

THE SIGNAL

A BIG MIC MEDIA Magazine

Where Media Meets Opportunity.

The Media Industry, Made Simple.

LEARN • CREATE • GROW • MAKE AN IMPACT

THE
INAUGURAL
ISSUE

AUDIO
VIDEO
FILM
MUSIC
EDUCATION

AI Tools for Creators

Work smarter.
Create bigger.
Real tools. Real results.

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Skills, pathways, and
real opportunities in
a growing industry.

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Real Skills for Real People

Learn. Create. Grow.
Make an Impact.

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CREATIVE
OPPORTUNITY
for Today and Tomorrow



QUALITY CONTENT
with Purpose



INDUSTRY INSIGHTS
from Real Professionals



A STRONGER TOMORROW
Through Media and Education

Start Here

Your First Steps into Media.

EXPLORE. LEARN. CREATE. GROW. BELONG.

Everyone starts somewhere. Whether you dream of launching a podcast, creating YouTube videos, making films, producing music, or using media to educate and inspire, your journey begins with a single step — a willingness to try.

Media is more than a career path. It's a way to express your ideas, share your voice, and make a real difference in the world. And the good news is, you don't need expensive equipment or years of experience to get started. You just need curiosity, a clear purpose, and the right guidance.

At Big Mic Media, we believe media should be simple, accessible, and empowering. This guide will help you take your first steps with confidence, explore the many opportunities in today's creative world, and discover how your unique voice can make an impact.

“You don't have to be a professional to make a meaningful impact. You just have to start.”

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AUDIO

Find Your Voice and Share Your Story.

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VIDEO

Create Content that Connects.

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FILM

Turn Ideas into Impactful Stories.

PAGE 14



MUSIC

Make Music That Moves People.

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What You'll Learn

A FOUNDATION FOR YOUR CREATIVE JOURNEY.



AUDIO

Podcasting, voiceovers, storytelling, and more.



VIDEO

Create engaging content for YouTube, social media, and your own projects.



FILM

Learn the fundamentals of filmmaking, from script to screen.



MUSIC

Explore songwriting, recording, and music production.



EDUCATION

Use media to teach, share knowledge, and create positive change.



4 Simple Starter Steps

TURN YOUR INTEREST INTO ACTION.

1

Choose Your Focus

Pick one area to start with — audio, video, film, music, or education.

2

Learn the Basics

Explore tutorials, guides, and real-world examples.

3

Create Something

Make a short project, even if it's simple. Progress beats perfection.

4

Share and Grow

Publish your work, get feedback, and keep learning.



Tools You Can Start With

QUALITY TOOLS FOR REAL CREATORS.



A COMPUTER OR TABLET

You don't need the latest model to get started.



A BASIC MICROPHONE

Great audio makes a big difference.



A SMARTPHONE OR CAMERA

Start with what you have.



FREE OR AFFORDABLE SOFTWARE

Try tools like Audacity, DaVinci Resolve, CapCut, or Canva.



A CREATIVE SPACE

A quiet spot to plan, record, and create.

Sound Studio

Tools, Techniques, and Tips for Audio Creators.

Great audio has the power to inform, entertain, and inspire. Whether you're podcasting, recording voiceovers, creating music, or producing content for social media, the right tools and techniques can help you sound better, work faster, and share your message with the world.

A Clearer Voice Creates a Bigger Impact

Audio is personal. It's a direct connection to your audience, and when it sounds clear, professional, and authentic, your message goes further. The good news? You don't need a Hollywood studio to create great audio. With the right knowledge and a few key tools, you can produce high-quality content from home or on the go.

In this guide, we'll explore the essentials of microphones, recording techniques, podcasting, voiceovers, and music production — plus practical tips to help you sound your best.

Quick Wins

SMALL CHANGES. BIG IMPROVEMENTS.



Improve Your Space

Use soft furnishings like rugs, curtains, or pillows to reduce echo.



Check Your Levels

Aim for clear, consistent audio without distortion (peaking).



Edit for Impact

Remove background noise, trim mistakes, and add intro/outro music.

More Than Just a Microphone

A great microphone is a strong start, but it's only part of the equation. Your environment, recording technique, and editing process all play a role in professional-sounding audio.

Think of audio like a conversation with a friend — clear, comfortable, and engaging. When you combine good tools with simple techniques, you can create audio that sounds amazing and keeps people coming back.

“Great audio doesn't just get heard — it gets remembered.”

— BIG MIC MEDIA



Pro Tips for Better Audio

SIMPLE STEPS. BIG RESULTS.

- ✓ **Use a pop filter.** It reduces harsh “p” and “b” sounds for cleaner, smoother audio.
- ✓ **Find a quiet space.** Less background noise means a more professional sound.
- ✓ **Keep a consistent mic distance.** About 6–8 inches works well for most microphones.
- ✓ **Record a test.** Check your levels before recording your full take.
- ✓ **Use headphones.** Hear what you're really recording and catch issues early.
- ✓ **Edit for clarity.** Remove mistakes, reduce background noise, and balance levels.
- ✓ **Keep it natural.** Speak like a real person — conversational and authentic.



Starter Setup

EVERYTHING YOU NEED TO GET STARTED.

- 1 USB or XLR microphone (e.g., Audio-Technica, Rode, or Shure)
- 2 Headphones for monitoring (e.g., Sony, Audio-Technica)
- 3 A quiet recording space
- 4 Recording software (e.g., Audacity, GarageBand, Reaper, or Adobe Audition)
- 5 Pop filter and mic stand



Start simple. This setup can get you professional results without a big investment.



Create. Share. Grow.

AUDIO OPENS DOORS.

From podcasts to music to voiceovers, great audio can help you build your brand, grow your audience, and create new opportunities. The most important step is to start — your voice has value, and the world is ready to hear it.

Video Workshop

Create Better Visual Stories.

CAMERAS • FRAMING • LIGHTING • EDITING • SOCIAL VIDEO

Great video doesn't happen by accident. It's the result of clear ideas, thoughtful planning, and the right tools. Whether you're creating for YouTube, Instagram, TikTok, or your own brand, video has the power to educate, inspire, and move people to action.

In this workshop, we'll explore the key elements of creating better visual stories — from choosing the right gear and framing your shots, to using light, editing with purpose, and sharing your work with the world. You don't need a Hollywood budget. You just need a plan, creativity, and a willingness to practice.

“Video gives you the power to show people the world through your eyes and make them feel something.”

— BIG MIC MEDIA

The 4-Step Video Process

FROM IDEA TO IMPACT



Plan Your Story

Start with a clear message. Know your audience, set a goal, and outline your shots before you hit record.



Capture Great Footage

Use good framing, steady shots, and strong lighting. Focus on clear audio and real, authentic moments.



Edit with Purpose

Trim, organize, add music, text, and graphics. Keep it smooth, focused, and aligned with your message.



Share and Grow

Optimize for each platform, write a compelling caption, use relevant hashtags, and engage with your audience.



Video Essentials

KEY SKILLS FOR BETTER VIDEOS



Cameras — Use what you have. DSLRs, mirrorless, or even a smartphone can create amazing videos.



Framing — Keep your subject in focus, use the rule of thirds, and think about what's in the background.



Lighting — Good light makes a huge difference. Use natural light or simple LED lights to look your best.



Editing — Cut the fluff, add music, use text and graphics, and keep it engaging and on brand.



Social Video — Create for the platform. Short, vertical videos work great for Reels, TikTok, and YouTube Shorts.



Storytelling — Focus on people, real moments, and a clear message that connects and inspires.



Shot List Basics

PLAN SHOTS. SAVE TIME. GET BETTER RESULTS.



- ✓ List the key shots you need.
- ✓ Include wide, medium, and close-up shots.
- ✓ Plan B-roll to tell the full story.
- ✓ Think about transitions and variety.
- ✓ Keep it simple and flexible.
- ✓ Use your shot list on location to stay organized.



Content Ideas

REAL STORIES. REAL IMPACT.



Tutorials — Teach a skill or share a tip.



Behind the Scenes — Show your process.



Interviews — Highlight interesting people.



Day in the Life — Take viewers along for your journey.



Quick Tips — Short, helpful videos.



Real Stories — Share your journey, challenges, and wins.



Product Reviews — Give honest feedback.



Events — Cover local events or conferences.

Same Stories. Brighter Tomorrows.

AUTHENTIC VIDEOS
CREATE REAL
CONNECTIONS.

Film Studio

From Story Idea to Screen.

Real Stories. Powerful Visuals. A Bigger World.

Film has the power to move hearts, shift perspectives, and change the world. From short films and documentaries to feature narratives, filmmaking brings ideas to life in a way that words alone cannot. It captures real people, real moments, and real emotions — and turns them into stories that inspire, inform, and create impact.

At Big Mic Media, we believe everyone has a story worth telling. Whether you're a first-time filmmaker, a content creator, or an experienced director, today's tools make it easier than ever to create high-quality films and share them with global audiences.

More Voices. Bigger Stories.

Film gives a voice to people and communities, shines a light on important issues, and entertains, educates, and connects us across cultures. A well-told story can spark empathy, start conversations, and even inspire action. That's the power of film — it turns moments into movements.



The Art and Impact of Film

Filmmaking blends creativity, collaboration, and technology. It's about visual storytelling — using camera work, lighting, sound, and editing to create unforgettable experiences.

From intimate personal stories to large-scale documentaries, film can raise awareness, preserve history, spark change, and give people a deeper understanding of the world.

“Film doesn't just show us the world — it helps us feel it, understand it, and imagine a brighter one.”

— BIG MIC MEDIA



Film Fundamentals

KEY ELEMENTS FOR GREAT FILMMAKING



Story Development

Find a compelling idea. Shape it into a clear, engaging story.



Directing

Bring the story to life through performance, visuals, and vision.



Cinematography

Use camera work, lighting, and composition to create mood and meaning.



Sound

Capture clear audio and use sound to enhance emotion and atmosphere.



Editing

Shape the story in post-production. Turn footage into a powerful, polished film.



Distribution & Impact

Share your film with the right audience and create real-world impact.

From Script to Screen

THE FILMMAKING JOURNEY IN 5 STEPS



1

DEVELOP

Start with an idea, research your story, and write a strong script.



2

PLAN

Build your team, create a shot list, scout locations, and prepare your gear.



3

SHOOT

Bring your vision to life with great direction, camera work, and sound.



4

EDIT

Assemble your footage, add music and effects, and refine the story.



5

SHARE

Release your film, reach audiences, and create a lasting impact.

AI Tools for Creators

**Work Smarter. Create Bigger.
Real Tools. Real Results.**

Artificial intelligence isn't just a trend — it's a creative partner. From writing and video to design and research, AI tools are helping creators save time, spark new ideas, and bring bigger visions to life.

The creative process has always taken time, effort, and resources. But today, AI tools are giving creators new ways to work faster, explore more ideas, and produce higher-quality content with less friction.

Whether you're a podcaster, YouTuber, filmmaker, musician, educator, or entrepreneur, AI can help you brainstorm, write, design, edit, and even reach new audiences. The key isn't to replace your creativity — it's to enhance it.

A Creative Advantage

AI tools can handle repetitive tasks, provide fresh perspectives, and turn rough ideas into polished drafts. This means more time for what matters most — your unique voice, your story, and your connection with people.

Creators who learn to use AI effectively aren't just keeping up — they're opening the door to new opportunities in content, business, and community building.

More Ideas. Greater Impact.

AI can help you go from a blank page to a powerful first draft, from raw footage to a polished video, or from a simple idea to a full campaign plan. It can also analyze trends, suggest strategies, and help you understand your audience better.

The most successful creators aren't trying to do everything alone. They're using AI as a tool to multiply their creativity and make a bigger impact.

“AI doesn't replace creativity — it gives creators more time for what only they can do: tell real stories, connect with people, and make an impact.”

— BIG MIC MEDIA

SAME TOOLS. BRIGHTER TOMORROWS.

*When creators have the right tools,
ideas turn into opportunities.*

— BIG MIC MEDIA —



Practical Tools & Tips

ACTIONABLE ADVICE FOR TODAY

- ✓ **Use AI for brainstorming.** Get fresh ideas for topics, titles, and content angles.
- ✓ **Create faster drafts.** Turn outlines into scripts, blog posts, or social captions.
- ✓ **Generate visuals.** Make images, thumbnails, and graphics to match your brand.
- ✓ **Save time on editing.** Use AI tools to clean audio, remove filler words, or add subtitles.
- ✓ **Stay organized.** Use AI to summarize research, plan projects, and track ideas.



Real-World Uses

HOW CREATORS ARE USING AI

- Video Creators** — Script ideas, b-roll concepts, captions, and thumbnail designs.
- Podcasters** — Episode outlines, show notes, and audio enhancement.
- Writers & Educators** — Draft articles, lesson plans, and research summaries.
- Musicians** — Lyric ideas, sound inspiration, and marketing content.
- Entrepreneurs** — Market research, email drafts, and social media strategies.



Start Simple

TAKE THE FIRST STEP TODAY

- 1 Choose one tool to try — like ChatGPT, Canva, or Descript.
- 2 Pick a specific task — a script, image, or outline.
- 3 Experiment and learn what works for you.
- 4 Build it into your workflow and grow from there.



“You don't have to master every tool at once. Start small, stay curious, and let AI enhance your unique voice.”

Building Your Brand

Practical Steps to Grow Your Audience and Create Opportunity

PEOPLE • STRATEGY • CONTENT • GROWTH • IMPACT

Your brand is more than a logo or a profile — it's the story you tell, the value you provide, and the impact you make. In today's media landscape, a strong personal or business brand can open doors to new audiences, partnerships, income opportunities, and a bigger platform for your purpose.

Whether you're a creator, entrepreneur, artist, educator, or professional, building your brand starts with clarity, consistency, and a commitment to serving others.



Know Your Message

Clarity is the foundation of a powerful brand.

Your message is what people remember. It should reflect your passion, your strengths, and the value you want to bring to the world. A clear message helps you attract the right audience and the right opportunities.



QUICK TIPS:

- Identify what you're passionate about.
- Define the value you provide.
- Keep your message simple and authentic.
- Make it about how you help others.

Grow Your Audience

More people. More impact. More opportunity.

An engaged audience gives you a platform to share your ideas, expand your influence, and create real opportunities. Focus on building a community of people who resonate with your message and value your content.



WAYS TO GROW:

- Be consistent across platforms.
- Engage with your community.
- Collaborate with others.
- Share valuable, helpful content.
- Show up as yourself.

Content That Connects

Great content turns followers into a community.

Your content is how you bring your brand to life. It should inform, entertain, inspire, or solve a real problem for your audience. Quality, consistency, and authenticity matter more than perfection.



CONTENT IDEAS:

- Short-form videos and reels
- How-to tutorials
- Behind-the-scenes moments
- Stories and personal insights
- Tips, lessons, and takeaways
- Live Q&A or interviews

Brand Basics

A strong foundation helps you go further.

Your brand should look, sound, and feel consistent across every platform. From your visuals to your voice, every detail matters. A professional, consistent brand builds trust and helps you stand out in a competitive world.



BRAND CHECKLIST:

- Define your brand identity (visuals, tone, values).
- Keep a consistent look and feel.
- Use high-quality visuals and audio.
- Be authentic and transparent.
- Focus on long-term growth, not just short-term results.

“Your brand is a platform for your purpose. When you show up consistently, serve others, and provide value, you create opportunity — for yourself and for others.”

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Careers in Media

Turn Your Passion Into Opportunity.

REAL PEOPLE. REAL PATHWAYS.
A BRIGHTER TOMORROW.

The media industry is more than entertainment — it's a powerful ecosystem that informs, educates, connects, and creates opportunity.

From audio and video to film, music, digital content, and education, media touches every part of our lives and plays a vital role in shaping culture and opening doors.

Whether you dream of being behind the camera, in front of the mic, editing a film, managing a brand, or developing the next big idea, there is a place for you in media. This industry is filled with creative, technical, and business roles that allow people with different talents and interests to make a real impact.

The best part? There are more ways than ever to get started. With the right skills, resources, and a willingness to learn, you can turn your passion into a meaningful career — and be part of a brighter, more connected tomorrow.

“Media gives people a voice, a platform, and a way to create change. There is a place for everyone who wants to tell a story, solve a problem, or make an impact.”

— BIG MIC MEDIA



Pathways Into Media

Different interests. Real opportunities.
Find the path that fits you.



Creative Path

Storytelling, content creation, music, performance, and more.



Technical Path

Audio, video, editing, production, broadcast systems, and digital tools.



Business Path

Marketing, brand development, management, distribution, and entrepreneurship.



Educational Path

Teaching, training, program development, and community outreach.



Skills That Matter

Build the skills that open doors.

- ✓ Communication
- ✓ Creativity
- ✓ Critical Thinking
- ✓ Technical Skills
- ✓ Collaboration
- ✓ Adaptability
- ✓ Problem Solving
- ✓ A Willingness to Learn



Entry Points

Start where you are. Grow from there.



Internships

Gain real-world experience.



Volunteer Opportunities

Build your portfolio and network.



Freelance & Independent Work

Take on projects and build your brand.



Community Media

Get involved locally.



Online Platforms

Share your work and reach new audiences.



Career Possibilities

A few of the many roles in media.

- Podcaster / Host
- Video Producer / Editor
- Filmmaker / Director
- Music Producer / Artist Manager
- Marketing & Social Media Specialist
- Content Strategist
- Broadcast Technician
- Writer / Journalist
- Creative Director
- Media Educator / Trainer
- Entrepreneur / Business Owner

Educational Resources.

Learn, Develop, and Build a Brighter Tomorrow.

REAL KNOWLEDGE. REAL SKILLS. REAL OPPORTUNITY.

Education is the foundation of opportunity. In today's media landscape, there are more ways than ever to learn new skills, navigate your career path, and turn your ideas into real impact.

Whether you're just getting started or looking to sharpen your expertise, educational resources can help you develop your craft, grow your confidence, and open doors to new opportunities.

From online courses and certifications to hands-on training and mentorship programs, the right resources can help you stay ahead, stay inspired, and keep creating.

Why Education Matters in Media

The media industry is constantly evolving. New tools, platforms, and audience behaviors create new opportunities — and the need for continuous learning.

Investing in your education helps you build valuable skills, stay competitive, and adapt to change. More importantly, it gives you the confidence to share your unique voice and make a difference in your community and beyond.

“Learning today creates the opportunities you'll step into tomorrow.”

— BIG MIC MEDIA



KEY BENEFITS



Build Valuable Skills

Gain practical knowledge you can use right away.



Increase Opportunities

Stand out and open doors in a growing industry.



Grow Your Confidence

Develop the expertise to bring your ideas to life.



Make a Greater Impact

Use what you learn to inspire, connect, and create change.



Courses & Certificates

Online courses and certification programs offer flexible, affordable ways to learn from industry experts. Explore topics like video production, content strategy, podcasting, digital marketing, and more.



Learn by Doing

Hands-on experience is one of the most powerful teachers. Work on real projects, collaborate with other creators, volunteer, or create your own content. The more you practice, the more you grow.



Helpful Platforms

Take advantage of trusted platforms offering high-quality training for creators and professionals. Many offer free courses, affordable options, and certificates to help you build your resume.



Next Steps

Start with what interests you. Set a learning goal, explore a platform, or join a community. Small steps lead to big progress — and a brighter tomorrow.

“Education empowers people to discover their potential, pursue their passion, and create a more inclusive, creative world.”

— BIG MIC MEDIA

Industry Opportunities

Grants, Internships, Contests, and More to Help You Take the Next Step.

REAL PEOPLE. REAL OPPORTUNITIES. A BRIGHTER TOMORROW.

The media industry is full of opportunity — for creators, changemakers, storytellers, and dreamers at every stage. Whether you're just getting started or ready to take your career to the next level, there are grants, internships, festivals, contests, and networks designed to help you grow, get noticed, and make a real impact.

In this guide, we've gathered key opportunities and practical tips to help you find the right fit, prepare stronger applications, and open doors to what's next.

“*Opportunity doesn't just happen. It meets preparation. Show up, put in the work, and say yes to the next opportunity that moves you forward.”***”**

— BIG MIC MEDIA



Grants

FUND YOUR IDEAS.
BRING YOUR VISION TO LIFE.

Grants can help you produce projects, develop new content, or launch community initiatives. Many organizations support independent creators, diverse voices, and purpose-driven storytelling.



QUICK TIPS:

- Align your project with the grant's mission.
- Tell a clear, compelling story.
- Be specific about your goals and impact.



Internships

GAIN EXPERIENCE.
BUILD YOUR NETWORK.

Internships offer hands-on experience, mentorship, and a chance to build real-world skills. They can be a powerful way to break into the industry and make valuable connections that lead to future opportunities.



QUICK TIPS:

- Look for roles that match your interests and goals.
- Highlight your unique skills and passion.
- Stay open — internships can lead to long-term opportunities.



Film Festivals

SHARE YOUR STORY.
REACH NEW AUDIENCES.

Film festivals are a great way to showcase your work, gain exposure, and connect with other creatives, industry professionals, and potential collaborators. Festivals celebrate fresh perspectives and provide a platform for diverse voices.



QUICK TIPS:

- Research festivals that fit your genre and goals.
- Follow submission guidelines carefully.
- Use the experience to network and learn from others.



Contests & Networking

GET NOTICED.
MAKE MEANINGFUL CONNECTIONS.

Contests can help you gain recognition, win resources, and build credibility. Networking events — both in-person and online — connect you with mentors, collaborators, and opportunities that can shape your future.



QUICK TIPS:

- Participate in contests that match your strengths.
- Be authentic and ready to share your story.
- Attend events, join online communities, and stay engaged.



Your Next Opportunity Could Be the One That Changes Everything.

Keep creating. Keep learning. Keep showing up.

SAME PASSION.
A BIGGER PLATFORM.
A BRIGHTER TOMORROW.

Next Steps

Keep Learning. Keep Creating. Keep Growing.

This issue was just the beginning. Now it's your turn. Take what you've learned, put it into action, and keep moving forward. Your ideas, your voice, and your creativity can make a real impact — and the best is yet to come.



Your Action Plan

SMALL STEPS. BIG PROGRESS.

- 1 Choose a Next Project.**
Pick one idea from this issue and turn it into a real plan. Start small, but start today.
- 2 Use the Right Tools.**
Explore the AI tools, creative platforms, and resources we've featured to work smarter and create bigger.
- 3 Build Your Skills.**
Keep learning through courses, tutorials, and hands-on practice. Progress comes from consistency.
- 4 Share Your Work.**
Publish, post, or pitch your content. Your voice matters, and the world needs to see what you create.
- 5 Stay Open to Opportunity.**
Say yes to new experiences, collaborations, and communities in media. The more you show up, the more doors will open.

“The next step doesn't have to be perfect — it just has to be yours. Keep learning, keep creating, keep growing. Your story is still unfolding, and the world is waiting for what you'll do next.”

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Ways to Stay Connected

JOIN OUR GROWING CREATIVE COMMUNITY.



Visit BigMicMedia.com

Articles, resources, tools, and more.



Follow Us on Social Media

Behind the scenes, tips, and inspiration.



Join Our Newsletter

Get the latest insights, opportunities, and exclusive content.



Watch & Learn

Tutorials, interviews, and real creator stories.



Recommended Resources

TOOLS, PLATFORMS & PLACES TO EXPLORE.



AI Creative Tools — ChatGPT, Canva, Descript, Runway, and more.



Learning Platforms — YouTube, Skillshare, MasterClass, and LinkedIn Learning.



Creative Communities — Find collaborators, mentors, and opportunities.



Industry News — Stay informed on trends, tools, and opportunities in media.



Funding & Opportunities — Grants, fellowships, creator programs, and pitching resources.

What to Do Next

TURN INSPIRATION INTO ACTION.

Revisit your favorite articles, choose one key takeaway, and take a concrete step this week. Whether it's writing a script, recording a podcast, editing a video, or learning a new tool — progress starts when you do.

SAME CREATORS. BRIGHTER TOMORROWS.

More creators.
Bigger opportunities.
A brighter tomorrow.

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