

community advocacy writing

The power of community advocacy writing lies in its ability to transform ideas into action, amplify marginalized voices, and drive meaningful social change. This comprehensive guide delves into the art and science of community advocacy writing, equipping you with the knowledge and tools to craft compelling narratives that resonate with your audience and inspire collective action. From understanding your purpose and audience to mastering persuasive techniques and leveraging various platforms, we will explore every facet of effective community advocacy writing. Whether you're a seasoned activist or just beginning your journey, mastering these skills is crucial for building stronger, more equitable communities. Learn how to articulate your vision, mobilize support, and ultimately, make a tangible difference through the written word.

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The Core of Community Advocacy Writing

Community advocacy writing is the deliberate and strategic use of written communication to support or champion a cause, issue, or group within a community. It's about more than just expressing an opinion; it's about persuasion, mobilization, and the creation of tangible change. The core of this practice lies in its ability to translate complex issues into accessible language, build empathy, and empower individuals and groups to take action. Effective advocacy writing fosters a sense of shared purpose and collective responsibility, bridging divides and creating common ground for progress. It's a vital tool for amplifying voices that might otherwise go unheard and for holding institutions accountable.

Defining Community Advocacy Writing

At its heart, community advocacy writing defines the process of crafting messages designed to

influence public opinion, policy, or behavior in favor of a specific community need or goal. This can encompass a wide spectrum of written forms, from personal stories and research-based reports to letters to elected officials and social media campaigns. The ultimate aim is to advocate for the well-being, rights, or development of a particular community. It's a proactive approach to problem-solving, using the written word as a primary vehicle for engagement and transformation. Understanding this definition is the first step in harnessing its power.

The Purpose and Impact of Advocacy

The purpose of community advocacy writing is multi-faceted. It aims to educate, persuade, mobilize, and inspire. By clearly articulating the challenges faced by a community and proposing solutions, advocacy writing can raise awareness and garner support. It can pressure decision-makers to enact policy changes, allocate resources, or address systemic injustices. Furthermore, it empowers community members by providing them with the language and tools to voice their concerns and participate in civic life. The impact can be profound, leading to improved public services, greater social equity, and stronger, more resilient communities. Effective advocacy writing creates a ripple effect, influencing not only immediate outcomes but also shaping long-term community development.

Understanding Your Purpose and Audience in Advocacy

Before a single word is written, a deep understanding of both your purpose and your intended audience is paramount for successful community advocacy writing. Without this foundational knowledge, your message risks being misdirected, misinterpreted, or entirely ignored. Clarity in intent and a keen awareness of who you are trying to reach are the cornerstones of persuasive communication. This involves not just identifying demographics but also understanding their values, concerns, and existing knowledge of the issue at hand. Tailoring your message to resonate with your specific audience dramatically increases your chances of achieving your advocacy goals.

Identifying Your Advocacy Goals

Your advocacy goals should be specific, measurable, achievable, relevant, and time-bound (SMART). Are you trying to raise awareness about a local environmental issue? Do you want to advocate for increased funding for a community program? Perhaps your goal is to influence a particular piece of legislation or to encourage more community members to volunteer. Clearly defining these objectives will guide every aspect of your writing, from the tone and content to the call to action. Without a clear goal, your advocacy writing will lack direction and focus, making it difficult to measure success or make a meaningful impact. Knowing what you want to achieve is the essential first step.

Profiling Your Target Audience

Understanding your target audience involves delving into their demographics, psychographics, and their relationship to the issue you are advocating for. Consider their age, socioeconomic status,

education level, cultural background, and their existing beliefs or opinions. Are they already supportive of your cause, or are they neutral or even opposed? What are their primary concerns and motivations? For instance, a letter to a local business owner might focus on economic benefits of a community initiative, while a social media post for younger residents might emphasize social justice and personal impact. A thorough audience profile allows you to craft messages that are not only relevant but also deeply resonant, making your advocacy more effective.

Tailoring Your Message for Maximum Impact

Once you have identified your goals and profiled your audience, the next crucial step is to tailor your message accordingly. This means using language that your audience understands and relates to, addressing their specific concerns, and framing your arguments in a way that aligns with their values. If your audience is skeptical, your writing might need to include more evidence and logical reasoning. If they are passionate but uninformed, you might focus on providing clear, actionable information. The art of tailoring ensures that your advocacy writing doesn't just convey information but also connects emotionally and intellectually, thereby maximizing its persuasive power and fostering a stronger sense of engagement.

Crafting Compelling Advocacy Messages

The ability to craft compelling advocacy messages is the engine that drives successful community change. It's about weaving together facts, emotions, and a clear call to action in a way that captivates the reader and inspires them to engage. A compelling message is not simply informative; it is persuasive, memorable, and actionable. It speaks directly to the audience's needs and values, demonstrating the relevance and urgency of the cause. Mastering this skill requires a combination of strategic thinking and creative expression, ensuring that your words have the power to move people and effectuate positive outcomes for the community.

The Art of Storytelling in Advocacy

Stories are powerful tools in community advocacy writing because they tap into human emotion and create a personal connection. By sharing the lived experiences of individuals affected by an issue, you can make abstract problems tangible and relatable. A well-told story can evoke empathy, build trust, and illustrate the real-world consequences of inaction. Whether it's a personal anecdote about navigating a broken system or a narrative that highlights community resilience, storytelling transforms data into human impact. It allows your audience to see themselves in the situation and feel a greater sense of connection to the cause. This emotional resonance is often more persuasive than dry facts alone.

Using Data and Evidence Effectively

While stories resonate emotionally, data and evidence provide the logical foundation for your

advocacy. Statistics, research findings, expert opinions, and case studies lend credibility and weight to your arguments. However, data should not be presented in an overwhelming or overly technical manner. Instead, it should be used strategically to support your narrative, illustrate the scale of a problem, or demonstrate the effectiveness of proposed solutions. Clearly presenting key data points in an accessible format, such as infographics or concise summaries, can significantly strengthen your advocacy message and make it more persuasive to a wider audience. Balancing emotional appeals with factual evidence creates a robust and credible case.

Developing a Clear and Actionable Call to Action

Every piece of advocacy writing should culminate in a clear and actionable call to action. What do you want your audience to do after reading your message? This could be anything from signing a petition, contacting a local representative, donating to a cause, volunteering their time, or sharing the message with their network. The call to action should be unambiguous, easy to understand, and straightforward to execute. Providing specific instructions, such as website links, email addresses, or phone numbers, removes barriers and empowers individuals to take that next step. A strong call to action transforms passive readers into active participants in the advocacy process.

Key Elements of Effective Advocacy Writing

The effectiveness of community advocacy writing hinges on several fundamental elements that work in concert to create a persuasive and impactful message. These elements are not merely stylistic choices; they are strategic components designed to engage the reader, build credibility, and ultimately drive action. Mastering these components ensures that your advocacy efforts are not only heard but also acted upon, leading to tangible improvements within the community. From clarity of purpose to the persuasive use of language, each element plays a crucial role in the overall success of your written advocacy.

Clarity and Conciseness

In the realm of advocacy, clarity and conciseness are paramount. Your message must be easy to understand, free from jargon, and to the point. Complex issues need to be distilled into accessible language that resonates with a broad audience. Avoid overly academic or technical terms unless your specific audience demands it. Short sentences and paragraphs enhance readability, making it easier for readers to absorb your message. Getting straight to the heart of the issue and presenting your points logically ensures that your advocacy is not lost in a sea of words, thereby maintaining the reader's attention and comprehension.

Tone and Voice

The tone and voice of your advocacy writing significantly influence how your message is received. While passion is important, maintaining a respectful, credible, and professional tone is often more

effective, especially when addressing policymakers or those with differing viewpoints. Your voice should convey authority and conviction without being aggressive or dismissive. Depending on your audience and the context, your tone might shift from informative and empathetic to urgent and firm. Consistency in your voice across different platforms helps to build a recognizable and trusted presence for your advocacy efforts.

Credibility and Authority

To be persuasive, your advocacy writing must establish credibility and authority. This is achieved by grounding your arguments in facts, research, and reliable sources. Citing reputable organizations, academic studies, or government reports lends weight to your claims. When personal stories are used, they should be presented authentically and with respect. Demonstrating a thorough understanding of the issue, its nuances, and potential solutions further solidifies your authority. Credibility builds trust, making your audience more receptive to your message and more likely to support your cause.

Emotional Appeal (Pathos)

While logic and evidence are crucial, appealing to the emotions of your audience, known as pathos, can be incredibly powerful in advocacy. This involves connecting with your readers on a human level by highlighting the impact of the issue on individuals and communities. Using vivid language, personal anecdotes, and compelling imagery can evoke empathy, compassion, and a sense of urgency. However, it's important to strike a balance; relying solely on emotional appeals without supporting evidence can undermine your credibility. The most effective advocacy writing masterfully blends emotional resonance with factual backing.

Logical Appeal (Logos)

Logical appeal, or logos, is the foundation of reasoned argument in advocacy writing. This involves presenting clear, coherent arguments supported by facts, statistics, and logical reasoning. When you can demonstrate a clear cause-and-effect relationship or present a well-structured argument that leads the reader to a logical conclusion, you enhance the persuasiveness of your message. This often involves anticipating counterarguments and addressing them proactively. A strong logical appeal makes your case more convincing and harder to dismiss, particularly for audiences who value reason and evidence.

Ethical Appeal (Ethos)

Ethos refers to the credibility and character of the writer, which in turn builds trust with the audience. In community advocacy writing, establishing ethos means demonstrating that you are a trustworthy, knowledgeable, and well-intentioned advocate for the community. This is built through consistent accuracy, transparency about your sources, and a respectful tone, even when discussing contentious

issues. When you present yourself as a reliable and ethical source of information and advocacy, your audience is more likely to believe in your cause and follow your call to action. Your reputation as a community advocate is a vital asset.

Leveraging Different Platforms for Community Advocacy

In today's interconnected world, community advocacy writing is not confined to a single medium. Effectively reaching and mobilizing a community requires a strategic approach to utilizing various platforms, each offering unique opportunities to disseminate messages, engage with stakeholders, and foster collective action. Understanding the strengths and nuances of each platform is crucial for maximizing the reach and impact of your advocacy efforts. From traditional channels to digital spaces, a multi-platform strategy can amplify your voice and broaden your influence.

Traditional Media Channels

Traditional media, such as newspapers, radio, and television, continue to play a significant role in community advocacy. Crafting effective press releases, letters to the editor, and op-eds can reach a broad audience and lend significant credibility to your cause. These channels are particularly effective for raising general awareness and influencing public discourse. However, it's important to tailor your writing to the specific format and audience of each medium. For instance, a letter to the editor needs to be concise and impactful, while an op-ed allows for a more in-depth exploration of an issue.

Digital Platforms and Social Media

Digital platforms, including websites, blogs, email newsletters, and social media, offer powerful avenues for community advocacy writing. Social media platforms like Facebook, Twitter, and Instagram can be used to share timely updates, personal stories, calls to action, and engage directly with community members. Blogs and websites provide space for more detailed information, research, and resources. Email newsletters are excellent for building a dedicated supporter base and communicating directly with them. The key to digital advocacy is to create engaging content that is easily shareable and encourages interaction.

Website Content and Blogs

A dedicated website or blog can serve as a central hub for all your community advocacy efforts. Here, you can publish in-depth articles, policy briefs, impact reports, and success stories. Well-written website content can inform potential supporters, provide resources for community members, and establish your organization or group as a credible authority on the issues. Regularly updated blogs can keep your audience engaged with new developments, calls to action, and opportunities for involvement. This digital space is essential for providing a comprehensive overview and fostering a

deeper understanding of your advocacy work.

Email Campaigns and Newsletters

Email remains a highly effective tool for direct communication and mobilization in community advocacy. Building an email list of supporters allows you to share important updates, event invitations, urgent calls to action, and compelling stories directly with people who have expressed interest in your cause. Well-crafted email campaigns can segment audiences for more targeted messaging. Regular newsletters can keep your supporters informed and engaged over the long term, fostering a sense of community and shared purpose. Personalization and a clear call to action are vital for successful email advocacy.

Petitions and Online Forms

Digital petitions and online forms are direct tools for gathering support and demonstrating collective will. Crafting persuasive language for petition drives is crucial to encourage widespread participation. Clear, concise descriptions of the issue and the desired outcome motivate people to add their names. Online forms can be used for a variety of purposes, such as collecting contact information for volunteers, gathering feedback from community members, or facilitating direct communication with elected officials. These tools transform online engagement into measurable actions that can be presented as evidence of community support.

Measuring the Impact of Your Advocacy Writing

To ensure your community advocacy writing is achieving its intended purpose, it's essential to establish metrics and actively measure its impact. Without evaluation, it's difficult to know what's working, what needs improvement, and how to allocate your resources most effectively. Measuring impact allows you to demonstrate success, justify continued efforts, and refine your strategies for future advocacy campaigns. This involves looking beyond simple engagement numbers to assess the tangible changes your writing has helped to bring about within the community.

Key Performance Indicators (KPIs) for Advocacy Writing

Key Performance Indicators (KPIs) are specific, quantifiable measures used to track the progress and success of your advocacy writing. These can include metrics such as website traffic to advocacy pages, the number of petition signatures gathered, the volume of letters or emails sent to decision-makers, social media engagement rates (likes, shares, comments), media mentions, and attendance at advocacy events promoted through your writing. By tracking these KPIs, you can gain insights into the reach and engagement of your messages.

Tracking Engagement and Reach

Measuring engagement and reach involves understanding how many people are seeing and interacting with your advocacy content. For digital platforms, this includes website analytics, social media analytics (impressions, reach, engagement rate), and email open and click-through rates. For traditional media, tracking mentions in newspapers, radio coverage, and television news segments can indicate reach. High engagement rates suggest your content is resonating with the audience, while broad reach indicates your message is being disseminated effectively. This data helps you understand which types of content and platforms are most effective.

Assessing Policy or Behavioral Change

The ultimate measure of advocacy writing success is often the tangible change it helps to effect. This can manifest as policy shifts, increased community participation in programs, or changes in public behavior related to the issue. Tracking whether specific legislation has been passed or modified, if a community program has received increased funding, or if there's a noticeable shift in public opinion or behavior as a result of your advocacy efforts provides the most meaningful impact assessment. This requires sustained effort and often involves connecting your written advocacy to broader campaign goals and outcomes.

Gathering Feedback and Testimonials

Qualitative feedback from community members, stakeholders, and beneficiaries can provide invaluable insights into the impact of your advocacy writing. Collecting testimonials, conducting surveys, and holding focus groups can reveal how your messages have influenced understanding, prompted action, or created a sense of empowerment. This feedback not only helps measure impact but also provides valuable qualitative data that can inform and strengthen future advocacy efforts. Understanding the human impact of your words is as important as tracking quantitative data.

Overcoming Challenges in Community Advocacy Writing

Community advocacy writing, while powerful, is not without its challenges. Navigating these obstacles effectively is crucial for sustained impact and for ensuring that your message continues to resonate and drive change. Common hurdles include reaching diverse audiences, combating misinformation, securing resources, and maintaining momentum over time. Developing strategies to address these challenges will enhance the effectiveness and resilience of your advocacy efforts. Recognizing and preparing for these difficulties is a vital part of the process.

Reaching Diverse and Disconnected Communities

One significant challenge is reaching diverse and sometimes disconnected segments of a community. Different demographics may consume information through various channels and respond to different communication styles. To overcome this, advocacy writers must employ a multi-channel approach, tailoring messages to specific groups and utilizing community-trusted intermediaries. Understanding cultural nuances and language barriers is also essential to ensure inclusivity and broad reach. Active listening and engagement with community members are key to identifying effective communication strategies.

Combating Misinformation and Counter-Narratives

Advocacy efforts often face the challenge of combating misinformation, disinformation, and opposing narratives. It's crucial to be prepared to address inaccuracies with factual evidence and reasoned arguments. Developing clear, concise, and easily shareable fact-checking content can help counter false claims. Building strong relationships with media outlets and community influencers can also help disseminate accurate information and amplify your message. Transparency and a commitment to truth are essential in navigating these challenges.

Securing Funding and Resources

Effective advocacy writing requires resources, including time, expertise, and often, financial support. Securing funding can be a significant challenge for many community advocacy initiatives. This often involves grant writing, fundraising campaigns, and building partnerships with organizations that share similar goals. Demonstrating the tangible impact of your advocacy writing through strong measurement and reporting can also help attract and retain donors and supporters. Resourcefulness and strategic planning are key to overcoming financial constraints.

Maintaining Momentum and Preventing Burnout

Advocacy is often a long-term endeavor, and maintaining momentum and preventing burnout among writers and organizers can be challenging. Celebrating small victories, fostering a supportive team environment, and ensuring a sustainable workload are crucial. Regularly revisiting and reinforcing the core mission and impact of your work can help reignite passion and commitment. Diversifying advocacy activities and sharing responsibilities can also help to prevent exhaustion and ensure the longevity of your efforts.

The Future of Community Advocacy Writing

The landscape of community advocacy writing is continually evolving, shaped by technological advancements, shifting social dynamics, and new approaches to communication. As we look ahead,

understanding these trends will be crucial for advocates to remain effective and impactful. The future promises more dynamic and personalized forms of advocacy, with technology playing an even greater role in amplifying voices and mobilizing action. Embracing these changes and adapting strategies will be key to success in an ever-changing world.

Emerging Technologies and Digital Tools

The proliferation of new technologies and digital tools will continue to shape community advocacy writing. Artificial intelligence (AI) for content generation and data analysis, advanced social media analytics, and immersive storytelling formats like virtual reality (VR) are likely to become more prominent. These tools offer unprecedented opportunities for personalization, broader reach, and more sophisticated engagement. Advocates who can effectively leverage these emerging technologies will likely have a significant advantage in connecting with audiences and driving change.

Data-Driven Advocacy and Personalization

The future will likely see an even greater emphasis on data-driven advocacy. By analyzing vast amounts of data, advocates can gain deeper insights into audience behavior, preferences, and concerns, allowing for highly personalized messaging. This data can inform the development of tailored content that resonates with specific segments of the community, increasing engagement and the likelihood of action. The ability to move beyond one-size-fits-all messaging and towards individualized approaches will be a hallmark of future advocacy writing.

The Role of Intersectional Advocacy

The future of community advocacy writing will also be characterized by a greater understanding and application of intersectional advocacy. Recognizing that issues of social justice are often interconnected and that individuals can experience multiple forms of discrimination, advocates will increasingly craft messages that address these overlapping identities and challenges. This nuanced approach fosters more inclusive and effective advocacy by acknowledging the complexity of lived experiences and building broader coalitions for change.

Advocacy in a Rapidly Changing Information Environment

Navigating a rapidly changing information environment, characterized by the speed of digital dissemination and the constant evolution of media consumption habits, will remain a key challenge and opportunity. Advocacy writers will need to be agile, adaptable, and adept at cutting through the noise to deliver clear, compelling, and credible messages. The ability to quickly respond to emerging issues, leverage trending platforms, and maintain a consistent voice will be critical for maintaining relevance and impact in the years to come.

Conclusion

Community advocacy writing is a dynamic and indispensable tool for fostering positive change within our communities. By mastering the principles of clear communication, audience understanding, persuasive storytelling, and strategic platform utilization, advocates can amplify their messages and inspire collective action. The journey of community advocacy writing is one of continuous learning and adaptation, but its potential to empower voices, address critical issues, and build stronger, more equitable societies is immense. Whether you are writing a letter to a local representative, crafting a compelling social media post, or developing an in-depth report, remember the power of your words to shape the future of your community.

Frequently Asked Questions

What are the most effective tones to adopt when writing for community advocacy?

The most effective tones often blend passion with practicality. Aim for a tone that is informed, empathetic, and authoritative. Avoid overly aggressive or accusatory language, as this can alienate potential allies. Instead, focus on clear, concise, and compelling arguments that highlight shared values and solutions.

How can community advocacy writing build trust and credibility with its audience?

Building trust involves transparency and evidence. Back your claims with credible data, research, and personal stories from affected community members. Cite your sources clearly. Additionally, maintaining a consistent voice and demonstrating a deep understanding of the community's needs and concerns are crucial for establishing credibility.

What are some common pitfalls to avoid in community advocacy writing?

Common pitfalls include jargon, vagueness, and a lack of a clear call to action. Avoid overly technical language that your audience might not understand. Be specific about the problem and the proposed solution. Always include a clear, actionable request for your readers to take.

How can community advocacy writing effectively utilize storytelling to engage readers?

Storytelling is powerful in community advocacy. Focus on humanizing the issue by sharing personal narratives that evoke empathy and understanding. Highlight the impact of the issue on individuals and the community. Frame stories with a clear beginning, middle, and end, and ensure they align with your overall message and call to action.

What are the best platforms or formats for distributing community advocacy writing?

The best platforms depend on your target audience. Consider social media (Facebook, Twitter, Instagram), community newsletters, local news outlets, blogs, petitions, open letters, and even direct mail. Tailor the format and length to the platform and the message you want to convey.

How can community advocacy writing be inclusive and representative of diverse voices?

Inclusivity means actively seeking out and incorporating the voices of all community members, especially those who are often marginalized. Feature diverse perspectives in your writing, use inclusive language, and ensure your content is accessible to people with disabilities and those who speak different languages. Partner with diverse community groups.

What is the role of data and statistics in effective community advocacy writing?

Data and statistics provide evidence and legitimacy to your arguments. They can quantify the scope of a problem, demonstrate its impact, and support your proposed solutions. However, it's crucial to present data clearly and concisely, explaining its relevance to the audience and avoiding overwhelming them with numbers.

How can community advocacy writing be adapted for different audiences with varying levels of awareness or concern?

Adaptation is key. For audiences with low awareness, start with foundational information and relatable stories to build understanding and interest. For those with more concern, focus on in-depth analysis, specific policy proposals, and clear calls to action. Tailor your language, examples, and the complexity of your information to resonate with each group.

Additional Resources

Here are 9 book titles related to community advocacy writing, each starting with `

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1.

Crafting Change: A Guide to Powerful Advocacy Writing

This book provides practical strategies and actionable advice

for individuals and groups looking to make a difference through their writing. It delves into understanding your audience, structuring compelling arguments, and utilizing various writing formats for maximum impact. Learn how to translate passion into persuasive prose that can move hearts and minds.

2.

The Advocate's Voice: Mastering Persuasion in Community Campaigns

Focusing on the art of persuasion, this guide explores how to craft messages that resonate deeply with community members and stakeholders. It covers techniques for building trust, addressing counterarguments effectively, and inspiring collective action. Discover how to harness the power of narrative and emotional appeals to drive meaningful change.

3.

From Vision to Victory: Writing for Social Impact

This comprehensive resource walks readers through the entire process of advocacy writing, from initial idea generation to achieving tangible outcomes. It emphasizes the importance of clear goals, strategic messaging, and adapting your writing to different platforms and audiences. Learn to articulate your vision compellingly and write your way to victory.

4.

Amplifying Voices: Community Organizing Through Written

Word

This book highlights the critical role of writing in amplifying the voices of marginalized and underrepresented communities. It offers insights into collaborative writing processes, co-creation of manifestos, and crafting accessible materials that empower collective action. Discover how to use writing as a tool for solidarity and empowerment.

5.

Storytelling for Change: Engaging Communities with Narrative Advocacy

Explore the profound impact of storytelling in advocacy work. This book teaches how to weave compelling narratives that connect emotionally with readers, build empathy, and foster a sense of shared purpose. Learn to transform personal experiences and community struggles into powerful calls to action.

6.

The Digital Advocate: Online Strategies for Community Communication

In today's digital age, effective online advocacy is crucial. This guide focuses on mastering various digital platforms, from social media to blogs and websites, for community outreach and advocacy. It provides tips on creating engaging content, building online communities, and leveraging digital tools to spread your message.

7.

Policy and Persuasion: Writing for Legislative and Systemic Change

This book targets those aiming to influence policy and systemic structures through their writing. It explains how to research effectively, understand policy frameworks, and craft persuasive arguments for legislators, government officials, and other decision-makers. Learn the nuances of writing for tangible policy transformation.

8.

Building Bridges: Communicating Across Differences in Advocacy

Effective advocacy requires understanding and connecting with diverse perspectives. This book offers guidance on writing that bridges divides, fosters dialogue, and builds consensus within communities. It explores how to use language that is inclusive, respectful, and effective in uniting people for a common cause.

9.

The Power of Print: Crafting Traditional Advocacy Materials

While digital is prevalent, traditional print materials remain vital for community advocacy. This resource covers the art of writing effective flyers, brochures, letters to the editor, and manifestos that can reach broader audiences and leave a lasting impression. Rediscover the enduring power of well-crafted physical documents.

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