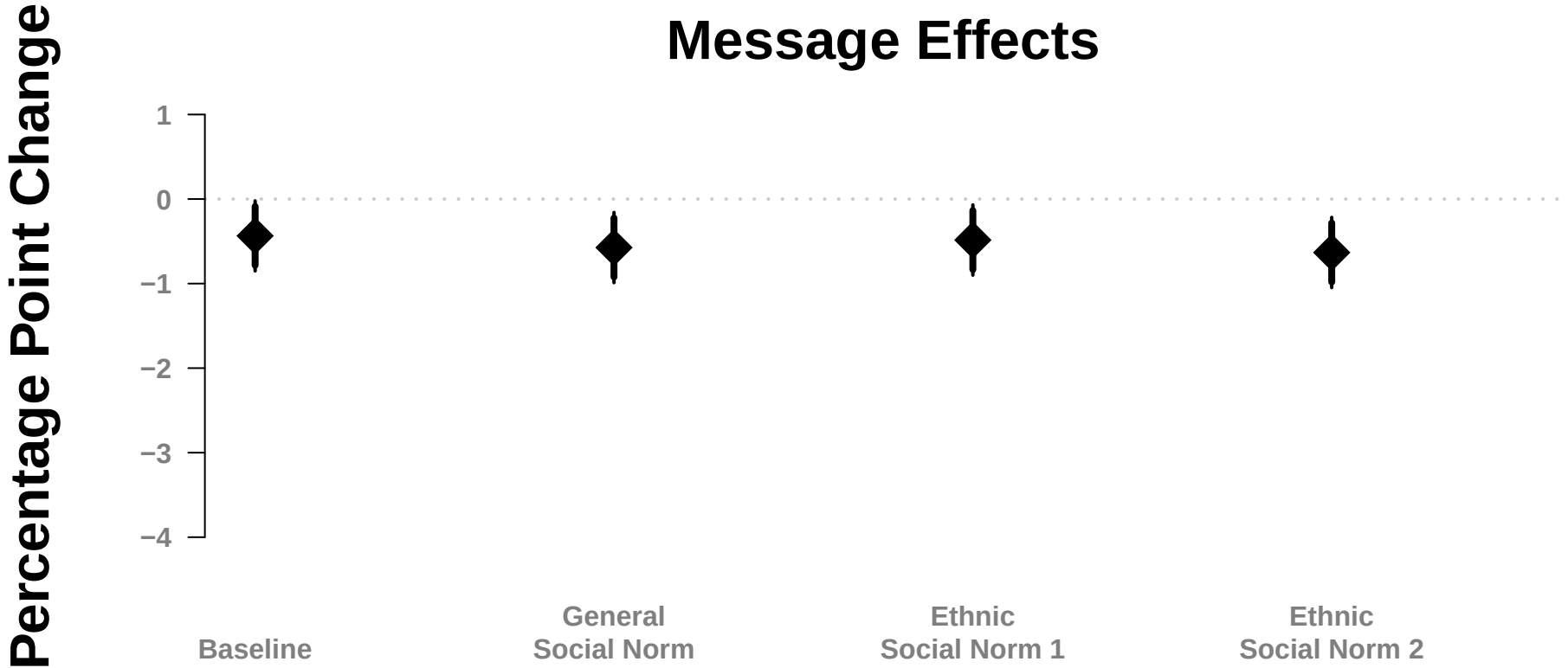Email Contact Reduces Turnout
Message Effects