



FY2018 Local Content Report

**The mission of KLRN is
to open a world of lifelong
learning through trustworthy
and enriching programs
on-air, online and
in our community.**



klrn

Local Programming



Every week, *ARTS* showcases the latest of the dynamic arts and culture scene right here in San Antonio and across the country. Hosted by San Antonio businesswoman April Ancira and featuring local reporter Donna Parker, *ARTS* takes viewers into the alluring world of ballet, dance, theater, opera, galleries, and unique creations.

ARTS is a collaboration of over 30 PBS stations, giving viewers the opportunity to experience art from around the country and KLRN the ability to share local segments on a national platform.

KLRN produced 32 *ARTS* episodes featuring:

- San Antonio Museum of Art
- Department of Art, Trinity University
- The Magik Children's Theatre
- The Institute of Texan Culture/ UTSA/ Tibetan Monks
- Joey McCormick, Comedian
- George Anthony, Comedian
- Raul Castro, Comedian
- Local Artist Gilbert Duran, Artist and Sculptor
- McNay Art Museum
- Scott Wade, "The da Vinci of Dirt"
- Blue Star Contemporary
- Artists: Joey Faurso & Anne Wallace
- Centro de Artes
- Teresa Eckmann, Artist UTSA Professor
- Timothy Greenfield-Sanders, Photographer
- San Antonio Botanical Garden
- Diana Kersey, Artist
- The Renaissance Guild - San Antonio
- Christopher Reese, Theatre Teacher
- Artpace San Antonio
- Carver Community Cultural Center
- Guadalupe Cultural Arts Center
- Mexican Cultural Institute
- Southwest School of Art
- Abby's Attic Sewing and Crafting Studio
- Albert Gonzales, Artist "Homeless Artist"
- Brackenridge Park Conservancy
- Bexar County Courthouse
- San Antonio's Classic Theatre
- Árbol de la Vida: Voices de la Tierra
- Keith Allen, Paper Engineer



Top: Featured artist, Diane Kersey

Middle: Southwest School of Art Exhibit

Bottom: Featured artist, Albert Gonzales

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Local Programming

(scitech)^{now}

SciTech Now offers KLRN the opportunity to showcase innovation, science and technology in San Antonio. Host and journalist Chris Duel reports each week on new initiatives and products that are putting our city on the map as a technology and medical research hub. KLRN produced 43 episodes featuring:

- Southwest Research Institute
- Emotiv
- University of Texas at San Antonio
- Texas Department of Transportation
- UT Health San Antonio
- Witte Museum
- University of Texas at San Antonio
- NovoThelium
- Texas Biomedical Research Institute
- Brooklyn College
- Southwest Research Institute
- Texas A&M University San Antonio
- University of the Incarnate Word
- Mission Conception
- UNESCO World Heritage Missions of San Antonio
- City of San Antonio
- Sinkin Eco Centro at San Antonio College
- Texas Electric Transportation Resources Alliance/ City of San Antonio
- Bartlett Cocke General Contractors
- University of Texas at San Antonio
- Mays Cancer Center
- Alamo Reality
- Arriv.io/ Weston Centre
- Reckon Point
- Texas Biomedical Research Institute
- University of the Incarnate Word School of Science and Technology
- JB SA-Randolph
- Emotiv
- Baptist Health System
- UT Health San Antonio Dental School



Top: Climate change research

Middle: Breakthrough in Alzheimer's research

Bottom: Empowering students through science and models for environmental sustainability

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Local Programming



KL RN launched a new public affairs program, ON THE RECORD, in April 2018. Hosted by veteran San Antonio journalist, Jim Forsyth, this weekly program discusses local issues with local decision-makers. Each program concludes with "The Conversation" a segment that features local reporters in a round-table format to casually discuss the weekly news events. This program has broadcast and digital content.

PROGRAM TOPICS

- Economic impact made by the Final Four Games in SA
- Fire union petitions, insider politics at City Hall, the City transportation initiative and gun laws
- Affordable Housing
- Women in leadership, Connect S.A.,
- San Antonio's Tricentennial
- Newly opened San Pedro Creek Park
- Petitions to change the city charter code and City Hall Renovation plans
- Safety in schools and public places
- City budget, short-term rentals, youth curfew, and gun violence.
- The decreasing crime in San Antonio/ immigration
- The future of print journalism/ Sentencing Carlos Uresti
- Population growth and Bird scooters
- Tourism in San Antonio
- Fall season City Council Agenda
- EPA designation for Bexar County
- Start-ups in downtown and City budget
- Transportation in Bexar County and mandatory sick leave pay for small businesses
- Challenges faced by the City Mayor
- Bexar County Judge Nelson Wolff
- Firefighters Union push to get charter amendments approved by voters
- San Antonio Chamber of commerce role in business
- Challenges of adult illiteracy, affordable housing and gentrification.
- Impact of Firefighters Association's charter amendment petition on the city
- The Alamo Master Plan
- The controversial charter amendment propositions
- Candidates debate for Senate District 21.
- Greg Brockhouse talks about city council
- Henry Cisneros talks about the controversial charter amendments
- Discussion about the local election and the - Senate races between Cruz and O'Rourke
- Bexar County District Attorney Joe Gonzales
- City Manager Sheryl Sculley announced her resignation



Top: Program Host, Jim Forsyth

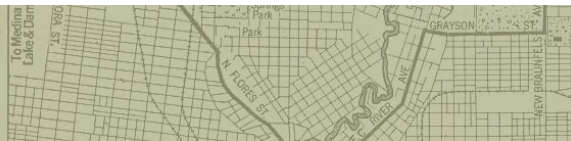
Middle: County Judge Nelson Wolff discuss topics of the week.

Bottom: Shari St. Clair, Executive Producer, and Forsyth decide weekly topics days before recording, so the information presented is current.

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Local Programming

NEWS



Shari St. Clair
Anchor of KLRN News Updates

KLRN highlights **local issues** on *KLRN NEWS Updates* hosted by award-winning journalist, Shari St. Clair. The one-minute news updates provide KLRN viewers with information on the issues that are important to our community. The Friday edition features an additional one-minute update on local business news, hosted by Tony Quesada, Editor-In-Chief of the San Antonio Business Journal. The reports air in prime time Monday through Friday and are broadcast on KLRN's two channels: KLRN HD/PBS and KLRN World.

Newscasts are also produced by students at the KLRN Studio on the campus of Texas A&M International University in Laredo, TX and posted online at www.klrn.org/news.

KLRN Channels

KLRN broadcasts **24 hours a day on 4 channels** in South Central Texas.



KLRN Production Services

The KLRN Production team provides uplink services, satellite media tours, and live interviews for both local and national media outlets such as **ESPN, CNN, and MSNBC.**





Early Childhood

Ready, Set, Grow! Since 2009, KLRN has presented Play & Learn, a free city-wide, mobile school readiness program. Families receive free books and take-home activities each week. This year, KLRN presented over **100 early childhood activities**; over **2,000 adults and children** in their care attended the Play & Learn program.

Bright By Text KLRN is **one of seven PBS pilot stations** to launch Bright By Text, a program that sends texts with child development tips and resources to **1,800+ subscribers**. The project was supported by the Corporation for Public Broadcasting and the United Way of San Antonio & Bexar County.

KLRN's Learning Neighborhood San Antonio was selected as the pilot community for a national project through a partnership with PBS and Committee for Children. Phase 1 of KLRN's Learning Neighborhood began in Fall 2018 and will continue through 2019.

KLRN's PBS KIDS Early Learning Champion This program recognizes educators who work with young children and offers a variety of community building, leadership, and professional learning opportunities provided by PBS and member stations. We are excited to work with our first recipient, **Susanne Tata from Alamo Heights Presbyterian Church Day School!**



Top: Over 2000 adults and children attended Play & Learn sessions.

Middle: Families receive free books and take-home activities each week.

Bottom: 1300+ people have subscribed to the Bright By Text program.

“ (I learned at Play & Learn) that my kids are capable of learning much more than we expect and just need hands-on experiences to help. ”
-Amber F.



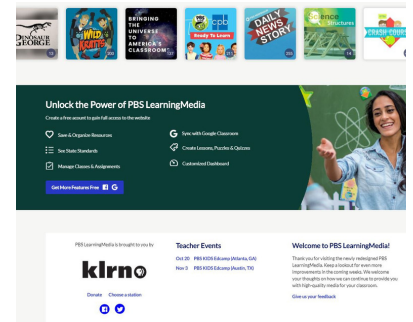


School Services

PBS LearningMedia: KLRN provides free access to **PBS LearningMedia**, a digital library that houses thousands of educational resources that include videos designed specifically for the classroom, interactives and lesson plans. All lesson plans are aligned to the Texas Essential Knowledge & Skills. Teachers can save the resources and find professional development resources. Currently, there are **24,000+ registered users in our community**. Since launching, KLRN has contributed content to the platform, with **54 educational assets** to the service.

The Healthy Kids Project: This year, KLRN grew our partnership with Edgewood ISD, Northside ISD, and Northeast ISD. Together, **we reached over 8,000 students and 500+ classrooms**. KLRN also partnered with the United Way of San Antonio; ten parenting programs adopted the curriculum and **over 1,600 families were impacted**. This year, KLRN trained 625 teachers, parents, and family members through workshops at KLRN and in partnership with elementary schools. The project was supported by the San Antonio Medical Foundation and the San Antonio Area Foundation.

Dinosaur George: "Dinosaur George: Museum in the Classroom" gives students the unique opportunity to see exhibits of prehistoric life. KLRN and Dinosaur George partner to bring classroom ready resources for campuses to utilize before, during and after their school visit. In 2018, Dinosaur George hosted **more than 60 events and over 45,000 students and 16,000 adults** explored exhibits of prehistoric life!



Top: There are over 24,000 registered PBS LearningMedia users in our community.

Middle: Adults and children learn about healthy habits.

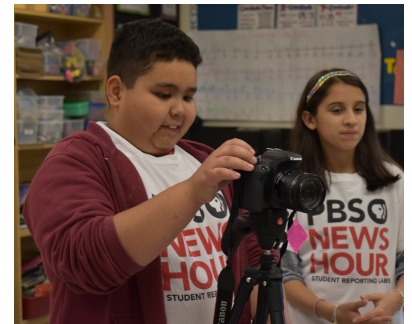
Bottom: Throughout the year, over 45,000 students and 16,000 adults toured the traveling museum.



School Services

Cyberchase: Mobile Adventures in STEM! With support from WNET, KLRN presented two professional development trainings for 1st-3rd grade teachers to introduce them to Cyberchase resources. In Spring 2018, **more than 150 elementary teachers** opted into the Mobile Adventures in STEM program. They received a series of text messages that connected them with free resources on PBS LearningMedia.

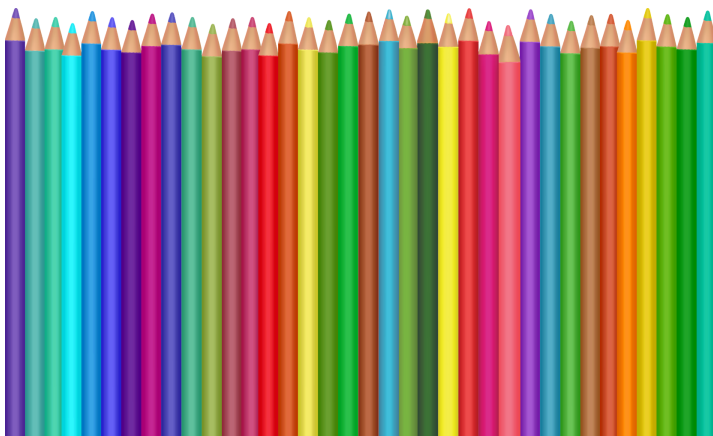
PBS NewsHour Student Reporting Labs KLRN and Somerset ISD teamed up to pilot an after school program at Savannah Heights Intermediate School. The program is the KLRN PBS NewsHour Student Reporting Lab and the students were 5th and 6th graders. Students learned about responsible reporting, media, journalism, and about the importance of team work and attendance. The initiative was tied to a high school completion grant supported by the San Antonio Area Foundation.



Top: SciGirls Meet-Up, season kick-off, in the KLRN Studio

Middle: Students learn about responsible reporting

Bottom: Students complete an assignment in the PBS NewsHour Student Reporting Lab.





Partnering Organizations

Ageless Living Home Health
Amerigroup
American Legion Post 399
Any Baby Can
Bexar County Dispute Resolution Center
BiblioTech Digital Library
BoysTown of Texas
Brighton Center
Center for Health Care Services
Center for New Communities
CentroMed
ChildFind
Cibolo Nature Center
City of San Antonio- Head Start
City of San Antonio: Parks & Recreation
City Year
Community First Health Plan
Cute Smiles 4 Kids
DePelchin Children's Center
Discovery World Learning Center
Edgewood District Veterans
Edwards Aquifer Authority
Family Assistance Crisis Team- San Antonio Police Department
Family Violence Prevention Services
First Presbyterian Church Children's Center
Gardopia Gardens
Girl Scouts of Southwest Texas
Guadalupe Cultural Arts Center
Guardian House



“ I think my daughter has improved in so many ways since attending KLRN activities each week which I am so thankful for. ”
-Peter K.



Partnering Organizations

Guardians of the Children: San Antonio Chapter
Healthy Neighborhoods- Metropolitan Health District
Hemisfair Conservancy
KIPP: San Antonio Aspire Academy
Life Church Child Development Center
Martinez Street Women's Center
MAXIMUS, Inc.- Texas Health Steps and Texas STAR
Methodist HealthCare Ministries
Mission Marquee Plaza
Military Child Education Coalition
NXG Dance Crew
OCTA-TETRA Museum
Parent Child Incorporated of SA & Bexar County
PreK-4 SA
Region 20
Respite Care of San Antonio
SAGE
San Antonio Association for the
Education of Young Children
San Antonio College: Early Childhood Center
San Antonio Council on Alcohol & Drug Abuse
San Antonio Food Bank
San Antonio Metro Health: Healthy Start
San Antonio Parks and Recreation
San Antonio Public Library
San Antonio Zoo
Scholastic Literacy Caravan
Scobee Education Center
Somerset Independent School District





Partnering Organizations

Sutton Oaks Academy
Texas Department of Family & Protective Services
Texas Foster Care & Adoption
Tiny Treasures Learning Center
Teaching & Mentoring Communities Migrant
Seasonal Head Start
Texas Health Steps & STAR Program
The ARTS Fund
The Children's Shelter
The DoSeum
The Hemisfair Conservancy
The Smile Center
Urban Strategies
UTSA Center for Military Families
VFW Post 76
VFW Post 6012
Wheatley Community School
YMCA of Greater San Antonio
Youth Code Jam
YWCA



The Healthy Kids Project Partners

Autism Training Network	Edgewood Independent School District
Avance-San Antonio- Parent and Child	Family Service Association- Great Start Plus
Avance-San Antonio- Services to Fathers	Mayor's Fitness Council
Catholic Charities- Great Start Plus	Monticello Kinder Academy
Catholic Charities- HIPPY (Home Instruction for Parents of Preschool Youngsters)	Somerset Independent School District
Catholic Charities- Nurse-Family Partnership	SRG Force Sports
Catholic Charities- Parent Talk	The Children's Shelter- Compadre y Compadre
Catholic Charities- Parents as Teachers	The Children's Shelter- iParentSA
	Witte Museum



Professional Development

PBS KIDS Edcamp KLRN hosted **265 teachers at 2 PBS KIDS Edcamp workshops in partnership with Pre-K4SA**. Participants proposed topics they wanted to explore as they built an agenda and self-selected the break-out sessions they wanted to attend. Teachers learned new trends in integrating STEAM activities in their classrooms and learned about the importance of valuing children's curiosity, creating meaningful contexts, and building their professional skills. **They earned over 1,000 training hours.**

Little Bites, Big Steps KLRN integrated The Healthy Kids Project with the Little Bites, Big Steps workshop series. Merging the curriculum, KLRN worked to support childcare providers as we explored how they can integrate healthy living messages for young children, birth to age five—in an effort to prevent childhood obesity. KLRN **hosted four sessions for child care providers and elementary teachers from across the community**. Together, they earned more than 600 training hours.

Learn with Media KLRN's "Learn with Media" e-newsletter is **sent to over 25,000 educators** each month during the school year. Editions included information about Bullying Prevention, Summer Reading, Black History Month, and KLRN's educational initiatives.



Top: KLRN hosts professional development trainings in the Robert L.B. Tobin Studio at KLRN.

Middle: Teachers earn free training hours each year with KLRN.

Bottom: Attendees participate in hands-on activities at each training.

“ As a result of this training, I will talk more about healthy activities in class and at home, implement more fresh instead of frozen, laying off canned sodas and processed foods. ”
-Lynn L.



Community Engagement

South Texas SciGirls KLRN brings the SciGirls project to girls ages 8-13 in South Central Texas. The goal of SciGirls is to support young ladies as they explore their interests in science, technology, engineering and math (STEM). This year, SciGirls visited Cibolo Nature Center, the weather studio at KSAT, the Witte Museum and CPS Energy.

KLRN KIDS Events This year, we proudly hosted **fifteen community events** for KLRN Kids and their families as we partnered **with over 65 agencies**. We welcomed thousands of people and at each event, a PBS KIDS character made special appearances. Curious George, Peg + Cat and Sid the Science Kid joined us at places like: The DoSeum, Kennedy Park, Normoyle Park and San Pedro Springs Park.

KLRN PBS KIDS Channel On April 1st, KLRN celebrated the 1 year anniversary of the KLRN PBS KIDS channel.

RARE: Creatures of the Photo Ark KLRN **hosted 3 screenings** to promote RARE. We partnered with Mitchell Lake Audubon Center and Cibolo Nature Center to host the screenings. It was a special project as we produced a local 15-minute segment in partnership with San Antonio Zoo. KLRN also **hosted it's first ever Instagram Contest**; viewers submitted original photos of animals and tagged KLRN; over 380 photos were submitted.



Top: Families enjoyed a screening at the Scobee Planetarium on the campus of San Antonio College.

Middle: Thousands of people attended our community events.

Bottom: Super Why greets families at a KLRN Family Fun Day event.

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USO/Pathfinder Luncheon KLRN co-hosted a luncheon for over 100 military, transitioning military and community members— through a partnership with the USO and the Pathfinder Program. We previewed a special screening of upcoming PBS programs and shared a presentation about our Veterans Voices initiative. At the event, the audience was able to network and create healthy connections to explore opportunities as they transition from the military.

The Vietnam War: Professional Development Trainings

KLRN proudly hosted 2 professional development training for high school teachers, middle school teachers and college professors. The audience earned 90 training hours as they examined resources made available from the Ken Burns & Lynn Novick documentary: The Vietnam War. All resources can be found on PBS LearningMedia.



Top: KLRN houses a video collection of videos for veterans that includes topics such as Families, Spouses and Survivors.

Middle: KLRN produced a web-only series of 7 videos that support service members and their families.

Bottom: KLRN co-hosted a luncheon through a partnership with the USO and the Pathfinder Program.

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Special Projects

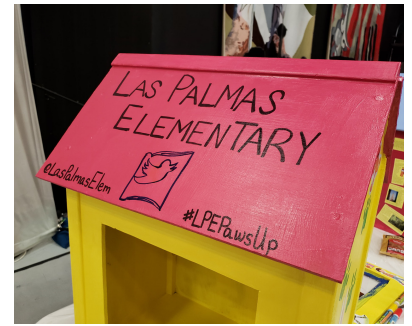
The Great American Read

What is America's favorite book? KLRN took part in finding out which novel Americans would choose as their favorite with PBS's multiplatform project – The Great American Read. The **television and online series sparked a national conversation about reading** and the books that have inspired, moved, and shaped us.

From May - October, KLRN attended 28 events around San Antonio and Boerne, **reaching an estimated 70,000 people** of all ages. In our commitment to education, KLRN gave away over 2,200 books to children to help grow family libraries and boost summer reading.

During the campaign, KLRN held a book drive and **collected over 200 books for three local literacy organizations**: Each One Teach One, San Antonio Youth Literacy, and Boys & Girls Club to increase awareness of agencies that strive to make San Antonio illiterate-free. We also partnered with Girl Scout Troop 300 to decorate and adopt 15 Little Free Libraries which were installed in different parts of the city.

Local partners included: San Antonio Public Library, San Antonio Public Library Foundation, H-E-B, Whataburger, Dead Tree Books, Patrick Heath Library, San Antonio Youth Literacy, Boys & Girls Club of San Antonio, Each One Teach One San Antonio, Girl Scout Troop 300



Top: Free Little Libraries were built as a part of our project

Middle: Community events were held throughout the duration of the project.

Bottom: Children enjoyed activities and educational giveaways at all of our events

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Special Projects

Shakespeare Uncovered

KLRN received a grant to promote and celebrate the work of William Shakespeare through the program "Shakespeare Uncovered."

KLRN partnered with The Magik Theatre, The Classic Theatre, Teatro Audaz, and UTSA's Friends of Shakespeare. KLRN hosted **"A Night Of Shakespeare"** on September 25, 2018 at The Public Theater of San Antonio. We invited our main performing arts organization partners to perform excerpts from Shakespeare plays. Informational tables were set up for people to learn more about the Shakespeare scene in San Antonio. After four live performances, and a panel discussion, we held a preview screening of the "Much Ado About Nothing" episode of the series.

Over 200 people joined us for the event, including several high school theater arts groups. Our community was thrilled with the opportunity to see and discuss the work of Shakespeare. A group of people formed to hold future events and discussions similar to ours.

In addition to this event, KLRN produced three videos highlighting the work of the local theaters and these were shared through our broadcast channels as well as our social media channels. All videos are posted here:

http://bit.ly/Shakespeare_KLRN



Top: Featured theatre: Teatro Audaz

Middle: Featured theatre: The Classic Theatre

Bottom: Featured theatre: UTSA Friends of Shakespeare

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Special Projects

Lorraine Hansberry Sighted Eyes/ Feeling Heart

KLRN was selected as one of four PBS stations to receive the *Lorraine Hansberry: Sighted Eyes/Feeling Heart* local production and outreach initiative grant. KLRN created a multi-media and multi-platform project that engaged drama students as well as the general public.

We presented a film preview of the documentary **co-hosted with the DreamWeek activists** at the Alamo Drafthouse Park North, January 15. The discussion was moderated by Danielle King, from The Renaissance Guild, and panelists included: Gregg Barrios, playwright, Yvette Benavides, Professor of English, and Antoinette Winstead, Professor of Drama and Mass Communications. An additional preview screening was held at the Carver Library in San Antonio, on February 15.

KLRN partnered with **The Renaissance Guild** to facilitate playwriting workshops with a group of theatre arts students. We selected to work with Christopher Reese's students at Sam Houston High School. In mid-January 2018, the Renaissance Guild's Antoinette Lakey facilitated **a three-day writing workshop for students**. The focus of the workshop was to gain inspiration from the work and life of Lorraine Hansberry to create a piece that students could perform in-person. Learn more about this project: <https://youtu.be/Cbzz21jrgH0>



Top: A wonderful panel of guest speakers following a preview screening at the Alamo Drafthouse during DreamWeek.

Middle: Guests filled the Carver Library for a film preview.

Bottom: The KLRN Production crew followed the students at Sam Houston High School during their playwriting project.

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Screenings & Events

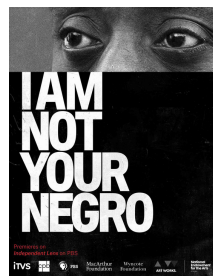
Indie Lens Pop-Up

KLRN screened four *Independent Lens* films from November 2017 - April 2018 at multiple locations around San Antonio. All screenings were free and open to the public.



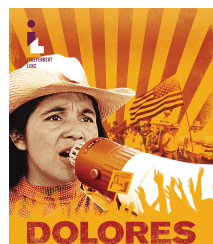
Chasing Trane

- November 2
- Friendly Spot Ice House
- Film preview screening



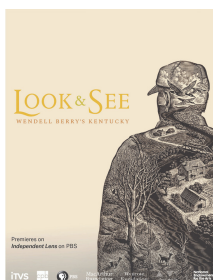
I Am Not Your Negro

- January 14
- Alamo Drafthouse Park North
- Film preview screening and discussion



Dolores

- March 24
- Esperanza Peace and Justice Center
- Film preview screening and discussion



Look & See

- April 18
- Eco-Centro
- Film preview screening



Top: It was a friendly evening at the Friendly Spot during a screening of *Chasing Trane*.

Middle: The house was packed as we previewed and discussed *I Am Not Your Negro*.

Bottom: The Esperanza Peace and Justice Center was filled with attendees for the *Dolores* screening event.

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Screenings & Events

Preview Screening event for *In The Footsteps of Marco Polo*

January 17, 2018

Alamo Drafthouse Park North

Part of Summer of Service and Dreamweek

Preview Screening event for *VICTORIA*

January 2018

KLRN partnered with the McNay Art Museum to present a preview screening of *Victoria* season two for our major donors in January 2018. Guests had the opportunity to meet station management, and get a sneak peek of the season two premiere.

Jim Lehrer Visit

October 2017

San Antonio's own Jim Lehrer was honored with San Antonio Independent School District's Inspire Award for his work with the Jefferson High School newspaper and on the PBS NewsHour. During his trip, he visited with KLRN's Jim Lehrer Society and spoke about the future of journalism. He also visited his high school alma mater, Jefferson High School, and met with future journalists.

Boots, Beer & BBQ

May 2018

Patrons paired the best brews in the state with Pitmaster Buzzie Hughes' award-winning brisket during the 4th Annual Boots, Beer, & BBQ fundraiser event. Friends and supporters gathered at the Alegria Ranch in Fredericksburg, TX courtesy of a generous supporter.

52nd Annual Blazing Gavels Auction

June 6-16

KLRN celebrated the 52nd Annual Great TV Auction, Blazing Gavels in June! For eight evenings, the Robert L.B. Tobin Studio was full of hundreds of volunteers answering the phones from enthusiastic viewers bidding on thousands of donated items benefiting KLRN.



Top: KLRN Friends and members gathered for a sneak preview of *Victoria*.

Middle: Dancing was a highlight of the beautiful day at the Boots, Beer and BBQ event.

Bottom: Jim Lehrer, pictured with Helenan and Ed Polansky, was the special guest for Major Donor event in October.

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Beyond TV



10,600+ followers



9,170+ followers



2,900+ followers



575+ subscribers

475,000+ views



248,396 website visits
from **135,708 visitors**



KLRN Video Player

58,247 videos viewed (non-Passport)

121,023 videos viewed (Passport)

Includes web and OTT viewing.

A glitch in 2017 caused underreporting through October, and another glitch caused underreporting from October through April.



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VOLUNTEERS

KLRN logged over

4,389

**volunteer hours at
fundraising events,
educational events,
and at KLRN.**



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