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From Arturo:

If you are coming to Miami for the NATPE conference: please contact me. I would love to see you here, talk about our new organization, hear what you think of our new content and share some new ideas with you.

If you were active in The Art of Reaching Hispanics between 1990 and the year 2000 and you have photos of curious encounters with the legends of that era, please share them with your fellow HMWorks members.

FocusON Language

Continuing to Write in Spanish

By *Marithelma Costa*

When on Sept. 29 I saw the journal *Centro Voices* in its new format, I was surprised to find out two things: 1. though it is described as a publication that includes the art and culture of Puerto Ricans in the USA, I saw no evidence of it; 2. I did not see anything in Spanish either, which projected the impression that all of us Puerto Ricans living in the USA have adopted the hegemonic language.

I discussed my findings with Alfredo Villanueva Collado, poet, who was also as surprised as I was. While we talked on the phone I sent a message to Xavier Totti, who answered immediately. The *Voices* editor explained that according to the 2010 census—which coincides with the polls by the Pew Research Center, the Robert Johnson Foundation and the Harvard School of Public Health—between 72 to 82% of Puerto Ricans

in the USA considers English as its primary language. Moreover, it is expected that by the end of the decade two thirds of all Puerto Ricans will be born in one of the 50 states, so their native language will be English.

Because of such numbers, for the first time I felt I was in a minority: instead of belonging to the 99% I belonged to the 1%. As a Puerto Rican writer whose work instrument is Spanish, I was



¿POR QUÉ SEGUIMOS
escribiendo EN ESPAÑOL?

DAVID CORTÉS
LOURDES VÁZQUEZ
DANIEL TORRES
PEDRO LÓPEZ ADORNO
MYRNA NIEVES

in the same category as American billionaires.

The poet Alfredo Villanueva Collado and I coincide, however, in that because *Centro Voices* can be accessed through internet and read globally, the image it projects is not about the present, but about what may happen in 2030 or 2040. That is the reason it seems that

already in 2014 all of the Puerto Ricans in the USA have abandoned Spanish.

My persistence, and the multiple arguments I brought up, convinced the editor, who gave me the go ahead to prepare a list of writers of both sexes who work in Spanish. The challenge lay in reducing it to half a dozen people. The idea was not to include everyone, but to introduce some of the narrators and poets from different areas in the USA. The final group of authors includes David Cortés, Lourdes Vázquez, Myrna Nieves, Daniel Torres y Pedro López Adorno.

Then I asked each author to explain briefly why he/she writes in Spanish while living in an Anglophone country. Alfredo himself suggested publishing these texts in both languages for that 72 or 82% that only understands English. Translating the texts themselves would have been ideal and maybe can be done in the future. Meanwhile, our objective is much more modest: to introduce a production from Puerto Rican writers that, though they live in the USA, persist on writing in Spanish.

HIGHLIGHTS

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A focus on how television can best appeal to the diverse Hispanic demographic, one household at a time.

5 Democrats and Diversity Contracting

Is the Democratic National Committee's commitment to diversity hiring just politics as usual?

11 Hispanics Less Likely to leave their Financial Future up to Chance

A MassMutual survey finds that Hispanics are planning ahead when it comes to education, retirement and emergency security.

FOX DEPORTES ENDS YEAR ON A RECORD-BREAKING NOTE

Most watched FIFA Club World Cup in Spanish-Language television history



FIFA CLUB WORLD CUP
MOROCCO 2014



MUNDIAL
SPORTS NETWORK

THE LEADING LATINO SPORTS NETWORK



FOX Hispanic
Media
CONEXIONES

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Source: Nielsen M4 Live - Q4 PGM AVG of first run FIFA Club Champ from PFDL to FINAL (12/1/14-12/25/14), and 2009 for the same matches (9 total) (12/1/09-12/22/09). Ranker: Indy Total M4 Live +33 Dec '13-Dec '14, M4H Dec '07-Dec '11, M4H Dec '05-Dec '06. Subject to qualification upon request.

FocusON Television

Serving the Multigenerational Household

By Iván Bagueiras, General Manager, Discovery U.S. Hispanic

Appealing to Hispanics in the United States is a complex task given the many circumstances that make up the fiber of this community including country of origin, educational level and socio economic background to name a few. But when it comes to satisfying the needs of the multigenerational Latin household, that is, members of one single family sharing the same home, the challenge becomes even greater with preferences in programming being determined by a vast array of factors including age, language of choice and personal interests. As a television company targeting Hispanics, it can be difficult to pinpoint a single way to fulfill the expectations of this diverse set of viewers. Still, there are basic principles that any company trying to succeed in this growing and important market should apply in their strategy:

Make Spanish your language of choice: While language use among Hispanics in the U.S. is following the trend of previous immigrant groups -- with younger generations favoring English in their daily activities -- the reality is that Spanish continues to be the language of choice in the Hispanic home

as it carries a deep emotional connection. That is why the Discovery U.S. Hispanic Networks are and will always be broadcasted in Spanish. We made the conscious decision to program in that language to reflect our viewers' preference and not because we were reacting to a growing trend; although there is data that supports that indeed the use of Spanish is on the rise in the U.S. -- According to the Pew Research Center's Fact Tank (Sept. 2013) "with more than 37 million speakers, Spanish is by far the most spoken non-English language in the U.S. today among people ages 5 and older. It is also one of the fastest-growing, with the number of speakers up 233% since 1980, when there were 11 million Spanish speakers." Media companies targeting Hispanics have taken note and that is why, 16 out of 20 media outlets launched for Hispanics between 2000 and 2013, were in Spanish.

Make sure your brand identifies with Hispanic values and vice versa: What matters to Hispanics is a question that companies should never stop asking, especially when it comes to this community, which is in constant evolution. Discovery invests significant resources in staying current with Hispanic concerns and trends, conducting consistent research studies and focus groups to ensure our programs address the needs of viewers and that, in turn, our content is relevant and valuable. These efforts have paid off in the form of ratings success for Discovery Familia, which achieved its highest third quarter ever amongst P18-49 in October 2014, while Discovery en Español

saw increases year over year and was the only Spanish language Pay TV network to experience quarter over quarter growth around the same time. Companies must delve deep into the community to understand it and never assume that one size fits all. While it is true that Latinos have a lot of common traits, they are as diverse as they come and making a conscious effort to recognize these differences should play a big role when defining a strategy for the Hispanic market independent of the product or services you offer.

Make your offer appealing to different age groups: Multigenerational means being able to offer something for different age demographics and, in our case, available on different platforms. Discovery's portfolio of U.S. Hispanic networks fulfill these needs with Discovery en Español, which targets adults 18-49 with a male skew and Discovery Familia, a network with a dual target audience: children 2-6 and women 18-49. In addition to offering a programming lineup appealing to different age groups and genres, as of November of 2014, Discovery Familia started to broadcast Casa Linda and Gurús de Belleza, two lifestyle series the network acquired as part of a partnership with MiTú, a creator of digital content. This cross-platform programming deal provides viewers with a truly immersive multi-screen experience as it brings to Discovery Familia the long format versions of these shows, which were originally produced in-house and incubated on MiTú's owned and operated YouTube channel,

MiTú Life.

Platforms, age and genre aside, it is important to highlight that your product – and in our case our content – must resonate with the audience, and in that quest, you must strive to innovate and not stay confined within the boundaries of conventional, or tried out formulas. As such, at Discovery, we constantly challenge ourselves to go above and beyond the traditional genres of Hispanic television bringing the audience a broader, more worldly and varied viewing experience through stories of amazing characters. Good content is the key and with that, the audience will find you and follow you independent of the platform or device.

Serve Hispanic consumers in every way you can:

The Hispanic community is evolving and being reinvented constantly by new waves of immigrants arriving in the U.S. from Latin America. This means a viewer base made up of Latinos who have been here for several years, looking for TV shows that satisfy their curiosity, enrich their intellect and preserve their culture; and on the other hand, newcomers trying to find their place in American society. Our company serves these audiences with high quality productions, but also with initiatives that engage them beyond the TV screen such as Destino Discovery, a promotional tour that travels the U.S. providing an opportunity for viewers of all ages to experience our brands through fun, interactive, family-friendly activities. In addition, we lead projects such as Discovery en Español's "Descubre tu talento," a corporate social

responsibility campaign launched three years ago in collaboration with the U.S. Department of Labor designed to empower Hispanics with information about job training and opportunities and Discovery Familia's "Camino al Bienestar," a year-long multiplatform initiative that provides information and resources on health topics each month.

Following these basic principles, and other trade secrets, our company has managed to carve an important space among viewers within the Hispanic community, who come to Discovery expecting not just the high end productions the company is known for, but stories they can identify with and quality programs they know they won't find anywhere else. But appealing to the multigenerational Hispanic household is an arduous and continued process that requires persistent evaluation and customization to ensure your brand remains relevant in the face of constant change.

Netflix Filming Its First-Ever Spanish-Language Series

Netflix will debut its first Spanish-language original series next year, Variety reports. The 13-episode series from Alazraki Entertainment will be a comedy by director Gaz Alazraki, featuring the same team from the Mexican hit movie, We Are the Nobles. The show will be based on a family feud among heirs of a Mexican soccer club and will be filmed entirely in Mexico.



FocusON Marketing

Relationship Marketing

By Aaron Taylor, Brand Manager, The Steo2 Company

Previous research in relationship building through the theory of social penetration (Altman & Taylor, 1973) indicates that relationships grow best when communication partners' exchange include both self-disclosure and closeness. No longer is this true to only face-to-face interaction, but also through computer mediated communication, like Facebook, blogs, Twitter, and other social media sites.

I propose that Hispanics, due to their over indexing on social media sites and NOT

inherent cultural characteristics, have a greater propensity of creating deeper, more meaningful relationships online than other demographics, making Hispanic bloggers more sought after by companies looking at gaining the trust of the Hispanic consumer through “grass roots” marketing campaigns online by utilizing Hispanic Brand Ambassadors/Bloggers to reach this target audience.

Organizations like Latina Bloggers Connect and their community of over 1,000 Latina bloggers have attracted the attention of large multinationals. Their campaigns are successful and sought after because their bloggers relay a message that is personal, relatable, and their members interact with their largely representative Hispanic demographic audience.

There’s no set-in-stone recipe to gain the trust of the brand loyal Hispanic demographic, but companies like Fisher-Price and Nestle have both established themselves as long-term viable brands to capitalize off of the largest growing minority demographic in the US with purchasing power of \$1.5 trillion.

Gaining the trust of the Hispanic consumer is key and goes beyond simple translation of marketing messages. I believe that Hispanic Bloggers and Brand Ambassadors can take a brand’s message and resonate that message in a greater capacity due to their ability to create deeper, more meaningful relationships with friends and followers through computer mediated communication channels.

FocusON Business

Democrats and Diversity Contracting

A mid-2014 report found that Democratic party spending was woefully short when it came to minority vendors. Six months later, Democrats are meeting with Hispanic-business owners and have Latino hires in the pipeline, but not much else to show.

By Adrian Carrasquillo Editor of Latino Coverage for BuzzFeed News

In September, a parade of executives from companies like BP, Verizon, and American Airlines walked into a conference room at the Grand American Hotel in Salt Lake City. The executives were there to meet with leaders from the U.S. Hispanic Chamber of Commerce to discuss improving diversity.

One other group shuffled into the room for their own meeting on the topic: officials from the Democratic National Committee (DNC).

The Democrats were just months removed from a damaging report by the group PowerPAC+ - the report revealed that only 1.7% of the \$500 million the DNC spent on consulting went to businesses that are minority-owned or a minority principal.

In Salt Lake, DNC national political director Raul Alvillar, and Albert Morales in Hispanic engagement, told officials with the Hispanic

Chamber of Commerce that bringing on minority, and in this case Latino vendors, was a priority. But the Democratic officials also said they were looking for the best candidates for the jobs.

Since then, Democratic officials have repeatedly met with Hispanic-owned businesses. The problem, others say, is that six months later, the meetings have happened, but minority vendors still have not been officially contracted by the DNC.

At the September meeting, USHCC president Javier Palomarez was frank but also offered to help.

“The DNC has had an abysmal track record of working with Hispanic business owners,” Palomarez told BuzzFeed News. But as he often does with top companies, he saw the opportunity to surface Hispanic-owned businesses onto the DNC’s diversity list, because he believes “Latino” is too often missing from the diversity conversation.

For their part, the two officials who went to Utah in September, Alvillar and Morales, have repeatedly met with at least four Hispanic-owned businesses. Those include, Yesmin Asmar, who owns event planning company Elite Global; Jeff Vigil, whose platform MyBusinessMatches.com serves like an eHarmony for businesses, linking up firms; and Carmen Castillo, the first Hispanic woman in the U.S. to run a billion dollar company, SDI International. DNC officials have also met with polling firm Latino Decisions to explore bringing them on to do work for the party.

When criticism followed the diversity report’s release, the Congressional Black Caucus was said

to be helping to find black-owned businesses for Democrats. But it's unclear what progress has been made on the issue.

Former CBC chair Marcia Fudge, who earlier told Politico it was clear the Democrats had no interest in addressing the issue, deferred to new chair G. K. Butterfield's office now. Butterfield's office did not respond to requests for comment by time of publication.

Angela Rye, a former CBC executive director, said the organization has often sought to help the DNC with this issue but there hasn't been much activity since the report came out this summer, adding that her understanding is that the DNC does not believe the report is accurate or comprehensive.

She said her stance is one many who care about the issue share.

"I am ready to help them, minority vendors are not hard to find," Rye said. "Talented staffers, folks that left the Obama campaign, I eagerly await their call. Whether doing media buys or polling or whatever. I'm happy to help them identify people."

Rye said a changing country needs a mindful and different approach.

"You have to meet people where they are and it is challenging - if not impossible - to do that while failing to hire people who look like them," she

said. "You cannot remedy a problem you refuse to acknowledge exists."

Rye pointed to the idea of a yearly diversity vendors fair, supported by Congressional Hispanic Caucus and CBC members, as something that was presented but never went anywhere.

Firm Name	Disbursement Amount	% of MBE Firm Dollars	% of All Firm Dollars
Peter D. Hart Research Associates, Inc.	\$2,206,772.50	25%	0.43%
SKD Knickenbocker	\$2,138,671.51	24%	0.42%
Brilliant Contexts Research, Inc.	\$1,908,369.26	22%	0.37%
Thoughtworks	\$1,328,464.92	15%	0.20%
Three Point Media, LLC	\$294,976.43	3%	0.06%
Steve J. Hill / Street Strategies	\$285,250.00	3%	0.06%
Murphy Vogel Ashaw Realty, LLC	\$63,882.50	3%	0.05%
Benavides & Associates	\$82,900.00	0.9%	0.02%
Dewey Square Group, LLC	\$81,054.73	0.9%	0.02%
Nesbitt Research Group, LLC	\$59,098.26	0.7%	0.01%
Ronald L. Lester Lester & Associates	\$45,670.00	0.5%	0.01%
Pineda Consulting	\$30,883.13	0.4%	0.01%
Allen H. Nesbitt Nesbitt Research Group, LLC	\$5,561.98	0.1%	0.001%
Chambers Lopez & Gallan	\$4,925.47	0.1%	0.001%
MBE Firm Revenue from Party	\$8,736,480.69	1.70%	
All Firm Revenue from Party	\$513,865,171.67		

While the Hispanic business owners BuzzFeed News spoke to said they felt good about the possibility of securing a DNC contract after repeated meetings, DNC spokesperson Rebecca Chalif said the meetings thus far have been to grow relationships for the future.

"At the DNC we are always working to expand our relationships with minority owned businesses and will continue to look for new and innovative ways to bring more people from diverse backgrounds into the party," she said in a statement. "We know that one of the Democratic Party's greatest strength is our diversity and we work every day to ensure that the party's business practices live up to our commitment to that principle."

A source familiar with the process said the DNC has reached out to Hispanic, black, and Asian business owners.

Unlike the DNC, which has different types of vendors at all times, the Democratic Congressional Campaign Committee (DCCC) only contracts vendors during campaign season, which means their timeline is a little different.

But many point to the DCCC's new chair, New Mexico Rep. Ben Ray Luján, as a crucial move, placing a Latino congressman as the top campaign official for 2016's House campaigns.

In a statement, Luján told BuzzFeed News efforts will be undertaken to increase diversity.

"I am deeply committed to ensuring the DCCC takes all possible measures to increase diversity and create equitable opportunities for all people," he said. "We have been conducting a thorough evaluation of

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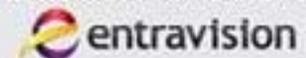
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existing processes and working closely with the CBC, CHC and CAPAC to share best practices and ensure opportunities. We look forward to using the momentum of a new year and a new cycle to implement improved diversity practices.”

A source with knowledge of DCCC matters told BuzzFeed News high-profile Latino hires are already in the pipeline at the DCCC.

Still, a top Latino strategist familiar with Democratic diversity hiring initiatives, who asked to remain anonymous to speak frankly, said the party has to change course fast.

“The 2014 election cycle should be enough proof for the party committees to dramatically change their approach to diversity. They spent hundreds of millions of dollars with little to no results. It only makes sense to proactively engage with people who understand these communities deeply. That requires systemic program change in the party and should start now, not after Labor Day in 2016,” the strategist said.

Aimee Allison, senior vice president of PowerPac+, which released the initial report, said her group will meet with Democratic Party officials and activists in the coming weeks to give recommendations on how to “engage and respond to voters of color.”

“We believe this transformation is part of a suite of changes the Democratic party will need to make to win and be successful moving forward,” she told BuzzFeed News.

Allison said the CBC passed a resolution that it will

present to the California State Democratic Party asking for a similar state party spending audit and believes the trend will continue anywhere that people of color make up significant voting blocks.

She also took on the idea that their report was not comprehensive enough.

“One of the recommendations will likely be to continue expanding research reporting in spending as one measure,” she said. “The criticism that it’s not comprehensive, well heck, no one has ever done it. It’s not like this information is easy to find,” she said, adding that the definition of what a minority vendor is wasn’t even held to the highest and most difficult standard to reach.

Chuck Rocha, a veteran political strategist who runs one of the few Latino-owned political consulting firms in D.C., said he has seen changes from Democrats. Whereas it used to be difficult for him to get a meeting with the DNC, he said that’s no longer the case. He also said there isn’t much business to go around right now with the election over and 2016 campaigns far out.

“When that work starts happening, if it goes to another vendor, then we’ll know all those meetings were for naught,” he said.

When the spending report came out, the DNC pushed back, saying minority vendors aren’t the only measure of success, sharing statistics on the hiring of minorities.

Allison said hiring minorities on staff is necessary but not sufficient.

“The DNC has a lot more work to do - none of the committees have an open contracting process,” she said. “It’s a systemic problem with the party. The DNC is going to need to go further than hiring a handful of people. It’s about cultivating relationships on the ground with people working with people of color.

With minorities making up 40% of the party’s base, she said, the success of the Democratic Party is at stake.

The Hispanic Chamber of Commerce president Palomarez said his is “not a civil rights organization, we’re about business,” but pointed to studies that show diversifying the business supply chain makes companies more profitable.

Carmen Castillo, one of the business owners who has met with the DNC, drew parallels between business and politics.

“You have to understand the country is changing so rapidly and that the only way to keep up is to do business with diverse suppliers,” she said.

Rye was more direct.

“These people are part of the American fabric whether we’re talking about black or brown people,” she said. “Asian populations have been ignored. These are people who are a part of your base. If you want to be effective in communicating to your base; black, brown people, young women, you need to ensure you are hiring people who represent the best and the brightest in those spaces.”

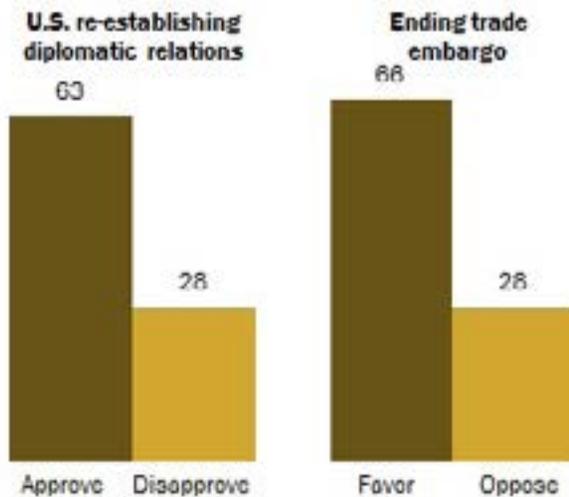
FocusON Stereotypes

Most Support Stronger U.S. Ties With Cuba

But Just 32% Expect Cuba to Become More Democratic

Most Favor Renewed Diplomatic Relations With Cuba, End to Embargo

% saying...



Survey conducted Jan. 7-11, 2015.

PEW RESEARCH CENTER

Fully 63% of Americans approve of the Obama administration's decision last month to re-establish diplomatic ties with Cuba after more than 50 years. And there is equally broad support for going further and ending the decades-long U.S. trade embargo against Cuba (66% favor this).

Yet there is broad public skepticism that a thaw in U.S.-Cuba relations will lead to greater democracy in Cuba. Only about a third (32%) say they think Cuba will become more democratic over the next several years, while 60% say it will be about the same as it is now.

The latest national survey by the Pew Research Center, conducted Jan. 7-11 among 1,504 adults, finds strong support among Democrats and independents for the restoration of diplomatic ties with Cuba, and for ending the embargo. About three-quarters of Democrats (74%), along with 67% of independents support the re-establishment of diplomatic relations between the two countries, with similar levels of support for ending the trade embargo, "which would allow U.S. companies to do business in Cuba and Cuban companies to do business in the U.S."

Republicans are more divided in their views: just 40% of Republicans approve of the re-establishment of relations with Cuba, while 48% disapprove. There is somewhat more support among Republicans for an end to the trade embargo, though as many say they oppose lifting the embargo as say they favor it (47% each).

Just a third (33%) of conservative Republicans approve of resuming diplomatic relations while 55% disapprove; among moderate and liberal Republicans the balance

of opinion is reversed (54% approve, 33% disapprove). Similarly, conservative Republicans are less likely to favor ending the trade embargo than moderates and liberals in the party (40% vs. 61%).

Partisan Divides in Prospects for Democracy in Cuba

% saying over the next several years, Cuba will be ...

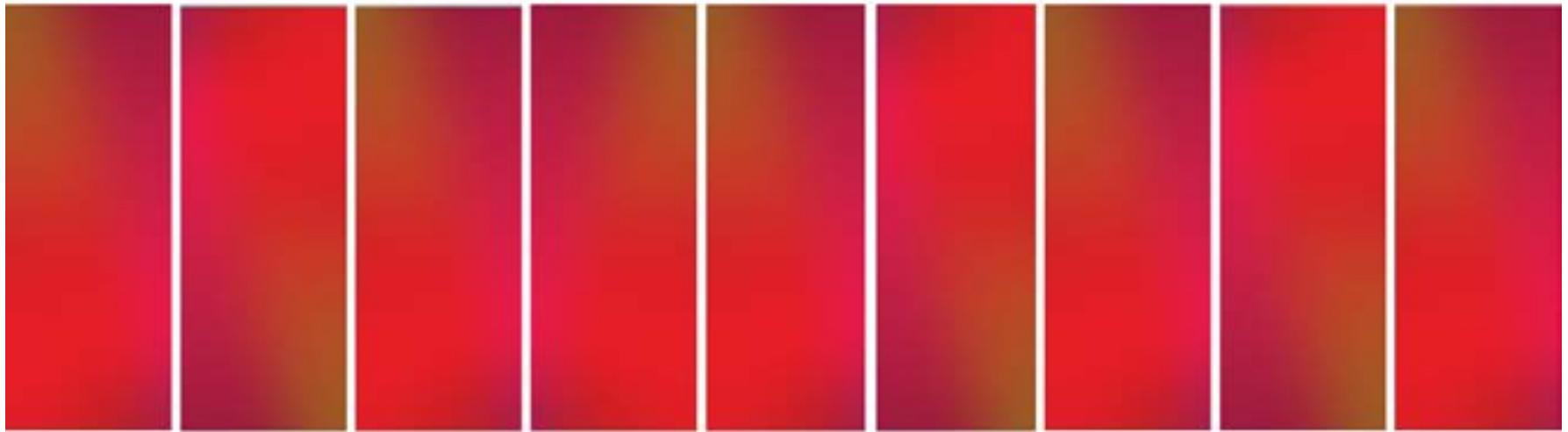
	More democratic %	Less democratic %	About the same %	DK
Total	32	3	60	5=100
Republican	24	4	68	4=100
Democrat	41	2	54	3=100
Independent	31	3	61	5=100

Survey conducted Jan. 7-11, 2015. Figures may not add to 100% because of rounding.

PEW RESEARCH CENTER

Support for both the restoration of diplomatic ties and an end to the trade embargo is seen broadly across demographic groups: 62% of whites, 64% of blacks and 65% of Hispanics approve of re-establishing diplomatic relations with Cuba.

While majorities of those in all age groups approve of the move toward normalization of diplomatic relations, Americans younger than 50 are more supportive than older Americans: 67% of those 18-49 support the re-establishment of relations, compared with 57% of those age 50 and older, with similar divisions in views about the trade embargo.



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College graduates are particularly supportive of a restoration of diplomatic ties: 77% approve of the re-establishment of diplomatic relations, while 78% favor an end to the embargo.

When asked whether Cuba will become more democratic, less democratic or remain about the same as it is now over the next several years, six-in-ten (60%) Americans expect little change, and this is the majority view among Democrats, Republicans and independents. But Democrats are more likely than Republicans to say the communist nation will shift in a democratic direction: 41% of Democrats say this, compared with just 24% of Republicans.

Hispanics Less Likely to leave their Financial Future up to Chance

Hispanics take fewer risks in planning for retirement, education, and emergency security

A new survey from MassMutual found that compared to the rest of the population, Hispanics are working harder to secure their financial futures. In every way measured in this research, Hispanics are more invested in their own financial future than the general population. The study found that 65 percent of the general population reported that they leave their financial well-being up to chance. U.S. Hispanics, however, leave less to chance (61 percent). The research seeks to shed light on how prepared U.S. Hispanics are for

their financial future vs. all Americans, and how likely they are to “take a chance” with planning for their retirement, education, and emergency security.

“This newest research is in line with our ongoing State of the American Family Study; it shows that Hispanics are invested in their future,” said Chris Mendoza, Vice President, Multicultural Market Development at MassMutual. “They recognize the many facets of financial security— valuing planning and research more than the general population. They are closing the gap but still need knowledgeable guidance to help ensure financial stability and informed decision-making.”

Hispanics are more likely to have sought financial information overall (82 percent vs. 75 percent) and from financial institutions (48 percent vs. 44 percent) more than the general population. They also are more likely to seek out information on personal finance and retirement planning than the general population, turning to family (37 percent vs. 27 percent), friends (26 percent vs. 19 percent), and significant others (24 percent vs. 18 percent) for information.

In retirement, education, and emergency security, they take fewer risks. Hispanics are almost twice as likely (51 percent) than the general population (27 percent) to carefully research and plan every detail of their education and are more likely to have sufficient “rainy day” funds (35 percent vs. 31 percent). Additionally, they are more likely to carefully research and plan every detail of their retirement (42 percent vs. 32 percent) and are more likely to work at their retirement plan until they believe it’s perfect (38 percent vs. 24 percent).

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