University President Anthony Evans speaks during the “President’s Forum,” held last Wednesday in the Student Union.

Photos by Mary Anne Gotheridge

Speaking Out

Volleyball Players Named to All-West Region Team

by Kim Schnepp

Two members of the Coyote volleyball team, Laura Isbell and Lissa McDonald, have been named to the Collegiate Volleyball Coaches Association All-West Region Team.

The two will pick up their award at the All-Sports Banquet in April where they will also find out the winners of Most Valuable Player awards.

Laura graduated from Redlands High School after living in Germany with her family. Her father is in the air force.

Laura graduated from Culver City High School. She attended Ricks College in Idaho before transferring to CSUSB. While in Idaho she broke her arm the second day of practice so she couldn’t play on the team there. This gave her the opportunity to realize she didn’t really want to go to school there.

Both girls were also nominated All-American. Laura was most valuable player in 1985, and on the All-Tournament Team for Whittier and CSUSB in 1986. Laura was captain in 1985 and 1986. She was also on CSUSB All-Tournament Team in 1986. Both girls live together with two other members of the team. Lissa is a biology major and plans to be a mortician. She wanted to be a coroner but decided it was too much school so “being a mortician was the next best mortified thing,” according to Laura. Laura’s major is health science, she plans on being an industrial hygienist. She may come back to CSUSB to complete her Masters and continue playing volleyball.

Lissa graduated from Redlands High School after living in Germany with her family. Her father is in the air force.

Laura has two years left to play and Lissa has one. Both girls are presently juniors.

Laura said that the award was exciting to receive. It’s awarded after the coaches nominate players on their hitting percentage, scoring percentage and areas they look at. Laura is a setter and middle hitter and Lissa is an outside hitter. Not only is this an honor because the coaches pick the winners, but also because it includes all states west of the Mississippi River, which is a large region.

The girls didn’t find out they had received the award until after the season so their wasn’t really an opportunity for any of the other players to be jealous. Not only that but the two live with half the team which consists of only 8 girls this year. A team usually consists of 12 players. Last year’s team had 15 so there were more problems than this year.

In their free time both girls like to play volleyball, of course, and wallyball. This is the same thing as volleyball except you play it inside a racquetball court. They also enjoy snow skiing. Lissa is an Alpha Phi. Starting in the month of March both will be working for an outreach program for the local high schools and junior highs. This will consist of a 10 week work shop two nights a week here on campus.

Next year the girls volleyball team will be in a league, as they weren’t this year. Included in this league will be the San Diego and San Francisco area. Being in a league allows the team the chance to go to regionals if they win their league.

An Onasch Smash

CSUSB tennis player Leann Onasch played doubles during a match against UCR last Wednesday.

Photos by Mary Anne Gotheridge
Practice

"Practice makes perfect."

Raise your hands who dare say that they haven’t heard or read that aged phrase.

Does practice form accuracy? We all have a quiet knowing that perfection doesn’t seem practicable and near perfection depends upon what you are practicing.

Some people seem to be naturals at almost everything, at least as we see it from our ken. They need little exercise in habit and practice to achieve.

In what am I near perfect? Extemporaneously I can’t think of a thing except in loving life and living.

After all is said and done perhaps that is what it is best to be near perfect as if that man-made goal, “perfection,” is your cup of tea.

Go for it!

by Emery Brewer
Newspaper Director Speaks to Marketing Association

by Greg Timpary
Special to the Chronicle

Mr. Bob Boisson came to San Bernardino last summer to take over the position of Director of Research and Promotions for the Sun-Telegram. His previous position was with another Gannett enterprise, USA Today. Little did he know that the San Bernardino county market was one of the most complex in the country.

Mr. Boisson explained his duties to members of the Cal State Marketing Association at their February 3rd meeting. According to Mr. Boisson, “the San Bernardino market is one of the most complex in the country due to its demographic diversity. There are highs and lows in all demographics, including income and education. Sun-Telegram San Bernardino county’s diversity makes it a microcosm of the United States.”

This complex market is nothing new for Gannett owned newspapers, like the Sun. “Gannett is a very aggressive marketer, and has the money to throw into competitive markets,” Mr. Boisson said. As Director of Research and Promotions, he spends much of his time analyzing research data and preparing promotions for the general circulation, and for specific advertisers.

According to Mr. Boisson, the Sun’s main advertising competition comes from direct-mail outfits. The Sun has developed several advertising supplements geared towards individual advertisers such as K-MART. Other special supplements that Mr. Boisson oversees are the Sun’s Saturday Auto Mart and Sunday Real Estate section. “The staff of the research and promotions department handles all the writing on these two special sections,” Mr. Boisson said.

In a very competitive market, businesses have to stay one step ahead of the competition to stay profitable. For the Sun this means seeking out weaknesses in its competitors and developing new products or services to exploit those weaknesses. The Sun is doing this in the Victorville area.

There is a large commuter base in the High Desert. The major paper in the Victorville area is an afternoon paper that delivers from Sunday to Friday. Our research says that readers like to have their papers before they begin their commute, and they like to have a Saturday paper. We developed a simple but effective slogan, “Wake Up With The Sun.” This slogan, along with others, are helping the Sun to successfully enter markets like the High Desert.

“The Sun has more loyal readership of any Gannett newspaper,” replied Mr. Boisson. He said that may be difficult to hang on to because of the rapidly growing market in the Inland Empire. He also said that new residents generally do not adopt a newspaper until they feel a sense of community spirit.

So in addition to the Sun’s other promotional programs, they have spent a great deal of time developing community oriented events, including charity events. These include fundraisers for the Gannett Foundation’s Lend-A-Hand program.

Library Acquires Significant Reference Set for Students

by Beverly Ryan

The Plu Library has recently acquired a new and significant reference set. Now available in the reference section is the Encyclopedia of the American Constitution. This 2100 articles encyclopedia bridge the disciplines of political science, law and history. The encyclopedia was edited by Leonard W. Levy of the Claremont Graduate School, Kenneth L. Kans of UCLA, and Dennis J. Mahony of the political science department here at CSUSB. Another of our faculty, Edward Erler, professor of political science, contributed several articles.

The entries, which vary in length from short definitions to 6000 word articles, fall into five subject categories. These include concepts of constitutional law, judicial decisions, historical periods, public acts that have affected constitutional law, and people. All entries are signed by the author and most have bibliographies for further research. The articles are both informative and easy to read which makes the encyclopedia good for research and fact finding, or for browsing.

To help the reader make efficient use of the encyclopedia, it has a subject index, a name index, and a case index to judicial decisions discussed in the text at the end of the last volume. There are also several appendices including the text of the Constitution, a glossary of terms, and two chronologies.

This encyclopedia will be useful to students looking for information on the history and significance of basic tenets of law, judicial decisions, and changes that have taken place over the years in the interpretation and application of the United States Constitution.

Atwell Named Outstanding Cal State Professor

Kim Schnep

Dr. Margaret Atwell, associate professor of education and chair of the Department of Graduate Programs in education, has been chosen as San Bernardino campus’ outstanding professor for 1986-87.

Dr. Atwell will represent the university in the CSU-wide competition sponsored by the Board of Trustees. The selection committee is composed of faculty, students and alumni. The primary criterion used in selecting the recipient is teaching.

After completing her education at Indiana University, Dr. Atwell joined CSUSB in 1981. She is a specialist in reading and psycholinguistics. She had an early interest in writing, and received a B.A. in journalism, with a doctoral specialization in reading. She combines both interests in her research on the interrelationship between reading and writing.

Temporary Classrooms Constructed

by Sharma Wilson

To accommodate the increase in students, four new temporary classroom structures are being installed on an undeveloped site north of the Plu Library and east of the Biological Sciences Building. The structure will accommodate up to 552 full-time equivalent students and should be completed by the fall of 1987.

When the Classroom/Student Services/Faculty Office Building currently under construction is completed in 1990, these temporary units will be removed.
Family Players Perform

The fourth concert in the Intimate Performances Series will be presented on Saturday evening, February 28th at 8:15 p.m. in the Preucil Family Recital Hall of the Creative Arts Center. William Jr. (the Concertmaster of the California State University of Sacramento) and his family members Doris, Violinist and father, William Sr., are joined by family members Doris, Violinist and father, William Sr., and Jeanne on the Violin, Walter on the cello and Anne on a harp to present an evening of varied and delightful music.

In addition to the Saturday evening concert, the group will be in residence here on Friday when they present two children's concerts, one at 10:00 a.m. and one at 1:00 p.m. For programs, children from local schools will be bused in to attend.

Reagan Forms Christa McAuliffe Fellowship Program

Among the higher education programs proposed for elimination by President Reagan in his recent budget request is the Christa McAuliffe Fellowship Program for Outstanding Teachers. The $2 million program, renamed by Congress after the teacher who died aboard the space shuttle Challenger Jan. 28 of last year, provides stipends for exemplary teachers so they can take sabbaticals to upgrade their professional skills.

Carter on Trial for CIA Protest

A Massachusetts District Court judge last week scheduled Brown University student Amy Carter to go on trial April 6 for her role in the Nov. 24 anti-CIA demonstration at the University of Massachusetts at Amherst. Carter and 19 of the 60 students arrested with her have opted for a jury trial.

Under an agreement reached with the district attorney, the students could be tried as expert witnesses such as former CIA agent John Stockwell and activist Daniel Ellsberg in order to make a so-called "necessity defense."

Mexico City Students Protest Policy Reforms

Mexico City - An estimated 250,000 students massed in the capital city's main square in a Jan. 23 protest over recent reforms at the National Autonomous University of Mexico. The reforms include raised tuition and other differentiated policies that the students say will make the school elitist.

Beijing - Lin Jen, a student at Tsinghua University, was arrested for "providing intelligence" to an American reporter, authorities said last week. The student was accused of "secret collusion" with Lawrence Macdonald, a reporter for the French news agency Agence France-Presse, who broke the story last month of student protests the the University of Paris.

University to Sponsor Broadway Salute

The California State University of Bernardino is sponsoring "The Maurice Smallwood Production Incorporated," and the "Magnificent Vocalist Marquelle Block." The Maurice Smallwood production will salute the fabulous Broadway musicals: "Victor, Victoria," "All That Jazz," and the enchanting, "Cats." Our special guest, Marcelle Block, will perform excerpts from "The Wiz."

This musical extravaganza will take place February 20, 1987, from 8:00 p.m. to 9:30 p.m. in the C.S.U.S.B. Student Union Multipurpose Room (SUMP). Tickets are $5.00 each, and will be available at the Student Union front desk. For ticket information, please call (714) 887-7757. Don't miss this spectacular event!

Teacher Workshop Held

At long last student teachers will have an opportunity to find out what happens in the interview with school district personnel. The Career Planning and Placement Center is proud to announce that they will sponsor a Teacher Interview Workshop in the Lower Commons (104) in the Panorama Room on Thursday, February 19, 1987 from 3:00-5:00 p.m. The speaker will be Dr. Dan King, Director of Certified Personnel for the San Bernardino City Unified School District. He will discuss what personnel people look for in an interview, what questions are asked and what makes him remember a candidate favorably. At that time, he will field questions.

This is a special chance for student teachers and those about to become student teachers to save up all their questions and come ask them anonymously. Don't miss this terrific opportunity to get ahead in the job market.

If you have any questions prior to the session, call Lynn Moss at 887-7551.

Henderson to Again Teach Gay Studies Class in Spring

Dr. Craig Henderson will again be teaching the Gay Studies class, "The Psychology of Gays and Lesbians." Psychology 349 will cover many areas of psychology, sociology, anthropology, history, law, religion, media and literature. It is based on discussion and interaction. More than just an academic class, it's a growth experience.

The class will be held in the spring quarter, beginning April 7 to June 18, Tuesday and Thursday evenings 6-8 pm.

Applications for admission to the California State University from first time freshmen are running almost 18 percent above last year, according to an announcement by CSU Chancellor W. Ann Reynolds. The 1987 CSU campuses have reported receiving 78,850 applications from freshmen as of February 1, compared to 66,981 for the same time last year.

We are experiencing continued high levels of interest in our programs," Chancellor Reynolds said, "and we are doing all we can to accommodate all eligible persons."

Applications at all class levels are also ahead of last year—by almost 15 percent—with 121,352 applications recorded.
Exercise is Psychologically Addictive

by Sunnie Bell

Huff, huff, puff, puff! No, this isn't a repeat of last week's column on smoking! On the contrary, these puffs are of good kind...good for you and kind to your body. The subject is physical exercise.

Now that I have finished puffing and puffing from my workout, let's discuss some facts about exercise. One key word these days is diet, but I didn't make up the fact that regular physical exercise helps to create fitness. In fact, here's a good item to remember; it is said that for every one hour of physical exercise you do, you can add three hours to your expected lifespan. I like that!

Here are some specific details that will help you decide how important fitness is to you. One half of the American adult population is overweight or obese (greater than 20% more than ideal body weight). Obese people have two times the rate of coronary artery disease. Exercise reduces obesity and lowers blood levels of cholesterol which in turn reduces risk of high blood pressure and heart disease. Even if you'd like to lose weight and aren't particularly concerned about the health effects of your obesity, it's good to know that exercise helps to prevent a dropping metabolic rate while dieting. Decreased caloric intake signals the body that starvation possible, the body then goes into a metabolic cycle of lowering of needs to meet the intake. How depressing! It's true that the less you eat the less you need! Well, there is a way out of this...we can reclaim our previous caloric needs by exercising. Halalayppa! Exercise also gives an increased sense of personal self control whether or not you are trying to lose weight. And, if like so many of us you are, even if you grossly overeat one day, you can get out to the gym the next day, work off those calories and help yourself get back in the right frame of mind practically immediately.

That's not all! Exercise tends to help you make improvement in other lifestyle behaviors, too. For example, it has been found that many smokers who exercise are able to quit or drastically cut down numbers of cigarettes smoked. By substituting negative addiction with positive addiction, they not only decrease the dangers of smoking but they increase their life expectancies.

Physical exercise, by reducing blood levels of catecholamines, reduces stress. It also has been shown to decrease needs for insulin in diabetics because it increases the effectiveness for cellular insulin receptors. It decreases the platelet adhesive index...what, what? Well, in other terminology that means your blood platelets don't stick to your veins when you don't want it to. You'll have less of a chance of having a stroke or heart attack. Making that not too meaningful to you right now, but it sure will be later on when strokes and heart disease are your number one risk factor for dying. Exercise is also receiving much current study as a protector against osteoporosis...

you remember the lady in the TV commercial who starts out young and progresses to a hunched over old woman by the time she gets across the screen...it's not only because of the calcium that they want you to buy (nothing wrong with that, by the way) but also because she didn't exercise her bones became porous. Exercise is also being studied in relation to its potential for cancer protection.

With all this evidence, you really can't argue too hard against it...so why sit around and wait at times to get out and do it? My answer to this is based on a long-term empirical study with a sample of one...myself, of course. Here is my hypothesis: The more regularly you exercise; the easier it is to go out and do it; the less regularly you exercise; the easier it is to stay home. An internal battle ensues that frequently ends in staying home as a couch potato to watch Oprah Winfrey. I've been doing Jazzercise for several years and have rotated through both sides of the hypothesis many times. It's a one hour session with about twenty five minutes devoted to aerobics (a heart, lung, and circulatory system workout). If I'm doing it regularly, I have no trouble getting myself there. I enjoy the full hour and don't watch the clock, and I feel great when I'm finished...proud of myself and energetically up. There are so many exercise programs available now...for Jazzercise near the university at (40th and Sierra Way) call 800-962-9200.

Also, there is a faculty exercise program each Monday-Wednesday-Friday from noon to 1 p.m. Call the Student Health Center for details. If you can't get in on a planned program, one beauty of exercise is that you can do it alone, too. Make your own plan! Above all, remember to put your program to your own needs and abilities, avoid injury by wearing proper clothing and shoes, and check it out with a doctor if you have any questions about your physical limitations. Make a psychological commitment right up front so that you'll be sure to stick with it long enough to see and feel the results. Get started right away and begin earning those extra three hour segments...they could mean something to you sooner than you think!

Grants Available For Marin Students

State University students who are residents of Marin County may be eligible for grants of $500 to $1300 for the 1987-88 school year from the Marin Educational Grant program. Grants are available at the financial aid office. Applicants must complete the Grant application.

TDD Units Awarded

by Eric Grunewald

Five Telephone Devices for the Deaf (TDD's) have been granted to California State University, San Bernardino, according to Rebecca Warren, Academic Support Services Coordinator. The five TDD's have been awarded to CSUSB by the Public Utilities Commission of the state of California. The portable TDD units accept and display typewritten messages instead of verbal responses.

According to Warren, "We now have the five units, and are currently training people to use them before they are placed on campus."

The locations on campus for the TDD units are the AMLD Building.

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Records Office, Advising Center/Evening Services, Housing Office/Serrano Village, and at the Services for Students with Disabilities Resource Room.

"The Services for Students with Disabilities Resource Room located in PL 101, welcomes the chance to demonstrate the TDD units," Warren said.

Contact Dr. Pritchard at EX 7521 for more details.

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TAKE A TURN WITH WOOD

A blank is scored to find the center.

Photos by Mary Anne Gatheridge

Leo Doyle, Wood and Furniture Design instructor at CSUSB turns the blank on a lathe, shaping it.
Leo checks the thickness of the walls.

The black walnut cup (front) is surrounded by sycamore cups all turned on a lathe.

Wood shavings pour out as the cup is hollowed out.
Dr. Beverly Hendricks: Attracted by Cal State, San Bernardino’s growth

by C.J. Hasenjager

Hendricks: Likes CSUSB Challenge

Dr. Beverly Hendricks was attracted to Cal State San Bernardino by the opportunity to be a part of the growth and change the university is experiencing.

"I thought with the campus in a growing spurt as it is, that there would be a lot of opportunities to start things happen in the right way, to mold things into some kind of new form," she explained. "I sought the challenge to manage crisis growth, which is what we’re in."

Dr. Hendricks took over last September as the dean of the School of Humanities. She entered the Cal State system in 1971 as a professor at Los Angeles and has worked on three other campuses. Most recently she was Cal State Northridge as an Associate Vice President for graduate studies, international programs, and research.

As the dean of humanities, she is involved in budget and faculty management as well as promotion of the arts. The cultural activities on campus depend on the community as audiences and for financial support.

"Whether there are six or 60 students in a class, the kids learn the same time to run," she explained. "You can’t budget the arts the way you do other areas." State budgeting is given by a full-time equivalent student formula; so outside monies are essential to supplement state funds.

Dr. Hendricks describes her job of dean as a mid-level manager. She says there is a danger of being squashed between the administration and the faculty. Anticipating the needs of the faculty and being prepared for the objectives that the administration hands down is her defense.

A colleague of Dr. Hendricks for many years at Cal State, L.A., Dr. Keith Henning, says she is well suited for the job. He emphasized her "people" skills and ability to listen to people and make them feel that she cares about them as individuals.

"Beverly has a broad background in linguistics, theatre, speech arts and is interested in a lot of different things, so she is not narrow," Henning commented. She has the cheering skills and interests that a dean needs to deal with personnel and morale issues.

Dr. Hendricks grew up in Wisconsin "before television isolated people from their neighbors." An experienced horsewoman, she started riding as a member of a mounted Girl Scout troop. She says her childhood left a lasting impression on her background with teaching her the value of people.

After graduating from the University of Wisconsin, Madison, with a bachelor’s degree in English and secondary education, she obtained her master’s and doctorate from Northwestern University. Her master’s is in oral interpretation and her doctorate in speech communication education.

After two and a half months as dean, she has a definite idea of how she would like to see the School of Humanities run. As a "communication type" (as she describes herself), she wants everyone in the school to know what is going on.

Her immediate goals for the school are better organization with less duplication of energy. In the

A Feature Page Sponsored by the Communication Department

Costs are High in Private Schools

by Matt Pollack

Are you a high school student and plan to go to college? Have you decided on which school you want to attend? If you are an undergraduate student at a college and plan to go to graduate school, have you decided where to go?

Maybe you have considered attending a private institution because the class size at a private school is smaller. Or maybe you want to go to a certain private college because of its outstanding reputation in an academic program.

If either one of these possibilities are the case, do you know what it will cost you to attend a private institution? If you have an idea of what the expense will be, do you know how you are going to pay for it?

Besides being academically qualified to go to a private college, you should carefully consider the financial qualifications. The cost of attending a private institution weighs as heavy as having the grades to get in.

"The cost of attending a private institution weighs as heavily as having the grades to get in."

The loan only helped to pay for our living expenses. However, my tuition while commuting from Covina to Los Angeles for two years.

Although my mother worked full-time at the California State Contractor’s Board, her salary was not enough to cover living expenses and my father’s education. This forced my father to take a loan from the California Veteran Association for $1,500 during each of the two years.

The loan only helped to pay for our living expenses. However, my California that were offering an MSW (Master’s Degree in social work). San Diego State and USC.

He said that going to San Diego State would have necessitated a great amount of travel or a move from Covina. This meant that my mother would have had to look for another job. So, San Diego State was eliminated.

My father stated that he was a little wary of going to the private school at first because of all of the academic publicity it had received.

Because it costs $13,500 per year to go to USD, Williams said he almost decided on going to a public college. However, he received a scholarship in high school and it pays for $700 of his expenses per year. His parents pay the remainder.

The accounting major said that USD has 8,000 undergraduate students and the average class size is between 25 and 35 people.

"It’s definitely a benefit; you get individual help (academically)," he said. "This makes you feel like a part of the university; you’re not just another face in the crowd."

When Rich Heinich goes to school at USC, tuition and living expenses combined would have cost his parents close to $14,000 a year.

Heinich’s father moved from Apple Valley to Los Angeles in the fall of 1985 so he could live at home while going to college.

Kevin Kennedy, whose father operates a State Farm Insurance outlet in Apple Valley, attends Pepperdine University in Malibu, California.

Kennedy stated that he wanted to go to Pepperdine because of the campus’ location, its small size and its reputation. It is a private school, and comments may be addressed to Kaleidoscope, care of the Department of Communication, California State University, San Bernardino, 5500 University Parkway, San Bernardino, California 92407.

Diane Hamer, editor
Elaine Patrick, photography
Sue Barcus, photography
John Kaufman, advisor

Kaleidoscope is published weekly by the Department of Communication to augment classroom instruction. Inquiries should be directed to Kaleidoscope, care of the Department of Communication, California State University, San Bernardino, 5500 University Parkway, San Bernardino, California 92407.

Layout/Design by Communication 351 students
Elron G. Lowrence.
Financing Colleges: Cont. from Page Eight

during the summer of 1987. He said that he is attending Pepperdine because of its small class size.

"The majority of my classes have from 15 to 25 people in them," Kennedy said. "I even had a math class last year with only eight people in it."

Tom Gorski, who is also attending Pepperdine, stated that his parents are paying for his expenses. He said that since he is living in an apartment on campus, the bill comes close to $7,800 a trimester.

According to the Pepperdine catalog, there are a number of different types of financial aid that students can apply for. Students can take loans and apply for grants. They can also make extra money by working part-time while going to school.

The first type of loan is a National Direct Student Loan. This federal loan would pay for the first two years of entire college and $6,000 for a student's living expenses. He said that since he is attending Pepperdine, stated that the bill comes close to $7,800 a trimester.

Second, there is the Supplemental Educational Opportunity Grant for undergraduate students. This covers $2,500 to $1,000 of the yearly expenses. There are also the California State Grants, known as Cal Grants. Two types of Cal Grants are available.

According to the guide on financial assistance at California colleges, Cal Grant A selects recipients on the basis of financial need and grade point average. To be eligible, students may have completed more than a certain amount of units, quarters, semesters, or trimesters at the college they attend. At Pepperdine, a student must not have completed more than six trimesters to be eligible for Cal Grant A. The grant awards range from $600 to $4,000 at Pepperdine.

Cal Grant B selects beneficiaries on the basis of financial need. This grant is awarded to students from low income families who would not be able to attend college without financial aid. At Pepperdine, the Cal Grant B awards ranges up to $3,000 with living allowances of an additional $2,100.

Quite like grants, students may apply for scholarships. High school students with high grade point averages (3.6 to 4.0) and high SAT scores (1100 to 1500) or ACT scores (26 to 30) are eligible for scholarships.

If students are unable to obtain a grant or scholarship and do not want to take a loan, there are work-study programs available at colleges.

Some work-study programs allow students to work part-time on campus while others take students working part-time off campus. The off-campus jobs are secured with the college's student employment office and the type of work is usually related to a student's field of interest.

Now that you are aware of the possibilities, do you still feel that you have planned your education thoroughly? If not, then you can begin thinking about which route you are going to take in receiving an education at a private college.
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