, thousands of injured student athletes are prescribed opioids, and many will become addicted. Mrs. Genovese shared the story of her son, who became an opioid addict after six surgeries for hockey-related injuries, and died of an overdose at age 30. She discussed struggles faced by parents of an adult addict, and the help that is available to them.

Issues covered:

Length: 4:58

Substance Abuse  
Parenting

Pgm # 2018-15

Date aired: 4/15/18 Time Aired: 5am

**Angela C. Santomero, M.A.**, co-creator of the educational children's TV program "*Blue's Clues*," author of "*Preschool Clues: Raising Smart, Inspired, and Engaged Kids in a Screen-Filled World*"

Ms. Santomero explained why healthy, research-based television programs and other media actually help preschoolers flourish academically, socially, and emotionally. She outlined the ways that parents can evaluate and monitor their child's exposure to a rapidly expanding array of media choices.

Issues covered:

Length: 8:05

Parenting  
Education  
Media

**Jason Fung, MD**, weight loss and diabetes expert, author of "*The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally*"

Nearly ten percent of all Americans have some form of diabetes. Dr. Fung talked about the causes behind this epidemic and the wide array of dangerous conditions it spurs. He also explained how dietary changes and weight loss can often eliminate the disease.

Issues covered:

Length: 9:01

Diabetes  
Nutrition

**Bob Gardner**, Executive Director of the National Federation of State High School Associations

Youth sports programs across the nation are experiencing shortages of referees. Mr. Gardner said 80% of high school officials quit before their third year, and the average age of referees is climbing, now in the mid 50s. He said the primary reason behind this trend is abusive behavior by parents. He talked about the rewards of working as a sports official and explained how someone can volunteer.

Issues covered:

Length: 4:56

Substance Abuse  
Parenting

Pgm # 2018-16

Date aired: 4/22/10 Time Aired: 5am

**Sally Helgesen**, women's leadership consultant and speaker, author of "*How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job*"

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women.

Issues covered:

Length: 8:43

Women's Issues  
Career  
Sexual Harassment

**Sara Goldrick-Rab, PhD**, Professor of Higher Education Policy and Sociology at Temple University

Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered:

Length: 8:19

Poverty  
Homelessness  
Education

**Anupam Jena, MD, PhD**, Ruth L. Newhouse Associate Professor of Health Care Policy at Harvard Medical School, physician in the Department of Medicine at Massachusetts General Hospital, Faculty Research Fellow at the National Bureau of Economic Research Policy

It's an age-old axiom, but is joint pain, back pain or just a feeling in your bones a reliable predictor of rainy weather? Dr. Jena led a study that examined the question and he found no relationship between rainfall and aches or pains.

Issues covered:  
Personal Health  
Aging

Length: 4:39

Pgm # 2018-17

Date aired: 4/29/18 Time Aired: 5am

Cary Funk, Associate Director of Research at Pew Research Center

A survey by the Pew Research Center found that Americans' grasp of common science topics could be better. She outlined the results of the survey, including differences between genders, ages and education levels. She explained why a basic understanding of scientific principles is important for Americans to understand many of today's civic issues.

Issues covered:  
Education  
Science  
Citizenship

Length: 7:07

Julie Lythcott-Haims, former Dean of Freshmen and Undergraduate Advising at Stanford University, author of "How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success"

Ms. Lythcott-Haims believes that overparenting is out of control in America, and that it harms children, their stressed-out parents, and society at large. She explained how parents can allow children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success.

Issues covered:  
Parenting

Length: 10:11

Karina Davidson, PhD, researcher and clinical psychologist at Columbia University Medical Center in New York

Dr. Davidson led a 10-year study that found that happiness may prevent a heart attack. She explained the science behind this finding and suggested ways that people can improve their outlook to improve their health.

Issues covered:  
Personal Health  
Mental Health

Length: 4:30

Pgm # 2018-18

Date aired: 5/6/18 Time Aired: 5am

Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities

Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

**Issues covered:**  
Disabilities  
Government Regulation

**Length:** 7:42

**Natasha Ravinand**, author of "*Girls With Dreams: Inspiring Girls to Code and Create in the New Generation*"

Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

**Issues covered:**  
Women's Issues  
Minority Concerns  
Education/STEM

**Length:** 9:23

**John Schwartz**, reporter at The New York Times, author of "*This is the Year I Put My Financial Life in Order*"

Mr. Schwartz talked about the reasons that Americans tend to procrastinate when it comes to their finances. He outlined simple changes consumers can make to simplify their financial accounts, particularly retirement savings. He also explained how to do a self-checkup of health insurance coverage.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length:** 5:01

Pgm # 2018-19

Date aired: 5/13/18 Time Aired: 5am

**Marc Morial**, President of the National Urban League

Mr. Morial discussed the contents of the Urban League's 2018 State of Black America report. He said African-Americans are among the top owners of mobile devices, but aren't being fairly considered for jobs at social media and technology companies. He also talked about improving unemployment rates and growing civic engagement among African-Americans.

**Issues covered:**  
Minority Concerns  
Workplace Diversity  
Civic Engagement

**Length:** 8:32

**Stanford Chihuri, MPH**, Biostatistician/Data Analyst, Epidemiologist at Columbia University College of Physicians and Surgeons

Mr. Chihuri was the co-author of a study that found evidence of prescription opioids in fatal car crashes in the United States has increased 700% in the past two decades. He said women drivers and those over age 65 were more likely to be involved in opioid-related fatal crashes. The study also found significant numbers of drivers under the influence of opioids also had alcohol and other drugs in their systems.

**Issues covered:**  
Substance Abuse  
Traffic Safety

**Length: 8:45**

Tina Ambrozy, Senior Vice President, Nationwide Financial

Ms. Ambrozy outlined the results of a survey that found that Americans are overly optimistic about how much they will receive from Social Security once they retire. The survey found that half of current retirees and 42% of future retirees say Social Security "is or will be" their "primary source" of retirement income. She offered suggestions for those who are saving for retirement.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length: 5:11**

Pgm # 2018-20

Date aired: 5/20/10 Time Aired: 5am

Lorenzo Cohen, PhD, Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of "*Anti Cancer Living*"

Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

**Issues covered:**  
Cancer Prevention  
Personal Health

**Length: 8:51**

András Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of "*Meltdown: Why Our Systems Fail and What We Can Do About It*"

From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they're becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

**Issues covered:**  
Disaster Preparedness  
Diversity  
Government Regulation  
Transportation

**Length: 8:17**

Jas Booth, veteran, Founder of Final Salute, Inc, a non-profit organization that assists female veterans and their children who are struggling with homelessness

Ms. Booth shared her personal story of struggling with homelessness after her military career ended. She said her experience caused her to start Final Salute to help other women vets, especially those with children. She said her organization has helped more than 5,000 women veterans who are homeless or in domestic violence situations.

Issues covered:  
Homelessness  
Veterans' Concerns  
Domestic Violence

Length: 5:02

Pgm # 2018-21  
Date aired: 5/27/18 Time Aired: 5am

**Norman Bates**, attorney, expert on the prevention of sexual violence against children, co-author of "*Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents*"

Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are.

Issues covered:  
Sexual Abuse  
Youth at Risk  
Parenting

Length: 8:12

**Paul Sullivan**, NY Times financial columnist, author of "*The Thin Green Line: The Money Secrets of the Super Wealthy*"

Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead to more secure and less stressful lives.

Issues covered:  
Personal Finance  
Consumer Matters

Length: 9:02

**Maggie Cary**, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com

Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

Issues covered:  
Education  
Personal Finance

Length: 5:03

Pgm # 2018-22  
Date aired: 6/3/18 Time Aired: 5am

**Denise Pope**, Senior Lecturer, Co-Founder, Challenge Success at Stanford University Graduate, co-author of "Overloaded and Underprepared"

Dr. Pope explained why parents and teachers should be concerned that many of America's students are stressed out or have given up. She outlined steps that schools can take to provide kids with

academic, social and emotional skills needed to succeed in school now and as adults later. She talked about the Challenge Success program at Stanford and how the program is customized for each school in which it is applied.

**Issues covered:**

**Length: 9:53**

Education  
Parenting

**Brooks Palmer**, professional organizer, author of "*Clutter Busting: Letting Go of What's Holding You Back*" and "*Clutter Busting Your Life: Clearing Physical and Emotional Clutter to Reconnect with Yourself and Others*"

Most Americans struggle with clutter and disorganization. Mr. Palmer talked about the emotionally suffocating effects of clutter and why people have problems letting go of items they no longer need or use. He offered suggestions for how to get started and how to look at items in a different way to assess whether they are worth keeping.

**Issues covered:**

**Length: 7:27**

Personal Productivity  
Workplace Matters  
Mental Health

**Kevin Haley**, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen?

Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.

**Issues covered:**

**Length: 5:04**

Crime  
Privacy  
Workplace Matters

Pgm # 2018-23

Date aired: 6/10/18 Time Aired: 5am

**Erin E. Murphy**, expert on DNA and forensic evidence, Professor of Law at New York University

Ms. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured via DNA submitted to a publically available genealogy website. She noted that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

**Issues covered:**

**Length: 8:31**

Privacy Concerns  
Criminal Justice  
Legal



**David Ballard, PhD**, Director of the American Psychological Association's Center for Organizational Excellence

The #MeToo movement has gripped the nation for months, but a recent study from the American Psychological Association found that in its aftermath, corporations have taken weak steps, at best, to prevent sexual harassment and inappropriate conduct. He said most policy and training changes have been aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it.

**Issues covered:**

**Length: 8:43**

**Sexual Harassment  
Women's Concerns  
Workplace Matters**

**Julie Jason**, award-winning financial columnist, author of "Retire Securely"

Ms. Jason talked about the best ways to start to save for retirement, even for those struggling with student debt. She said it is critical to start young, because of the power of compounding. She also discussed common financial scams that consumers should be alert to.

**Issues covered:**

**Length: 5:04**

**Retirement Planning  
Personal Finance**

Pgm # 2018-24

**Date aired:** 6/17/18 **Time Aired:** 5am

**Jacquelyn C. Campbell, PHD, RN, FAAN**, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

**Issues covered:**

**Length: 9:21**

**Domestic Violence  
Women's Concerns**

**Bryan Caplan, PhD**, Professor of Economics at George Mason University, blogger for EconLog, author of "The Case against Education: Why the Education System Is a Waste of Time and Money"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

**Issues covered:**

**Length: 8:01**

**Education  
Career  
Government Spending**

**Cyrus Farivar**, Senior Business Editor at Ars Technica, author of "*Habeas Data: Privacy vs. the Rise of Surveillance Tech*"

Mr. Farivar discussed how judges and activists have thought about privacy and surveillance in America in recent decades. He believes that laws need to be updated to address advances in surveillance technology, such as the mass use of license plate readers and facial recognition software.

**Issues covered:**  
Constitutional Rights  
Privacy

**Length: 5:04**

Pgm # 2018-25

Date aired: 6/24/18 Time Aired: 5am

**John Hooker, PhD**, T. Jerome Holleran Professor of Business Ethics and Social Responsibility, and Professor of Operations Research, at Carnegie Mellon University, author of "*Taking Ethics Seriously: Why Ethics Is an Essential Tool for the Modern Workplace*"

Dr. Hooker discussed common ethical dilemmas that occur in workplace environments, and how employers and employees should react. He explained how the advent of social media and the #MeToo movement has affected ethical decisions in the workplace. He listed factors that an employee should weigh before risking their job by blowing the whistle on misconduct.

**Issues covered:**  
Ethics  
Workplace  
Career

**Length: 9:05**

**W. Chris Winter, MD**, board-certified and internationally recognized sleep medicine specialist, board certified neurologist, author of "*The Sleep Solution: Why Your Sleep is Broken and How to Fix It,*"

Dr. Winter said the state of sleep in America is better than typically portrayed in the media, but he did note that it has gotten slightly worse because of all of the distractions available today. He said shift workers are at greatest risk of sleep related health issues. He suggested that people should try to wake up at the same time every day, even if their bedtime varies.

**Issues covered:**  
Personal Health

**Length: 8:12**

**Evan Rufrano**, leader of the winning team from State University of New York College at Old Westbury, which recently won the sixth annual Up to Us Campus Competition

Mr. Rufrano's team won a competition intended to raise awareness among Millennials about the \$21 trillion national debt. He explained why such a massive national debt is so crucial to his generation, no matter what their political leanings. He outlined ways that younger people can make their voices heard by politicians and others in decision-making positions.

**Issues covered:**  
National Debt  
Citizenship

**Length: 5:06**

QUARTERLY ISSUES/PROGRAMS LIST

Created on 7/3/2018 11:42:00 AM

Page 1 of 1

The following is a listing of some of the significant issues responded to by Radio Station W/MKC - (FM) along with the most significant programming treatment of those issues for the period 4/1/18 to 6/30/18. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content
Childhood Cancer	Segment	4/1-6/30	Various	Various	Promoted St. Jude Children's Research Hospital, fund raising, supplied information
Community Event	Segment	4/7	Various	Various	Promoted Mackinaw Meltdown in Mackinaw City
Community Event	Segment/web	4/6	6:35pm	3 min	Interview St Ignace Home Show, provided details on event
Community	Segment	4/5-4/9	Various	Various	Promoted local community theater, benefits Cheboygan Opera House
Community Event	Segment	4/24-4/30	Various	Various	Promoted Kalkaska Trout Festival

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QUARTERLY ISSUES/PROGRAMS LIST


Created on 7/3/2018 11:33:00 AM

Page 1 of 1

The following is a listing of some of the significant issues responded to by Radio Station WKMC - (AM/FM) along with the most significant programming treatment of those issues for the period 4/1/18 to 6/30/18. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content
Homeless Pets	Web	4/1-6/30	Various	All month	Promoted pet adoption through NMAR & Ausable Animal Shelter with our "Pet Project"
Business Expo	Segment	4/26	Various	Various	Promoted local business through Cheboygan Business Expo
Pet Adoption	Segment	6/1-6/16	Various	Various	Promoted a pet adopt-a-thon for the Little Traverse Bay Humane Society
Community Event	Segment	5/11-18	Various	Various	Promoted the annual Boyne Falls Mushroom Festival
Mental Health Issues	Segment	5/20-5/30	Various	Various	Promoted "Chalk Your Walk" Event to raise money and awareness for Mental Health programs
Childhood Cancer	Segment	6/21-22	6a-7p Both days	26 hours	Annual St. Jude Radiothon to raise money and awareness for St. Jude Children's Research Hospital. Raised over \$40,000

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QUARTERLY ISSUES/PROGRAMS LIST

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Page 1 of 1

The following is a listing of some of the significant issues responded to by Radio Station WKRC - (FM) along with the most significant programming treatment of those issues for the period 4/1/18 to 6/30/18. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content.
Mental Health	Segment	5/1-5/31	Various	Various	Promoted National Mental Health Month; provided information on the importance of good mental health
Safety	Segment	6/1-6/30	Various	Various	Promoted National Safety Month; provided information on how to live and work in a safe environment.
Environment	Segment	4/20/18	6-20pm	2 min	Promoted Earth Day, gave out tips on recycling
Cancer	Segment	5/1-6/2	Various	Various	Promoted the Cheboygan Relay for Life to raise money for the American Cancer Society
Suicide Prevention	Segment	5/24/18	Various	4 min	Interview Wayne McPhall about Breanna's Ride to raise funds and awareness about suicide
Habitat for Humanity	Segment	6/20/18	6-40pm	4 min	Interview about Stars & Stripes 5K Color Run to benefit Habitat for Humanity Grand Traverse Region

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