

THE MAIN STREET Communicator Network TATTLE R 30 30th Anniversary 1974 - 2004

"All the news that fits, we gits!"

FCC Chairman **Michael Powell's** feared 'whistle-stop' tour pulled up to St. Paul last night in front of over 500 people, as "**The FCC Media Concentration Forum**" took center stage at **Hamline University**. While Powell was one of 3 commissioners who stayed home because of their prescient knowledge of all things public, Commissioner **Jonathan Adelstein** was in the house - and Commissioner **Michael Copps** would have been had he not been slated for back surgery this morning in Washington. The S.D. Commissioner opened with his usual recitation of dangers inherent in further consolidation, using a Minnesota Rock Hall of Famer as an example. "Would a consolidated radio industry have discovered a **Bob Dylan** in the 60's? Is there another singer as talented as Dylan walking the streets of the Twin Cities, going unheard in his own hometown?" He shared the history of the aborted *Communications Act of 2003*, which Congress shot down and the courts returned to the Commission for revision. "The same people who drafted and passed it are the same folks who are now supposed to revise it? That's not realistic." But public outcry helps, he said, stating that the 3 million complaints Congress received had the effect of dashing the FCC's attempt for further consolidation. He warned that if that kind of communication with the Commission and the public's elected officials doesn't continue, the outlook won't be good for those who fear further consolidation of the media. A consortium of Minnesota/Midwest media figures then presented their views in panel form. Speakers last night included **Hubbard Broadcasting's Robert Hubbard** ("We're the little guys in all this"), co-sponsor AFTRA's **Colleen Aho** (who cited radio's pay for play schemes as a direct result of consolidation), the **Minnesota Farm Bureau's Al Christopherson** (who cited the dropping of farm programming by WCCO-AM/Minneapolis and WGN/Chicago as further proof that consolidated radio was not serving the needs of rural America), the **University Of Wisconsin's Ken Goldstein** ("More empirical data is needed to prove harm is being done by consolidation"), small market radio owner **Bob Bundgaard** ("Radio must continue to not just be local, but relevant as well"), former FCC Commissioner and current U. of Iowa professor **Nicholas Johnson** ("If we're unwilling to discuss the dangers of media concentration today, we will have nothing to discuss tomorrow"), community radio station head **Janis Lane-Ewart** ("Don't allow

consolidation to leave the community parched for free speech"), Hispanic media expert **Lorena Duarte** (who began her presentation with several comments uttered in Spanish - paused a moment - then added "...now you know how we feel"), and college radio news person **Sarah Nelson**. Then, the floor was opened to 2-minute testimonies from anyone who wished to comment on media concentration. For 3 hours, the floor opened to more than 100 presenters...many speaking extemporaneously about subjects ranging from a lack of local news on television to warnings of future oppression (a St. Paul resident shouted, "Corporate controlled media can lead to tyranny as surely as government-controlled media can"). A few expressed concern for local musicians' inability to receive airplay on corporate radio. The most surprising response? Not one direct comment about indecency! The topic drawing the most attention? Though the Forum warned against it because it represented an active FCC case, the proposed purchase of a local non-commercial Classical radio station (WCAL) by **Minnesota Public Radio** (who one testifier claimed was "the public radio equivalent of Clear Channel") drew dozens of protesters to the Forum's mics. The overflow crowd included some prominent Twin Cities broadcasters - most of who stayed until the forum's conclusion at 12:30AM this morning: **Hubbard President Stanley Hubbard**, **Clear Channel/Minneapolis' Dan Seeman**, **Infinity Minneapolis Market Manager Mary Niedermeyer**, **ABC-Disney/Minneapolis OM Dave Hamilton**, **WCCO-AM PD Wendy Paulson**, **WLTE/WPXT PD Phil Wilson**, and **WRNB Owner Pete Rhodes** (from these execs, only Rhodes testified). Said one broadcaster of the public's response, "I was absolutely impressed by the knowledge of those who spoke last night." *Editorial comment: The TATTLE R was absolutely impressed not just by the attendance of so many of the market's professional radio community - but by their rapt attention through the whole evening. This would have been an easy gathering for those in professional/corporate radio to ignore...as has been the case in many/most of these hearings held elsewhere. But not so in the Twin Cities. Perhaps their desire to discover and understand their public's thought process is a reason so few in the partisan crowd identified Twin Cities local radio as being as villainous as their respective parent groups.*

Most agree that the Conclave is a life-enhancing event each summer for the past 30 years. But for **Paul Yeskel** - President of **AIM Strategies** - it became a life-saving event. Last summer, Paul ran into long-time friend **John Silliman Dodge** at the Conclave. Paul attends most Claves, and John was on this year's faculty. Neither knew the other would be attending, so the reunion came as a pleasant surprise for both. During a conversation at the Conclave's St. Paul Saints baseball game, Paul shared with John that he had kidney disease and that he would soon die if he could not find a donor kidney. The conversation turned to the difficulty Paul had encountered in finding a donor with his blood type, A+. "Hmmm," said John, "that's mine, too." Last Tuesday, Paul and John entered the **Robert Wood Johnson University Hospital** in New Brunswick, New Jersey, where John gave Paul the gift of life in the form of a new kidney. Paul told *The TATTLE R*, "I had

TREMOLLO
waiting room

Hit Predictor
9/2004:
TOP TEN
POTENTIAL!

KQKY 15x!
KARZ 15x!
KQIC 11x!
KAYL 7x!

LOW MILLIONS **ELEANOR**

R&R
Hot AC

Monitor
Adult
Top 40

29

"I just about cried when they called me outside to show me the snow-mommy they made in the yard..."

Darrin Rosh's
"Minnesota
Christmas Eve"

Just serviced!
Instant phones-
Fox102/Rochester!
Wild Country/St. Cloud!
Bob 106/Princeton!
KYMN/Northfield!



no choice in this matter. The real story is John, who is doing the most altruistic thing a friend can do by giving an actual part of himself to help me. I am the luckiest guy in the world to have a friend like him." Silliman Dodge, who develops radio talent (as well as, consults stations, writes for *R&R* and *FMQB*, and announces for **Sirius Satellite Radio's** classical channels) adds - "The doctors rule out 98 of 100 potential organ donors, so I think I'm fortunate to be able to help my friend. You would do the same thing if you were in my shoes." He warned, "If you see me at the Conclave next summer and you need a kidney, sorry...I'm fresh out!" Both Paul and John are resting (somewhat) comfortably the successful kidney transplant operation, and should be checking out of the hospital sometime this weekend or early next week. You can send well wishes to John at john@sillimandodge.com and Paul at paul@aimstrategies.com.

Des Moines Fall Book, Phase 1 Trend. **Clear Channel** N/T down a bit, but still holds a 4+ point lead. WHO-AM 12.0-11.6, KGGG-FM 7.0-7.4, KSTZ-FM 7.5-7.2, KIOA-FM 7.7-7.1, KLTI-FM 6.8-6.6, KJJY-FM 5.5-5.6, KDRB-FM 5.3-5.5, KKDM-FM 6.2-5.3, KHKI-FM 5.2-5.1, KAZR-FM 4.5-4.0, KRNT-AM 3.3-3.0, KBGG-FM 2.8-2.6, KMXD-FM 2.3-2.4, KXNO-AM 2.3-2.2, KCCQ-FM 1.5-1.4, KWMT-AM 1.2-1.3, KBGG-AM 1.3-1.1, KZZQ-FM 0.7-1.1, KWKY-AM 0.8-0.8, KXIA-FM **-0.5, KASI-AM 0.7-0.5. 12+ Mon-Sun, Summer '04 - Phase 1 comparisons. Copyright, **The Arbitron Company** 2004.

"**Dimebag**" **Darrell Abbott**, former guitarist for **Pantera**, was shot and killed on stage at the **Alrosa Villa Club** in Columbus, OH on Wednesday (12/8). Abbot was playing the first song of the night with his current band **Damageplan** when 25-year-old **Nathan Gale** of Marysville, OH forced his way onto the stage and then opened fire. In addition to Abbott, four others were killed and two wounded before Gale was shot down by a police officer on the scene. The identities of the other victims and that of the officer have not been released.

The city of St. Paul opted not to offer help to **Minnesota Public Radio** in the latter's purchase of WCAL/Minneapolis and KMSE/Rochester - a purchase currently being considered for approval by the FCC (see "FCC Media Forum" story elsewhere in this *TATTLER*). The City Council was one vote shy of accepting a proposal that St. Paul issue MPR \$12 million in low interest bonds to facilitate their purchase of the aforementioned stations. With this rejection, MPR will be forced to obtain financing at a higher rate. The Council did, however, approve the issuing of approximately \$10 million in conduit bonds to be used to finance expansion of its St. Paul headquarters.

Radio for Milwaukee, a nonprofit group of local musicians headed by **Peter Buffet** (son of Warren), is slated to handle operations at WYMS/Milwaukee. Also part of the group are **Ambrosia** founding member **Joe Puerrta**, former Director of Marketing for **Paragon**, **Mike Henry** and former Wisconsin programmer **Paul Marszalek** and **Ben Manilla**. The station's 2005 launch will take place sometime in early summer and will feature local music.

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NEW THIS WEEK!

WLTE	KISD	KTOE	KYMN
KLMJ	KBW	KROX	KDDG
KDLM	KKGO	KNSG	KSWI
	KDAL	KNOD	

THE BLENDERS
WHEN IT SNOWS

Blue states? You don't need no stinkin' Blue State to wear a Blue bracelet! **Entercom** Alternative KRBZ/KC, in an effort to inspire younger listeners to be a part of the political process, has been giving away blue bracelets labeled "The Alternative" at all "Buzz" events this fall to indicate a sense of fraternity among like-minded political allies. The station considers the token as part of its dedication to be the "alternative to the conservative mainstream." KRBZ PD **Lazlo** described his inspiration: "At a gas station after the election, I saw three trucks with 'W' stickers. I knew something wasn't right and that we needed to do something."

Mark "You Can Take The Boy Out of the Midwest, But You Can't Take The Midwest Out of the Boy" Anderson, PD for **Clear Channel** T40 WKST/Pittsburgh shares: "Monday, December 6th thru this morning, 96.1 Kiss (WKST-FM)/Pittsburgh morning personalities **Mikey** and **Big Bob** spent 100 hours living in the parking lot of a local shopping center, inviting their listeners to 'Stuff-A-Bus' with new, unwrapped toys, for the US Marine Corps' annual Toys For Tots campaign. The bus - a full-size yellow school bus (as opposed to those 'short busses' so many of us had to take in our youth) - was stuffed floor to ceiling with toys by Wednesday. A second full-size yellow school bus was stuffed with toys by Thursday. A third full-size school bus was stuffed with toys by early Friday morning. During the final four hours, another bus was completely stuffed with toys prior to the end of the 96.1 Kiss Morning Freak Show at 10AM today. The busses filled with toys were delivered to the local Toys For Tots distribution center immediately following the collection drive." Mark adds, "Toys For Tots was in great need of the toys, as that same day began the second of two "distribution weekends" for toys to families in need; earlier distributions from the weekend before the drive left the distribution center absolutely empty - the Marines had to dip into national foundation money to stay open the previous weekend, and they projected that all of the toys collected thanks to the efforts of 96.1 Kiss would be needed to meet demand on the final Friday and Saturday of their distribution!" The estimated value of new toys collected is \$96,000. Congrats to you and your team, Mark!

OMT/Mediatouch in Winnipeg will be unveiling their new simulcast technology in mid-January. The company is providing service to **Newsweb's** Eclectic Rock stations WRAZ/Park Forest, WDEK/DeKalb and WKIE/Arlington. "**Nine-FM**", as the stations are collectively known is excitedly promoting this move as putting them in the same league as zoned newspaper and cable TV advertising by offering advertisers the ability to purchase ads on any and or all of the three stations.

The roof of a **Wal-Mart Supercenter** in Kansas City is now the temporary home of **Infinity** Country KFKF's afternoon guy **Dan Holiday**. He'll stay up on his perch until 9,400 toys are collected for the **US Marine Corps Toys for Tots** program. Joining Holiday in his vigil are **USMC Sgt. Matthew Strong** and **Dreamworks** recording artist **Jimmy Wayne**.



A plan to merge operations of Iowa's three university-based stations will be presented to the **Board of Regents** in Ames on December 16. The proposal will detail how the merging of **Iowa State's** WOI-A-F/ AMES, the **University of Iowa's** WSUI-A and KSUI/IOWA CITY, and the **University of Northern Iowa's** KUNI and KHKE (H-89.5)/CEDAR FALLS into one network known as **Iowa Public Radio** would save money and allow for expanded coverage. If the Board approves, a status report will be due out March 31.

The "**Eighth Annual Z-99.5 Request-A-Thon**" on **Entercom** Hot AC WZPL came to a close last Friday, but not before spending 36 hours raising \$216,741 for the **Make a Wish Foundation** of Indiana. The money will be used to grant the wishes of over 40 children with terminal illnesses.

Mary Niemeyer moves into the VP, Market Manager and GM of the **Infinity/Minneapolis** cluster (stations include: Talk WCCO-AM, AC WLTE and 80s WXPT). She will take the place of **Dick Carlson** who passed away after heart surgery in October.

Format shuffle is in full swing in Aberdeen as **Radio Ranch** takes over the SD **Clear Channel** stations. The **Aberdeen American News** lists the changes as follows: the Oldies format moves from KQAA (KOOL 95, being spun off to **Educational Media Foundation**) to Hot AC KNBZ (Z-97.7, now KOOL 97.7); Sports KSDN-AM, which had been carrying KFAN/Minneapolis' syndicated lineup, drops The Fan and picks up ESPN Radio and a local show with **Jeff Kilpatrick** as "**Aberdeen's Information Station**"; and Country KGIM-AM is adding **Rush Limbaugh** and **Jones' Ed Schulz**.

The Tattler sends condolences to those close to **John Arthur**, who passed away last Sunday (12/5) of a heart attack. Arthur began his career in radio in Rochester MN and worked in several other markets including: Waterloo, IA, Rockford, IL, Columbus, Cleveland and KGOR/Omaha.

Condolences also to the friends and family of **Joe Blake**. In the industry since 1954, Blake started at WLDY/Ladysmith, WI and went on to become owner and President of WMZT & WZAM-AM/Ishpeming.

Changes. **Roshan Vance**, formerly of **Clear Channel** Urban AC WVAZ (V-103), will move crosstown to Urban AC WSRB (Soul 106.3)/Chicago to take on APD duties...KDWB/Minneapolis weekender **Ryan Gallagher** will be heading south to Tampa to take on the night at Clear Channel Top 40 WFLZ...**Cindy Huber**, the nighttime gal at **Entercom** Hot AC WMYX (99.1 FM)/Milwaukee, will leave her station in December for a non-industry job and more time with her family...**Journal** Top 40/R KQCH (94.1 Channel)/Omaha welcome's former **Waitt Radio Networks** nighttimer Sketch to their morning show...The night spot at **Cumulus** Active Rocker WWWWX (New Rock

96.9 The Fox)Appleton-Oshkosh will be filled by former morning board-op **Brodie**. He'll be stepping into the shoes of **Ryan Even** who left last month to do afternoons at **Family Radio** Rocker WRQT/LaCrosse.

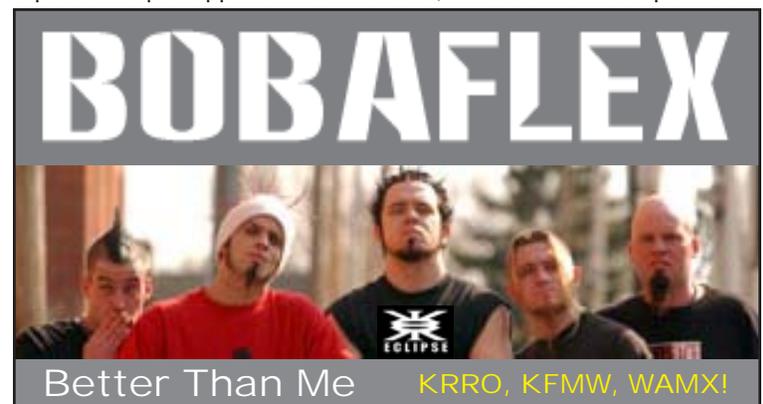
NOTE: Next week's TATTLER will be the last of the year - so make sure any news items, photos, jobs, etc. you'd like included arrive at the TATTLER offices by no later than Thursday evening, 12/17!

Jobs. WYVN - Holland's Classic Hits 92.7 The Van seeks a PM Driver/APD. 2-3 years experience preferred. Creativity & organizational skills important. T&R to PD **Bill Morgan**, 6021 South Westnedge Avenue, Portage, MI 49002...Winona Radio in Winona, MN, seeks a morning show host for Soft Rock 101.1/KHME. If you have five years on-air experience, have an entertaining morning show, can do remotes and production, contact **Pat Papenfuss** at ppapenfuss@winonaradio.com. Or phone 507-452-4000, fax 507-452-9494, or snail mail your stuff to Box 767, Winona, MN 55987-0767...**Midwest Communications, Inc/** Wild 99-7, The 9-2-0's Party Station, is looking for a night GOD! Necessary: Killer content. Hip-Hop and R&B flava without faking it. Live appearances in front of huge crowds. And creative execution of promotions and contests. Send air-check, resume, and a cover letter. Email is fine; send a maximum of 4 minutes of audio to jhill@wild997.com. For overnight/snail mail packages: Send to PD **Jason Hillery**, 115 South Jefferson St., Green Bay, WI 54305...**Susquehanna Indianapolis/** Contemporary Christian formatted 93.9 The Song is looking for a host/coordinator for the community outreach program, the Heart and Soul Patrol. This program is an extension of the morning show and will make appearances at school, church and community events. The ideal candidate for this job will have a strong work ethic, and be outgoing, organized and comfortable with public speaking. An air-shift is not required, but being comfortable interacting on the air is important. A promotional, air talent or morning show producer background would be helpful. Send a resume, a letter detailing what interests you about this job and anything thing else you think would be of interest (aircheck, etc) to **David Wood**, Director of Programming, Susquehanna Indianapolis, 6810 N. Shadeland Av. Indianapolis, IN 46220 or via email at dwood@indyradio.com ...On-Air news reporting openings are available in several medium Midwestern markets. Ideal candidates will be hungry for covering stories, know about the roles heritage News-Talk stations play in their markets, and are equally skilled on-air and in news gathering work. These are ideal jobs for people with 1-2 years experience. Candidates from or interested in working in Illinois, Minnesota, or Wisconsin are preferred. Please mp3 your latest work and resume to newsradiojob@yahoo.com ...Chicago-based radio syndication firm has immediate openings for Affiliate Relations person to place programs on radio stations across the US. Experience in network radio is a must. This is a full time position requiring self-motivation, good writing skills, and love of phone work. Prefer Chicago area but will consider other locales for the right candidate. Base, commission, benefits. Please E- mail your resume to

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ScoutofNY@yahoo.com ...**WASK, Inc.** is in search of a full-time midday AND PM drive personality. Send Resume, cover and CD to OM **Mark Allen**, 3575 McCarty Lane, Box 7880, Lafayette IN 47903...**Mapleton Communications** is seeking a Chief Engineer for its 4 FM and 2 AM station group based in Medford, Oregon. Responsibilities include the maintenance and or repair of transmitters, studios, computer hardware and software. General Class FCC License or equivalent. Minimum 5 years experience in broadcast maintenance. Must be knowledgeable of all FCC regulations. Valid drivers license and ability to lift and/or move up to 50 lbs. required. Mapleton Communications offers great benefits, which include medical, dental, and 401K. Send resume to **Ron Hren**, GM, Radio Medford, 1438 Rossanley Drive, Medford, Oregon, 97501 or email to rhren@radiomedford.com. All applications must be received by December 20, 2004... **Traffic Pulse Networks** (TPN) Operations Center in Chicago, IL is looking for an On-Air Radio Traffic Reporter. Potential FT & PT opportunities available. Responsibilities include: Understanding local traffic conditions to clearly and accurately broadcast reports, gathering and organizing traffic information from multiple sources, monitoring police, fire and emergency services scanners, interfacing with TPN software applications, such as TIMS and Traffic Pulse Broadcaster. Successful candidates will thrive in a dynamic team environment, possess excellent written and verbal communications skills, have computer literacy, be capable of handling multiple tasks under occasionally severe time constraints and be deadline driven. Prior on-air traffic and/or news experience is required. Knowledge of Chicago roadways is a big plus. Interested candidates should send a traffic demo (mp3 preferred) and resume ASAP to careers@traffic.com or by mail to Traffic Pulse Networks, 625 N Michigan Ave, Suite 2425, Chicago, IL 60611...WWJ Newsradio 950, a Detroit **Infinity Broadcasting** station, has an immediate opening for a Part Time Producer. Qualifications: Must be extremely creative with sound and story presentation, remain up-to-date on current events, needs good market knowledge, must be able to remain composed under deadline pressure, must have good typing and computer skills. Writing must be clear, compelling and exciting. Be flexible, think quickly, and know how to lead. Degree in Journalism, Communications necessary. Minimum 2 years broadcast news experience required in radio or television. This is a weekend position. Send resume and cover letter to ND **Pam Woodley**, 26495 American Drive, Southfield, MI 48034...WBFM / B-93 Sheboygan has an immediate opportunity for an On Air, APD. You must love country and not only talk the talk but walk the walk. This position works closely with the PD and is involved in all decision making for the station. Join the team where your ideas count! Email your tape and resume to **Scott Cooper** - PD cooper@b93radio.com ...**Infinity Broadcasting**/WWJ Newsradio (950) the leader in radio news in the Detroit radio market, is looking for a part time Anchor. Must have clear, authoritative speaking voice. Should be able to write broadcast copy in lively, exciting and clear and concise terms. Degree in Journalism, Communications or Television/Radio Broadcasting needed 3-5 years of medium or major market experience, 2 years as an anchor. Must be resourceful, flexible, creative and work well under pressure. Some knowledge of local geography and history of region helpful. This is a weekend position, so try to live nearby. Send tape and resume to: **News Director**, WWJ Newsradio 950, 26495 American Drive, Southfield, MI 48034 or email at: prwoodley@cbs.com ... **Entercom Communications** /80s-based 105-1 The Buzz is looking for part-timers to fill various weekend on-air shifts. Must be will to do show prep to make each quarter-hour of the show unique, must relate to adult listeners, be willing to work a variety of shifts varying from voice-tracking an overnight to doing a live five-hour weekday show when a full-timer is absent. Send your CD and resume to APD **Marc Allen**, 7601 Ganser Way, Madison, WI 53718...Chicago based, radio syndication company has an opening for a qualified individual to fill the role of Operations Manager. Duties include the production and distribution of nationally syndicated radio

programs, spots and related products. Ideal candidates will have management experience and must be comfortable in a network radio environment. All applicants must possess knowledge of automation systems, PC networking, Microsoft Word, Excel, Outlook, Outlook Express, and Cool Edit Pro. Candidates must be a quality voice talent, and have solid background in radio production from conceptualization to writing and final production. College degree required, competitive salary and benefits. email your stats to ScoutofNY@yahoo.com ...**Channel 955** is looking for the next morning show superstar sidekick for the Mojo in the Morning show. We're looking for an outgoing, outspoken, street-credible personality that lives and breathes pop culture and is willing to share their life with over 600,000 listeners each week! Some production skills a must. This is a rare opportunity to join Detroit's #1 rated morning show. Please send package to OM **Dom Theodore**, 27675 Halsted, Farmington Hills, MI 48331...Q92/WDPN in Canton/Akron is looking for an experienced sales representative for a 50,000 watt Mainstream Top 40 FM station and an Adult AC AM station. Send your resume to GSM **Mark O'Brien**, 393 Smyth Ave NE, Alliance OH 44601 or mark@Q92radio.com ...Midday talent needed! We're a bright AC, 60 minutes from Chicago. The job includes production, copy writing and remotes. Previous radio experience is required. Demo/resume to **Ken Misch**, Program Director, WDKB-FM, 2201 North 1st St, Dekalb, IL 60115.... **Fairfield Broadcasting Company**, Kalamazoo, MI's only locally owned and operated daily media has a full-time year round opening in their sports department. Interested candidates should send a resume (with at least 3 references), audio samples of recent work, and writing samples to SD **Ryan Maguire**, 4200 West Main, Kalamazoo, MI 49006, Resumes, writing samples and MP3 audio will be accepted by e-mailing material to ryanm@wqsn.com ... WNEM is searching for a few good candidates to fill an existing opening. Qualified candidates will have a good grasp of audio editing technique, a great ear for the hot news story, strong writing ability and a smooth vocal delivery. This is an excellent opportunity for someone looking to get their foot in the door. Candidates interested in this part time temporary position should send a cover letter/ resume to **Business Office/Personnel Administrator**, WNEM-TV5, Box 531, Saginaw, MI 48606...**Susquehanna's Gold 104.5** has a prime opening for a Morning Show co-host. Be a part of a winning morning show that is entertaining and fun! If you interesting content, a fun personality and understands the Oldies audience, rush your CD and resume to PD **Steve Cannon**, Gold 104.5, 6810 North Shadeland Avenue, Indianapolis, Indiana 46220...KDOA-FM is seeking qualified candidates for an Afternoon Drive Announcer. Position includes hosting a daily live show on a Soft Rock FM station as well as some voice-tracking. Other duties include: remote broadcasts, board op for sporting events, production and light traffic. Seeking an individual who is professional, a team player, able to take direction. Work ethic and skills are most important. Please send a tape/CD, resume and references to KDAO Radio, Box 538, Marshalltown, IA 50158. For more info call **John Wirkler** at 641-752-4122. All jobs listed in *The Tattler* are provided free of charge, and represent equal opportunities. No calls, unless otherwise specified.



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