



Marketing + Communications
Real. Amazing. Results.
2014-2015

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MARKETING +
COMMUNICATIONS
2014-2015

Our Team

Kim Sekas

Engagement Marketing & Social Media

John Mielke

Media Relations & Legislative Liaison

Valerie Zahorski-Schmidt

Enrollment Marketing & Advertising

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Engagement Marketing & Social Media

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Kingfish/Boys & Girls Club Event



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App Factory Kick-Off



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Life's Essentials with Ruby Dee

PHOTO: JEFF COHEN



The Mary Lou and Arthur F. Mahone Fund presents
LIFE'S ESSENTIALS WITH RUBY DEE

Tuesday, February 17, 2015 | 7 pm | UW-Parkside Cinema

The University of Wisconsin-Parkside College of Arts and Humanities is honored to welcome Muta'Ali Muhammad for the Wisconsin premiere of his film *Life's Essentials with Ruby Dee* (2014, 90 minutes) as part of our campus-wide celebration of Black History Month.

ABOUT THE FILM

For more than a half century, audiences have been mesmerized by the love story between Hollywood legends Ossie Davis and Ruby Dee. Now, their grandson Muta'Ali Muhammad unearths the foundation of this unbreakable bond in the documentary *Life's Essentials with Ruby Dee*. Through intimate conversations with the award-winning actor, playwright and activist, Muta'Ali not only discovers intimate details about his grandparents' relationship, but also questions his ability to carry on the very dynasty that gave him life.

In the film, the director breaks the wall between himself and his subject to ask heartfelt questions of his grandmother. "How do you stay faithful? And if I can't see myself doing that, how can I honestly get married knowing that I could eventually break the heart of the woman I love?"

"I can't say I didn't do anything to make Ossie unhappy..." Ms. Dee states as she carefully reveals the core commitment made between her and Mr. Davis. Her answer only sparked more questions for Muta'Ali, provoking him to dig deeper into the family archives and the history of Davis and Dee's union. He chronicles their remarkable journey as trailblazers in the civil rights community and activists in the Civil Rights Movement. Muta'Ali also shares exclusive video footage, family photos and memorabilia. In addition, a host of celebrity friends like Alan Alda, Angela Bassett, Harry Belafonte, Danny Glover, Hilary Harper, Samuel Jackson, Spike Lee, S. Epatha Merkerson, Phylicia Rashad, Glynn Turman, Dr. Cornel West, Sonia Sanchez and Malik Yoba share eyewitness accounts of this American legacy.

Muta'Ali brilliantly captures his grandmother's perspective about life's essentials: love, marriage, commitment, conscious art and activism. The film preserves the wisdom of Ossie Davis and Ruby Dee for many longings to create a tradition of rich living that impacts today's society.

Join us for an exclusive screening at the UW-Parkside Student Center Cinema, Tuesday, February 17, 2015, at 7 pm, followed by a Q&A session with director Muta'Ali and producer Jevon "N.J." Frank.

Trailer for Life's Essentials with Ruby Dee documentary



COMMUNITY PARTNERS

Mary Lou and Arthur F. Mahone Fund

Kenosha Community Foundation

Candlewood Suites Kenosha

UWP College of Arts and Humanities

UWP Black Student Union

UWP Office of Diversity and Inclusion

Affairs

UWP College of Social Sciences and Professional Studies

TICKETS

Tuesday, February 17, 2015 |
Public Screening

Tickets \$15 (plus surcharge)

general seating

Includes film screening and talk

back session with the film's

director Muta'Ali and producer,

Jevon "N.J." Frank.

BUY TICKETS

Wednesday, February 18, 2015 | 6
pm | Students Only Screening

No charge for all high school and
college students with school ID
presented at the door

All proceeds benefit the
Mary Lou and Arthur F. Mahone Fund

Questions:

Community Partners:

Kim Sakas

262-595-2006

Student Partners:

Danica Evans

262-595-2540



THE MARY LOU AND ARTHUR F MAHONE FUND
PRESENTS

LIFE'S ESSENTIALS with
Ruby Dee

Love, Art & Activism

WELCOME
Dr. James Kinchen, Professor, UW-Parkside
Dr. Debbie Ford, Chancellor, UW-Parkside
Tim Mahone, Chair, Mahone Fund

OPENING REMARKS
Muta'Ali and Jevon Frank

SCREENING

QUESTION AND ANSWER SESSION
Muta'Ali and Jevon Frank

PHOTOS AND MINGLING

IT'S A WRAP

FEBRUARY 17, 2015 | UW-PARKSIDE

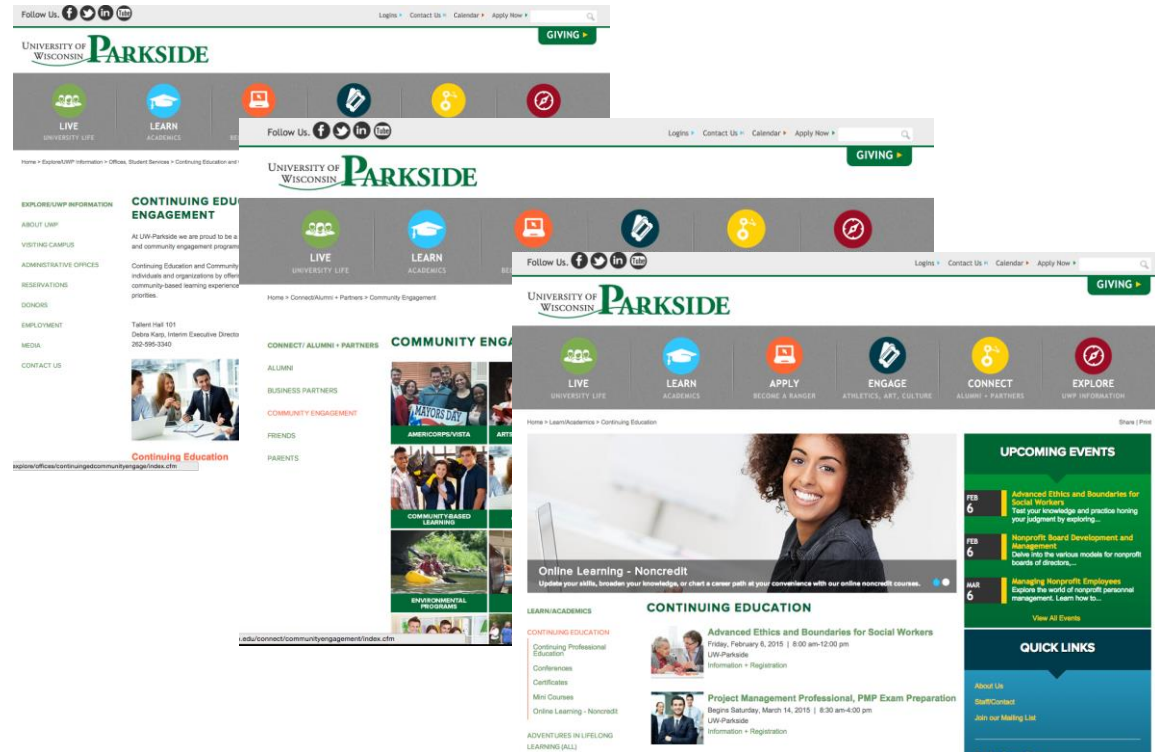


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Rebranding of CCP



The Proof - Registration during the first five weeks of spring catalog were up 50% over entire spring 2014 registration.

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Economic & Talent Development and Community Engagement hubs

Home > Connect/Alumni + Partners > Business & Community

Share | Print

CONNECT/ALUMNI + PARTNERS

ALUMNI

ECONOMIC AND TALENT
DEVELOPMENT

COMMUNITY ENGAGEMENT

FRIENDS

PARENTS

ECONOMIC AND TALENT DEVELOPMENT



CONTACTS

App Factory
Timothy Knauzf
Derek Riley

web
262-595-2128
262-595-2219

Certificates
See listing of for-credit certificates
Crista Kruse (noncredit)

web
262-595-2240

Continuing Education
Crista Kruse

web
262-595-2240

Cyber Security Lab
Susan Linke

web

Diversity Educational Outreach Programs
Heather Kind-Kappel

web
262-595-2239

Flex Option
See listing of Flexible Options

web

Graduate Degrees
See listing of graduate degree programs

web
262-595-2304

Maker Space
Heather Kind-Kappel

web

EVENTS

- MAR 17** **Writing the Short Play**
Playwriting is a unique way of telling a story that...
- MAR 17** **Ballroom Dancing**
Let's dance! Learn the art of beautiful ballroom dancing. Take...
- MAR 18** **Art in the UW-Parkside Library: Color**
Photos of Japan, 1955-1957
Photographer and U.S. Army non-commissioned officer Charles Nicholas Johnson (1923-2005)...

[View All Events](#)

PARKSIDE NEWS

- Conductors Swap Podiums - Kenosha News**
Kenosha News
- Fear not the haggis - Journal Times**
Journal Times
- UWP Hosts String Concerts - Kenosha News**
Kenosha News

[View All Campus News](#)

Home > Connect/Alumni + Partners > Community Engagement

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CONNECT/ALUMNI + PARTNERS

ALUMNI

ECONOMIC AND TALENT
DEVELOPMENT

COMMUNITY ENGAGEMENT

FRIENDS

PARENTS

COMMUNITY ENGAGEMENT AT PARKSIDE



CONTACTS

Adventures in Lifelong Learning
Vanessa Greco

web
262-595-2793

AmeriCorps
Amanda DesLauriers

262-595-2533

Athletics
Mark Albanese

web
262-595-2045

Community-Based Learning (CBL)
Amanda DesLauriers

web
262-595-2533

Continuing Education
Crista Kruse

web
262-595-2240

Diversity
Heather Kind-Kappel

web
262-595-2239

EVENTS

- MAR 17** **Writing the Short Play**
Playwriting is a unique way of telling a story that...
- MAR 17** **Ballroom Dancing**
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[View All Events](#)

FAST FACTS



2015 Carnegie Foundation
Community Engagement
Classification

UW-Parkside was the first college or university
in Wisconsin to earn classification in 2006.



UW-Parkside earns a place on the
President's Higher Education
Community Service Honor Roll

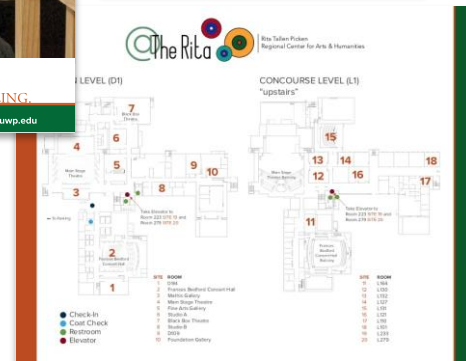
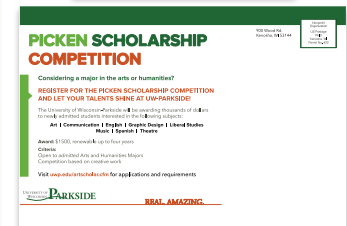
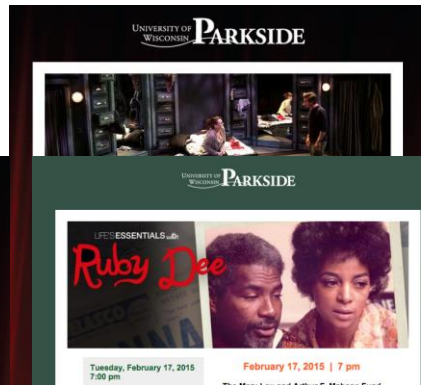
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The Rita and Picken Scholarship



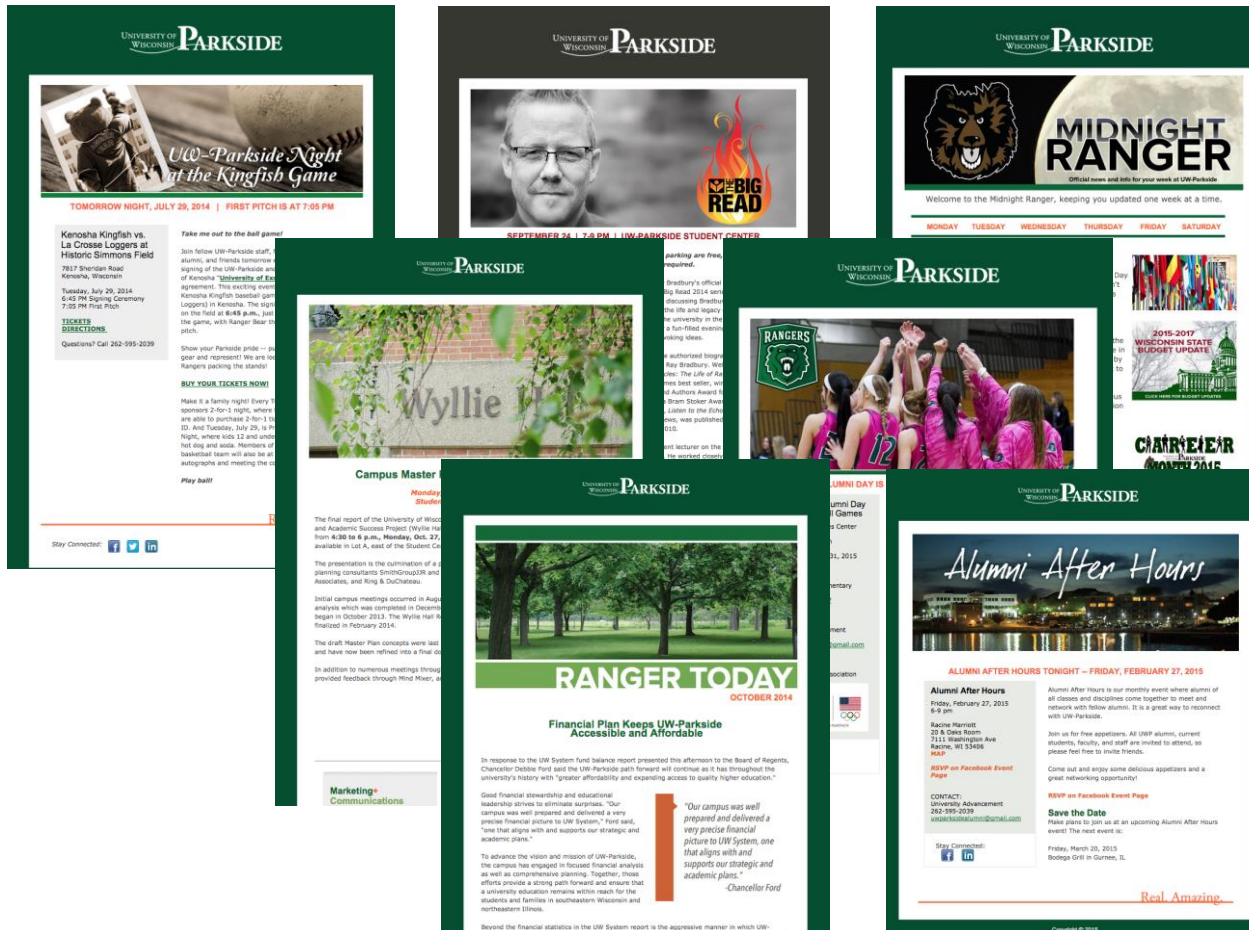
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eMarketing and eNews



- Brand consistency
- Audience engagement tracking
- Template building help







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Parkside Social



#UWParkside

POWERED BY
#tagboard




UW-Parkside Theatre

We had a great matinee performance this morning and another great performance this evening of "A Midsummer Night's Dream"! The Kennedy Center American College Theatre Festival (KCACTF) respondent gave some great feedback to our students ...





Inkbirds




They're back! [#RealGease](#) [#UWParkside](#)

louislanebebe



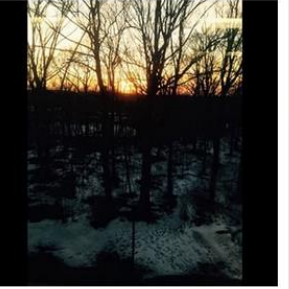
excited for tonight's [#steampunk](#) performance of A Midsummer's Night Dream. [#costumedesign](#) [#sketch](#) [#uwparkside](#) [#letmegogetmygoggles](#)

caltwhite8




It's a glorious day for a walk. [#uwparkside](#) [#kenosha](#) [#wisconsin](#) [#vscocam](#)

shelby.trongeau




Studying for anatomy and I get to look at this tonight. Can it get more beautiful? [#landscape](#) [#sunset](#) [#studygrind](#) [#sobeautiful](#) [#uwparkside](#) [#rangers](#)



UW-P Admissions
@UWPAdmissions


Faculty from @uwpbec are



Audreyanna Pendrick
@Audreynannas

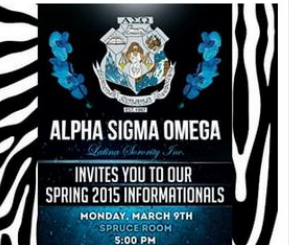
Baked goods and magazines with donation on the bridge!
[#Straylight](#) [#uwparkside](#)
[nic.twitter.com/5NAV1toul](#)

Straylight BAKE SALE



MARCH 10th, 11th, 17th, & 18th
(10-2 on the Bridge)

dynamic_delta_aso



ALPHA SIGMA OMEGA
Invites you to our
SPRING 2015 INFORMATIONALS
MONDAY, MARCH 9TH
SPRICE ROOM
5:00 PM

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Social Media Directory

EXPLORE/UWP INFORMATION

NEWS

PARKSIDE SOCIAL

Facebook

Flickr

Instagram

LinkedIn

Twitter

YouTube

► Social Media Directory

#RealAmazing Tagboard

#UWParkside Tagboard

Calendar

News

SOCIAL MEDIA DIRECTORY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

UW-Parkside



Admissions



A

AV Services



Active Minds at UWP



Advanced Professional Development



Advising and Career Center



Alumni Association



Archives and Area Research Center



Art Club



Art Department Students, Alumni, & Friends



Art Galleries



Association of Communicators



Athletics



B

Bookstore



[back to top](#)

C

Campus Activities & Engagement



Campus Concierge



Campus Technology Services



Chancellor Ford



College of Arts and Humanities



College of Business, Economics, and Computing



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The Proof – Social Media



Increasing Instagram posts and followers



Tagboard =
Social Media Aggregator

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Ranger Press Corps

All stories posted on
uwp.edu and social networks



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Media Relations & Legislative Liaison

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Media Relations

- 220+ campus stories posted
- Press Room
- Event coverage
 - Master Plan
 - Ray Cross visit
 - Forward Together
 - Technology Pathways





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UNIVERSITY LIFE


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ACADEMICS

 **APPLY**
BECOME A RANGER

 **ENGAGE**
ATHLETICS, ART, CULTURE

 **CONNECT**
ALUMNI + PARTNERS

 **EXPLORE**
UWP INFORMATION



NEWS

Japan Photo Exhibit -- Journal Times
Opening reception Wednesday, March 18, at noon and 6 p.m.

UW System chief brings plainspoken style - JS Online
With so much at stake, Cross knows that trust on...

Regents Pass Resolutions
Support reducing budget cut, additional flexibilities, shared governance

[VIEW MORE NEWS >>](#)

EVENTS

Who are you?
Tell Us

WHO ARE YOU?

REAL. AMAZING.

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Parkside News Page

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PARKSIDE NEWS

Parkside Social

Social Media Directory

About UWP

Visiting Campus

Administrative Offices

Reservations

Donors


Employment

Media

Contact Us

Press Room


PARKSIDE NEWS



Japan Photo Exhibit

Photographer Charles Johnson was a U.S. Army non-commissioned officer stationed in Tokyo from 1954 to 1957. His color images capture everyday life in Japan, urban scenes, landscapes and representations of Japanese culture.

CONTINUE READING >



Art Emeritus Professor David Holmes

The university and community lost a treasured artist, Art Emeritus Professor David Holmes. In addition to his legacy as an art educator, the university is fortunate to have numerous examples of David's work on display.

CONTINUE READING >

SEARCH BY KEYWORD:

SEARCH >

SEARCH BY TIMEFRAME:

Select Month...

Select Year...

DATE	TITLE
MAR 12, 2015	Cheryl Leyns: In Her Own Words Former basketball standout sees the value of teamwork in her research
MAR 12, 2015	CSSPS Alumni Lunch Series Two alumni speakers will be presenting on their current careers and how UW-Parkside has helped shaped their life.
MAR 11, 2015	UW System chief brings plainspoken style - JS Online With so much at stake, Cross knows that trust on both sides can be difficult to maintain.
MAR 11, 2015	Somers Fire Dept. Spaghetti Dinner April 18 Proceeds benefit community organizations
MAR 11, 2015	A Midsummer Night's Dream Student Rush! It's that time again for a Student Rush performance! Calling all Rangers to see A Midsummer Night's Dream at a discounted price!

UPCOMING EVENTS

MAR 16

Flag Ceremony - Worldfest Week

The Flag Ceremony is the opening performance for the week...

MAR 16

Online Branding

March is Career Month and this week's focus is...

MAR 17

Education of Muhammad Hussein Film Screening and Discussion

This documentary provides an intimate look at how the largest...

View All Events

FOLLOW PARKSIDE

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SPOTLIGHT

Professor Misti Bradford accepted into United Scenic Artists!
Congratulations to Theatre Arts Professor Misti Bradford on being accepted...

Fay Alindes, Communication Associate Professor
Fay Alindes, Communication Associate Professor, presented "Service-Learning Project: #ItsYourChoice" at...

Parkside's Susan Blust awarded Leadership Kenosha's "Project of The Year" Award
Susan Blust of Parkside's international student services and Study Abroad...

View All Faculty Spotlights


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Faculty/Staff Page


[GIVING](#)


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College of Business, Economics, & Computer

FACULTY & STAFF
NEWS
PRESS ROOM
UW SYSTEM CLIPSHEET
GRANTS AND FUNDING ANNOUNCEMENTS
EVENTS
SERVICES
ADMINISTRATION
DEPARTMENT PHONE DIRECTORY
FORMS

FACULTY & STAFF
RANGERS PUNCH TICKETS TO MARCH MADNESS
Men's and women's basketball move on to NCAA Regional play
[Read More](#)
IN THEIR OWN WORDS
Cheryl Leyns, Molecular Biology and Bioinformatics
The value of teamwork and research
JAPAN PHOTO EXHIBIT
Opening reception March 18
[Read More](#)
UW SYSTEM CHIEF BRINGS PLAINSPOKEN STYLE TO IMPOSSIBLE JOB
[JS Online story](#)

IT ALL STARTS HERE

- [MY UW Portal](#)
- [Manage Your Account](#)
- [WISDM](#)
- [A.J.M. Logan](#)
- [SOLAR](#)
- [D2L](#)
- [Ranger Mail](#)
- [Technology Helpdesk](#)
- [Governance](#)
- [iServiceDesk](#)

2015-2017 WISCONSIN STATE BUDGET UPDATE
[CLICK HERE FOR BUDGET UPDATES](#)

SPOTLIGHT

Professor Misti Bradford accepted into United Scenic Artists!
Congratulations to Theatre Arts Professor Misti Bradford on being accepted...

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Legislative Liaison

2015-2017 WISCONSIN STATE BUDGET UPDATE



UW-PARKSIDE AND THE STATE BUDGET

The 2015-2017 Wisconsin budget proposal carries important meaning for the UW-Parkside campus community. This site provides ongoing news and information as the budget process moves forward.


[Regents Pass and Resolutions](#)
Board supports shared governance and reducing the proposed budget cut.

[Budget Proposal Summary](#)
Detailed summary from UW System

[Public Authority Q&A](#)
Answers to questions regarding public authority proposal from UW System

[Wisconsin Legislative Website](#)
[Employee Benefits Remain Under New Proposal \(pdf\)](#)

Now more than ever we need your help telling the story of how UW-Parkside enriches mind, changes lives, and impacts our region, state, and nation. [Click here to share your Parkside story.](#)



On the Air
Chancellor Debbie Ford and UW System President Ray Cross on the WGTD Morning Show.
Broadcast February 11, 2015
(Recorded February 10, 2015)

[Listen now](#)

QUICK LINKS

SPEECHES AND STATEMENTS

[Chancellor Ford Budget Update 1](#) | Feb 4
[Statement of UW System President, Ray Cross](#) | Feb 3
[Governor Walker's Budget Address](#) | Video | Feb 3
[Governor Walker's Budget Address](#) | Transcript | Feb 3
[Provost Message to Faculty and Staff](#) | Feb 10

DOCUMENTS AND GUIDELINES

[State Budget Documents](#)
[UW System Guidelines for Political Activity](#)
[FAQ Governor System Authority Proposal \(PDF\)](#)

WEBSITES

[Wisconsin State Legislative Website](#)
[The Wheeler Report](#)
[WisPolitics](#)

BUDGET IN THE NEWS

[UW-Eau Claire to offer faculty, staff buyouts in face of budget cut](#) *Milwaukee Journal Sentinel*
[Assembly leader blasts regents on tenure, shared governance](#) *Milwaukee Journal Sentinel*
[National university professor group opposes Walker's UW plan](#) *Madison.com*
[UW public authority facing questions from Robin Vos, opposition from faculty and staff](#) *Madison.com*
[State representatives embrace campus in budget](#)

Be.

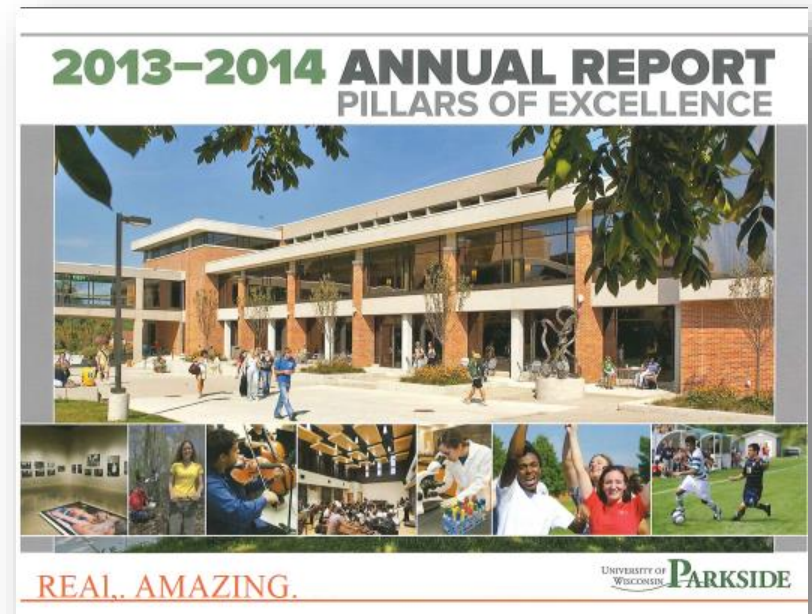
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University Messaging

- Annual Report
- Technology Pathway Partners
- Future 50
- Commencement
- Convocation



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Enrollment Marketing & Advertising

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TV Advertising

- WTMJ4 – NBC Milwaukee
 - Morning news
 - Tonight Show with Jimmy Fallon
- Cable channels
 - Northern Illinois
- CBS 58 – WIAA H.S. Basketball Championships



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Cinema Advertising

- Waukesha
- Gurnee, Buffalo Grove, and Fox Lake
- October-December
- March-May
- Pod 1



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UW-Waukesha



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Digital Advertising

- Event-oriented
- JS Online network
- 118,250 impressions/mo
- Event registration **up 46%**



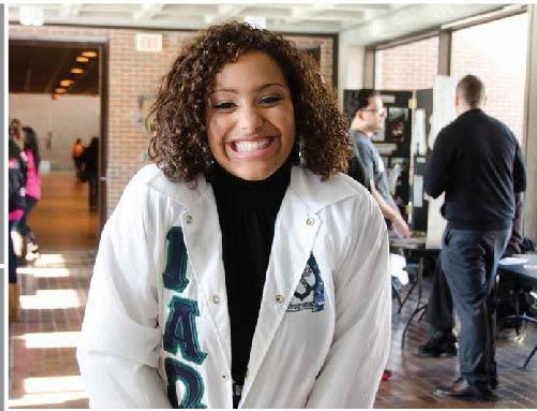
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Billboards



www.uwp.edu

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PARKSIDE

- Kenosha, Racine, and Lake counties
- June – September 2014 and 2015
- October 2014 – January 2015

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Just Landed at MKE – MBA Ads

ACCELERATE YOUR CAREER

YOUR MBA
ON YOUR SCHEDULE

WWW.UWP.EDU/YOURMBA

EVENING AND ONLINE
OPTIONS AVAILABLE



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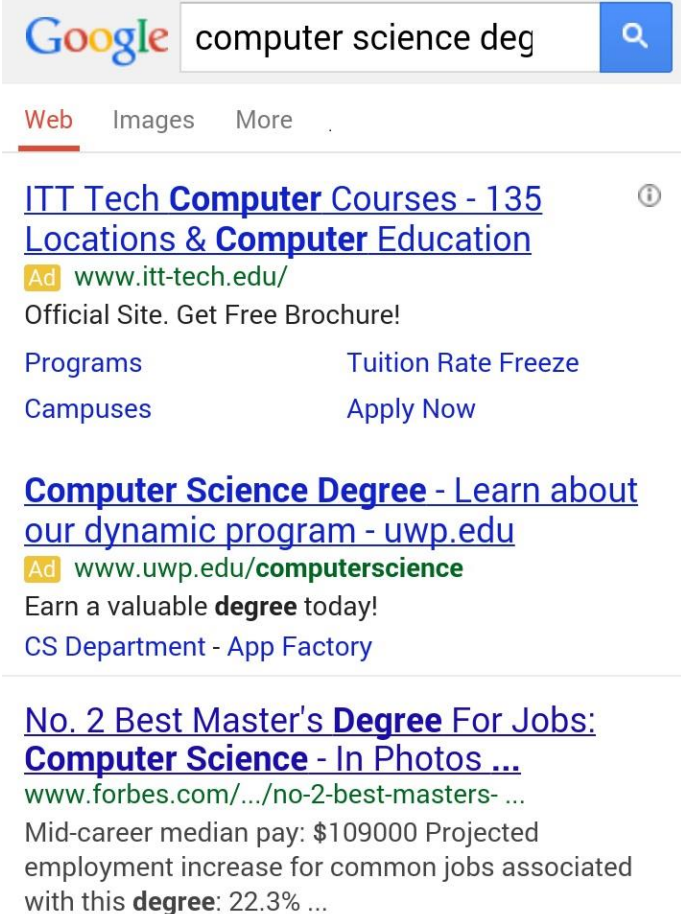
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Google Adwords

- Computer Science
- Feb 4-Mar 15
- 36,455 impressions
- 137 clicks
- Wisconsin, N. Illinois, and Finland



Google computer science deg

Web Images More

[ITT Tech **Computer** Courses - 135 Locations & **Computer** Education](#) ⓘ
Ad www.itt-tech.edu/
Official Site. Get Free Brochure!
Programs Tuition Rate Freeze
Campuses Apply Now

[Computer Science Degree - Learn about our dynamic program - uwp.edu](#)
Ad www.uwp.edu/computerscience
Earn a valuable **degree** today!
CS Department - App Factory

[No. 2 Best Master's **Degree** For Jobs: Computer Science - In Photos ...](#)
[www.forbes.com/.../no-2-best-masters- ...](http://www.forbes.com/.../no-2-best-masters-...)
Mid-career median pay: \$109000 Projected employment increase for common jobs associated with this **degree**: 22.3% ...

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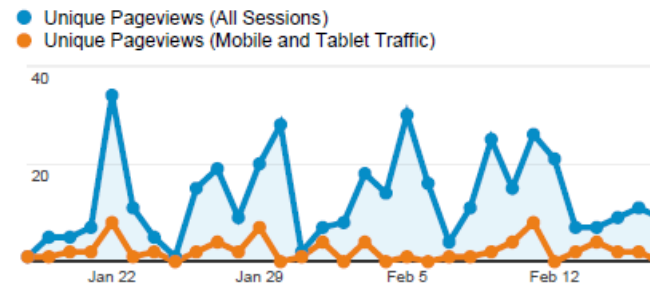
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Website Analytics

CNHS Main

Page path level 4	Pageviews	Unique Pageviews
/index.cfm		
All Sessions	279	157
Mobile and Tablet Traffic	57	30
/parksidesciencenight.cfm		
All Sessions	102	81
Mobile and Tablet Traffic	26	22
/rec.cfm		
All Sessions	60	49
Mobile and Tablet Traffic	12	9
/staff.cfm		
All Sessions	39	27
Mobile and Tablet Traffic	5	5
/strategicplan.cfm		
All Sessions	25	15
Mobile and Tablet Traffic	0	0
/advisoryboard.cfm		
All Sessions	22	15
Mobile and Tablet Traffic	2	2
/boardminutes.cfm		

CNHS Main: Daily unique pageviews



Chemistry

Page path level 4	Pageviews	Unique Pageviews
/index.cfm		
All Sessions	159	112
Mobile and Tablet Traffic	39	30

Environmental Studies

Page path level 4	Pageviews	Unique Pageviews
/index.cfm		
All Sessions	128	84
Mobile and Tablet Traffic	19	14

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2014-2015

Current Recruitment #'s

- Admissions event reservations – 46% growth
- Applications (overall) – 3.9% growth
- Admissions (overall) – 28.5% growth

Be.

**Real.
Amazing.**

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2014-2015

If we had another hour...

- Liaison relationships
- Roadside banners and flagpole banners
- Admissions brochures
- EMAS communications
- New web pages and updates
- Community and technical college ads
- Radio ads
- Print ads

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How You Can Get Involved

- Keep it in brand
- Share your stories
- Put events on Event Calendar
- Parkside Social group
 - #realamazing
 - #uwparkside
- Majors sheets & EMAS communications
- Ask us – we're here to work with you

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