

# Department of Education

### REGION XI SCHOOLS DIVISION OF PANABO CITY

### Office of the Schools Division Superintendent

#### **DIVISION MEMORANDUM**

OSDS-2024-0078

To

Assistant Schools Division Superintendent

Chief of Curriculum Implementation Division (CID)

Chief of School Governance & Operations Division (SGOD)

Division Information Officer

Principal II, Panabo City Senior High School

All Concerned Teachers and Students

Subject:

HOSTING OF DIRI SA DEPED ONSE SEASON 7 EPISODE 4

Date

May 06, 2024

This is in reference to Regional Memorandum ORD-2023-098 re: **DepEd Davao Region Communication Plan 2024** dated December 5, 2023, where SDO Panabo City will be hosting the **Diri Sa DepEd Onse Season 7 Episode 4 (Secondary Category)** on **May 10, 2024** via **DepEd Region XI FB Page**.

Diri Sa DepEd Onse 2024's theme is a 15-minute vlogging to be produced in a creative style that leads to strengthening the MATATAG Curriculum.

In this regard, this Office identifies the following as the **Production Team** for the said episode hosting:

NO.	NAME	SCHOOL/POSITION	PRODUCTION ROLE
1	Armando Jr. O. Aguilon	CID	DIO/Production Director
2	Myrna E. Purificacion	PCSHS/Principal II	Associate Producer
3	Jobellyn Mae A. Bontifola	PCSHS/MT I	Head Writer
4	Tristan John Gayta	PCSHS/Teacher	Head Editor
5	Jessa C. Sanchez	PCSHS/Teacher	Team Adviser
6	Jasper Jimenez	PCSHS/Learner	Floor Director
7	Benedict Cesar Ramos Ranola	PCSHS/Learner	Videographer/Photographer
8	Darwin Baylosis	PCSHS/Learner	Videographer/Photographer
9	Suzette C. Ocampo	PCSHS/Learner	Videographer/Photographer
10	Jessica Shane Catayas	PCSHS/Learner	Video Editor
11	Cylee Q. Molato	PCSHS/Learner	Video Editor
12	Glyzlee Rabilingca	PCSHS/Learner	Associate Writer
13	Mikyla Macaduyan	PCSHS/Learner	Vlogger
14	Donna Rose Almerida	PCSHS/Learner	Vlogger
15	Kate Cielo G. Esguerra	PCSHS/Learner	Graphics & Layout Artist

doc://CID/JEY/AOAJr.







Schools Division of Panabo City City Hall Compound, Panabo City Tel. No. (084) 823-1469

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# Department of Education

REGION XI Schools division of Panabo City

### Office of the Schools Division Superintendent

Attached herewith is the **Production Timeline** and the reference regional memorandum.

Teachers involved in the production will be granted one (1) CO, while identified learners and all those who will form part of the episode such as actors or respondents, shall be given extra points in their performance tasks across all subject areas, and be excused from their respective classes as well as be given special considerations to comply if they missed any of the class requirements such as quizzes, exams and the like.

All teachers and students of Panabo City Senior High School are hereby instructed to give full support to this regional endeavor through social media interactions on publication materials and the live show.

This Office grants Service Credits for Teaching Personnel and Compensatory Overtime Credits (COC) for Non-Teaching Personnel for services rendered during Saturdays, Sundays, and Holidays.

All expenses incurred in this production shall be chargeable against school MOOE and other local fund source, all subject to the usual accounting and auditing rules and regulations.

For more information and queries, kindly coordinate to Mr. Jun Aguilon, Division Information Officer.

Dissemination of this memorandum is desired.

JINKY B. FIRMAN PhD, CESO VI

OIC, Schools Division Superintendent

RELEASED

MAY 0 7 2024

RECORDS SECTION-SDO PANABOCITY

Enclosed. As stated.







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# Department of Education

### **REGION XI** SCHOOLS DIVISION OF PANABO CITY

## Office of the Schools Division Superintendent

# PRODUCTION TIMELINE

DSDO Mas Matatag Season 7 Episode 4

DATE	ACTIVITY	VENUE	
May 03, 2024	Meeting of Production Team Vlog Content Conceptualization	PCSHS	
May 04, 2024	Script Writing and Rehearsal	PCSHS	
May 05-06, 2024	Shooting	Various Locations	
May 07, 2024	Editing *Reshooting as necessary	PCSHS	
May 08, 2024	Posting of Promotional Poster Editing	PCSHS	
May 08, 2024	Previewing *Reediting as necessary	PCSHS	
May 09, 2024	Posting of Teaser *Reediting as necessary	PCSHS	
May 10, 2024	Showtime	DepEd Region XI FB Page	

Prepared by:

ARMANDO JR. OLIVA AGUILON

Division Information Officer

Approved by

JINKY B. FIRMAN PhD, CESO VI

OIC, Schools Division Superintendent

RELEASED

MAY 0 7 2024

RECORDS SECTION SOO PANABOCITY







# Department of Education

DAVAO REGION

### Office of the Regional Director

#### REGIONAL MEMORANDUM

ORD-2023-098

To

Schools Division Superintendents

Subject:

DepEd Davao Region Communication Plan 2024

Date :

December 5, 2023

The DepEd Davao Region Communication Plan 2024 will serve as a guide for all designated information officers and public assistance coordinators in their communication and public relations strategies.

As agreed during the Planning Workshop for the Preparation of the 2024 DepEd Davao Region Communication Plan, the content and schedule for Diri sa DepEd Onse Seasons 6 to 8 (Attached as Annex A), Social Media Content Calendar (attached as Annex B), and 2024 DepEd Davao Region Communication Plan (attached as Annex C) will take effect starting the first day of 2024.

The following is the target timeline for CY 2024:

1st Quarter		2nd Quarter	4 <sup>th</sup> Quarter	
•	Posting	of contents in socia	l media	
•	through		tance and Action Ce	ints or action taken coursed nter, Civil Service Commission,
•	Quarter	ly submission of sto	ories for the newslett	ег
•	Quarter	ly submission of th	e consolidated Custo	omer/Client Satisfaction Survey
•		ion of Diri sa DepE Season 6, Season		Conduct of ONSE (Outstanding Newsfeatures and Stories in Education) Awarding Ceremony Submission of the CY 2024 consolidated CCSR report

For information and guidance.

ALLAN G. FARNAZO

By the Authority of the Regional Director

Director IV

Incl: As stated.

PAU1/mgvg

REBONFAMIL R. BAGULO

Director III 0 5 DEC 20

Attachment A of Regional Memorandum ORD-2023-098

De DED MATATAG





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ISO 9001 2015 - Certified

Dec. 05,2023



# Department of Education

**DAVAO REGION** 

Office of the Regional Director

### GUIDELINES FOR THE EPISODES OF DIRI SA DEPED ONSE SEASON 6 TO 8

- 1. Seasons 6 and 7 of Diri sa DepEd Onse: Mas Matatag for CY 2024 will involve students from elementary and secondary levels. Season 8 will be allotted to learners under inclusive education. Learners' participation under the Special Program in Journalism and Special Program in the Arts for the pre-production, production, and post-production is highly encouraged.
- 2. The episodes will be in a vlog style with a minimum of 15 minutes running time. It will be shown every Friday at 12:00 noon on DepEd Region XI page.
- 3. A parent's/guardian's consent shall be secured before shooting/preparing the vlog participated by minors.
- 4. The Schools Division Office, through the designated Division Information Officer, shall monitor and check the preparation of scripts and the production to ensure the content is appropriate.
- 5. It is encouraged that the content, produced in a creative style, leads to strengthening the MATATAG Curriculum.

#### SCHEDULE OF DIRI SA DEPED ONSE SEASONS 6 TO 8

DIVISION	SEASON 6	SEASON 7	SEASON 8
Davao Oriental	January 19, 2024	April 19, 2024	July 12, 2024
Davao de Oro	January 26, 2024	April 26, 2024	July 19, 2024
Davao Occidental	February 2, 2024	May 3, 2024	July 26, 2024
Panabo City	February 9, 2024	May 10, 2024	August 2, 2024
Mati City	February 16, 2024	May 17, 2024	August 9, 2024
Digos City	February 23, 2024	May 24, 2024	August 16, 2024
Regional Office	March 1, 2024	May 31, 2024	August 23, 2024
IGACOS	March 8, 2024	June 7, 2024	August 30, 2024
Davao del Sur	March 15, 2024	June 14, 2024	September 6, 2024
Tagum City	March 22, 2024	June 21, 2024	September 13, 2024
Davao City	April 5, 2024	June 28, 2024	September 20, 2024
Davao del Norte	April 12, 2024	July 5, 2024	September 27, 2024

Attachment B of Regional Memorandum ORD-2023-098







Website: www.depedroxi.ph



# Department of Education

**DAVAO REGION** 

## Office of the Regional Director

### SOCIAL MEDIA CONTENT CALENDAR

	-	J	ANUARY			FEBRUARY			
ACTIVITY	W1	W2	W3	W4	W5- W1	W2	W3	W4	W5- W1
Submission of posts: Make It	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
Reel (videos), Flex Ko Lang (infographics), Kwentong	DdO	MC	DdS	DdN	DdO	MC	DdS	DdN	DdO
Onse (success stories), Finding			IGaCo						
Meme-mo (memes)	DOr	PC	S	TC	DOr	PC	IGaCoS	TC	DOr
		MAR					APRIL		
				W1-					W5-
ACTIVITY	W2	W3	W4	W5	W1	W2	W3	W4	W1
Submission of posts: Make It Reel (videos), Flex Ko Lang	DiC	RO	DC	DC	DOc	DiC	RO	DC	DOc
(infographics), Kwentong	MC	DdS	DdN	DdN	DdO	MC	DdS	DdN	DdO
Onse (success stories), Finding Meme-mo (memes)	PC	IGaCoS	TC	тс	DOr	PC	IGaCoS	тс	DOr
		MA	Υ				JUNE		
ACTIVITY	W2	W3	W4	W1- W5	W1	W2	W3	W4	W5- W1
Submission of posts: Make It	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
Reel (videos), Flex Ko Lang (infographics), Kwentong	DdO	MC	DdS	DdN	DdO	МС	DdS	DdN	DdO
Onse (success stories), Finding Meme-mo (memes)	DOr	PC	IGaCo S	TC	DOr	PC	IGaCoS	TC	DOr
		JUL	Υ			-	AUGUST		
		700		W1-			7.00031		W5-
ACTIVITY	W2	W3	W4	W5	W1	W2	W3	W4	W1
Submission of posts: Make It	DiC	RO	DC	DC	DOc	DiC	RO	DC	DOc
Reel (videos), Flex Ko Lang (infographics), Kwentong	MC	DdS	DdN	DdN	DdO	MC	DdS	DdN	DdO
Onse (success stories), Finding Meme-mo (memes)	PC	IGaCoS	TC	TC	DOr	PC	IGaCoS	TC	DOr







# Department of Education

DAVAO REGION

A 6770 HT		SI	EPTEMBER	3			OCTO	BER	
ACTIVITY	W1	W2	W3	W4	W5- W1	W2	W3	W4	W5- W1
Submission of posts: Make It Reel (videos), Flex Ko Lang (infographics), Kwentong Onse (success stories), Finding Meme-mo (memes)	DOc	DiC	RO	DC	DOc	DiC	RO	DC	DOc
	DdO	MC	DdS	DdN	DdO	MC	DdS	DdN	DdO
	DOr	PC	IGaCo S	TC	DOr	PC	IGaCoS	TC	DO
		NOVE	MBER				DECEMBE	R	
ACTIVITY	W2	W3	W4	W1- W5	W1	W2	W3	W4	W5- W1
Submission of posts: Make It	DiC	RO	DC	DC	DOc	DiC	RO	DC	DO

Note: All SDOs, through the designated DIO, will submit posts in the respective weeks where they are assigned.

DC

DdN

TC

DC

DdN

TC

DOc

DdO

DOr

DiC

MC

PC

RO

DdS

**IGaCoS** 

### Legend:

TC

Reel (videos), Flex Ko Lang

(infographics), Kwentong Onse (success stories), Finding

Meme-mo (memes)

RO	-	Regional Office
DOc	-	Davao Occidental
DdO	-	Davao de Oro
DOr	-	Davao Oriental
DiC	-	Digos City
MC	-	Mati City
PC		Panabo City
DdS	-	Davao del Sur
<b>IGaCoS</b>	-	Island Garden City of Samal
DC	-	Davao City
DdN	-	Davao del Norte

Tagum City

DiC

MC

PC

RO

DdS

**IGaCoS** 







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DC

DdN

TC

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### Department of Education

DAVAO REGION

Attachment A of Regional Memorandum ORD-2023-098

# DEPED DAVAO REGION COMMUNICATION PLAN 2024

- 1. Ensure that 100% of all DepEd Region XI employees are knowledgeable of all the plans, projects, achievements, and best practices through social media, printed publications, and IEC materials;
- 2. Ensure that other interested parties of the education sector get relevant information and stories about DepEd Davao Region through social media, printed publications, and IEC materials, and ensure that they understand better, remember longer, and look forward to the next post/s and issue/s;
- 3. Ensure that 100% of issues that arise concerning the Department are addressed;
- Ensure that the Customer Satisfaction survey is implemented in all functional divisions of the Regional Office and the Schools Division Office; and
- Give recognition to exemplary outputs.

#### Definition of terms:

- CCSR Customer/Client Satisfaction Survey given to all functional divisions in the Regional Office (RO) and Schools Division
- DepEd Region XI employees teaching, non-teaching, teaching-related personnel, whether regular or in JO position, employed
- DIO designated Division Information Officer to spearhead communication management in the division
  DPAC designated Division Public Assistance Coordinator in charge of written complaints received in the division and
- IEC Information, Education, and Communication materials to be used for information and promotion advocacy
- RIO Regional Information Officer in charge of communications management, social media management, crisis management RPAC Regional Public Assistance Coordinator in charge of written complaints received in the region
- SIC designated School Information Coordinator of communication management in the school







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# Department of Education

DAVAO REGION

Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
Promotion & Campaign Management	Getting internal stakeholders to follow, appreciate, and engage in the Division's and Region's official FB page where announcements/stories/information are disseminated.  Announcing/Posting/ Disseminating stories, events, achievements, information, and announcements in different available platforms.	1. Regional Office  a) Public Affairs Unit (PAU) — identifies target audience; ensures to add impact on posts/stories/IEC materials to attract more audience/viewers/followers; leads the promotion and campaign in coordination with the designated DIOS	Regional Office:  1. PAU issues memo attaching the Communication Plan and content calendar  2. PAU regularly meets virtually with the designated DIOs for planning, feedbacking, sharing of best practices, and monitoring and evaluation  3. PAU does stakeholders' analysis	Before the start of FY 2024  At least once a month  To be discussed and included in the virtual meeting	The level of awareness of internal stakeholders increases significantly.
		Division Office:  DIOs, DICs, PSDSs, EPS, Program Owners, School Heads, IT by conducting capacity building	Division Office:  1. Conduct Capacity Building for School Information Coordinators (SICS) on Responsible Media & Communications including: Laying out Video editing Printing and Publishing	Within FY 2024	







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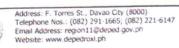


# Department of Education DAVAO REGION

Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
		DIOs, DICs, Division Legal Officer, EPS, Program Owners, School Heads by conducting a meeting/dialog on proper info dissemination.  DIOs, DICs, SICs, EPS, Program Owners, ICT Coordinators, School Heads by creating a production team tasked and scheduled to manage online and print advocacy materials	TV Reporting and Broadcasting Writing  2. Conduct a forum of School Leaders and Stakeholders on Proper Information Dissemination  3- Produce and submit educational stories for online and/or print platform and based on content calendar  4. Establish network and intensify connection to the NGAs, LGUs, GAs, NGOs, and accredited Media Partners through a Memorandum of Understanding.	Follow social media content calendar Within FY 2024	
Reputation Management	Posting of significant stories on social media via the official pages  Broadcasting of Diri sa DepEd Onse: Mas Matatag (Vlogging: Season 6 - Elementary, Season 7	1.Regional Office     a) Regional Director and     Assistant Regional Director —     approves quality assured stories     or materials	Regional Office:  1. PAU gets information that needs region-wide dissemination from FDs and posts in social media	Follow social media calendar and Diri sa DepEd Onse: Mas	DepEd Davao Region gains the trust and confidence of internal and external stakeholders.









### Department of Education

Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
	- Secondary, Season 8 - Inclusive)  Parents' consent is required  1. Informative  2. No pranks  3. Diary vlogs  4. News vlog	b) PAU – filters, edits, quality assures the contents to be posted/published; does stakeholders' analysis; publishes regionwide quarterly newsletter and available IEC materials	PAU receives PRs/stories with impact from Division Communication Team, filters, edits, and posts in social media	Matatag airing schedules  Year-round; based from content calendar	DepEd Davao Region builds positive reviews among all community members.
	Publication of printed materials such as newsletters, magazines.  Creation and dissemination of IEC materials	Schools Division Office  a) DIOs, DICs, SICs, School Heads, EPSs, PSDSs to check articles and stories eligible for posting/publication	Division Office:  1. Posting of promotional articles, stories, and advertisements about programs, projects, and activities of the division		
		b) Communications Team/DIOs conduct onsite or virtual interview  c) Communications team to edit and filter contents for publication/ posting	Initiating a dialogue with top officials using multimedia platforms or in-person.     Airing and posting of documentaries and outstanding accomplishments and recognitions of teachers, learners, and leaders		
Crisis Management	The RIO and DIOs will report local incidents that went viral in social media, reported in media.	Regional Office     Al Regional Director and     Assistant Regional Director —	Regional Office:	As the need arises	All issues are addressed creating positive perceptions







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# Department of Education

Communication/	Activities	DAVAO REGION  Who is in-charge and Terms of  Reference	Details on how this will be done	Timeline	Impact
Strategy	The RPAC and DPAC will receive and monitor all written complaints from 8888, Contact Center ng Bayan, Civil Service, etc., and facilitate walk-in clients DPAC will intensify awareness on Impact of Complaints received  Availability of Shared google drive containing all complaints received across all media for direct and fast monitoring	gives official statements concerning the Department through the spokesperson  b) Regional Spokesperson — allows all kinds of interviews from media and issues all forms of official statements concerning the Region; does media relations  c) Public Affairs Unit (PAU) — coordinates with the spokesperson for any issuance of written reports and publication of official statements; does media relations  d) RIO will gather information of local incidents from the DIOs and report such to CO-PAS.  e) PAU will facilitate received written complaints and reported local incidents in any platform ensuring it will be	1. The regional spokesperson coordinates with RD and ARD how to address issues 2. The spokesperson gathers facts from the DIOs and answers queries from media in any form.  3. The PAU coordinates with the spokesperson for any issuance of written reports and publication of official statements, writes written/investigative reports needed by the CO, and does media relations  4. The RIO will gather information of local incidents within 24 hours from occurrence.	Real-time updating of received complaints by RPAC to DPAC	about the Department. Increase compliance ratin on the actions done.





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### Department of Education

DAVAO REGION

Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
		endorsed to the concerned party or acted upon.	PAU will indorse all received issues/complaints/ concerns to the concerned division and		
		f) The PAU will update the 8888 portal and submit required documents	monitor actions taken from them.		
		2. Schools Division Office			
		a) SDS/ASDS - gives official			
		statements concerning the			
		Division through the DIO.			
		A. For local incidents:	For local incidents:		
		LOIG III	For local incidents.		
		a.) DIOs will gather the information from the SICs	a. DIO and designated team		
1		through an incident report	will record and report		
		attested by the School Head.	educational incidents, issues,		
		DIOs will validate the report, if needed.	and concerns;		
			b. DIO and designated team will		
		b) DIOs will submit the incident	conduct field visits and		
		report to the Regional Office	interviews, and		
		c) DIOs, in consultation with the	c. SDO will adopt a Fact-Finding		
		Division Legal Officer and	Team to probe certain issues		
		reviewed by the SDS, will	or create Crisis Management		
		provide the official statement	Committee to lead and oversee		







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### Department of Education

DAVAO REGION

Communication/ Public Relations Strategy	Activities	Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
	e.	to the Regional Office, social media, and/or face the media, if necessary.	crisis management in the entire division. d) Orient the school heads on the communication flow.		
		3. For written complaints:	For written complaints:		
		SDS/ASDS to monitor 8888, CCB, emails, walk-in reports, and etc. to the concerned individual, school, and/or district	e) The DPAC will receive the written complaints indorsed by the RO; f). The DPAC will facilitate the indorsement of such to the concerned party, g). After the reply from the concerned party is received, the SDO will check the veracity of the report and give specific		
			recommendation, h). The DPAC shall submit all the documents to the RO and update the Google drive for easy monitoring; and i) Orient the school heads on the communication flow.		







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### Department of Education

Communication/ Public Relations Strategy	Activities	DAVAO REGION Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
Survey Management	Implementation and reinforcement of ARTA Harmonized CSM Survey	Regional Office:  1. PAU – consolidate, analyze, and report  Division Office:  1. Focal person for CCSR and DPAC – gather, consolidate, and analyze Customer Satisfaction survey of each school and the functional divisions	Regional Office:  1. The PAU will consolidate, analyze, and report all the CCSR results of the RO functional divisions during the Quality Management Review and issues Request for Action, if needed.  2. Submit the Client Satisfaction Measurement Report to the CO.  Division Office:  1. The SDO, through the focal person, will gather and consolidate all CCSRs of schools and division office and come up with a quarterly and year-end CCSR report to be submitted to the RO.  2. The DPAC will facilitate the submission of quarterly and yearly CCSR results of the SDO	- Weekly Report - During the Quality Management Report	The timely evaluation of performances especially on providing effective frontline services becomes the basis for improvement.







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# Department of Education

Communication/ Public Relations Strategy	Activities	DAVAO REGION Who is in-charge and Terms of Reference	Details on how this will be done	Timeline	Impact
			The DPAC will ensure the availability of a unified ARTA template.		
Awards and Recognition Programs	Giving awards to writers/contributors/creators, recognizing best broadcasts, and recognizing best efforts of the Communications Team/DIOs of the SDOs.  Giving awards to DPAC with highest compliance rate (within 72 hours), highest resolution rate, with lowest complaint.	1. Regional Office  a) Regional Director and Assistant Regional Director – approves all kinds of awards and recognition in the regional level  b) Public Affairs Unit (PAU) – does first level of evaluation and invites external evaluators  2. Division Office:  d. SDS and ASDS - approves identified awards to be given in the division level	Regional Office:  1. PAU sets the list of awards and criteria; seeks approval of RD and ARD  2. PAU issues a memo containing the list and criteria and nominees.  3. PAU will conduct the awarding ceremony and give due recognition to DIOs and categorize ONSE Awards into Elementary, Secondary and Inclusive Levels.  Division Office:  6. For division level awarding, the SDS/ASDS, Communications Team/DIO, and Division Iournalism Coordinators	4 <sup>th</sup> quarter	All deserving personnel are recognized through giving of awards.







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