Environment America: Running 60 affiliates on Drupal

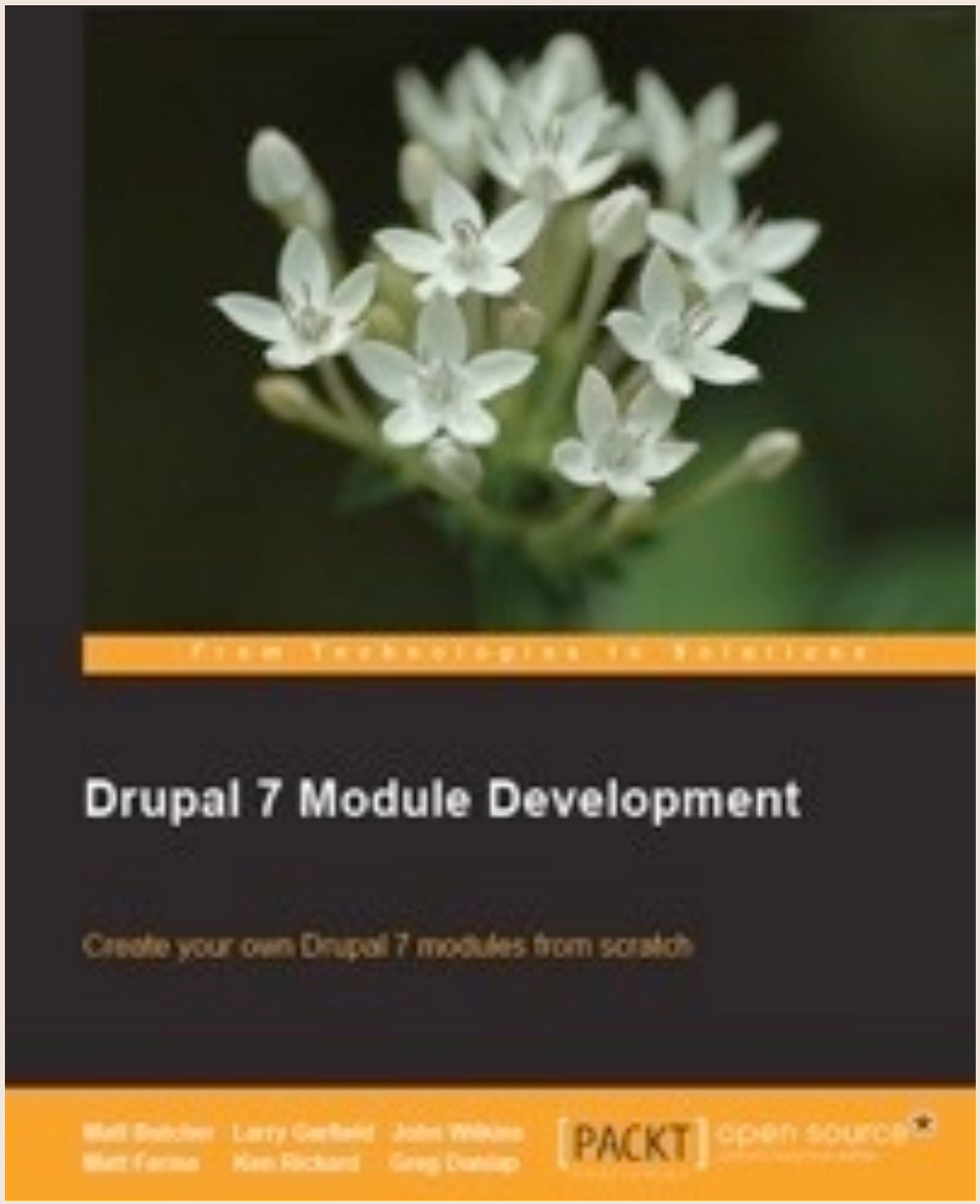
Ken Rickard, Palantir.net

Who am I?

- Palantir.net
  - Director of Development and Professional Services
- Drupal.org
  - http://drupal.org/user/20975
- IRC / Twitter / Gmail
  - @agentrickard
- Web
  - http://ken.therickards.com

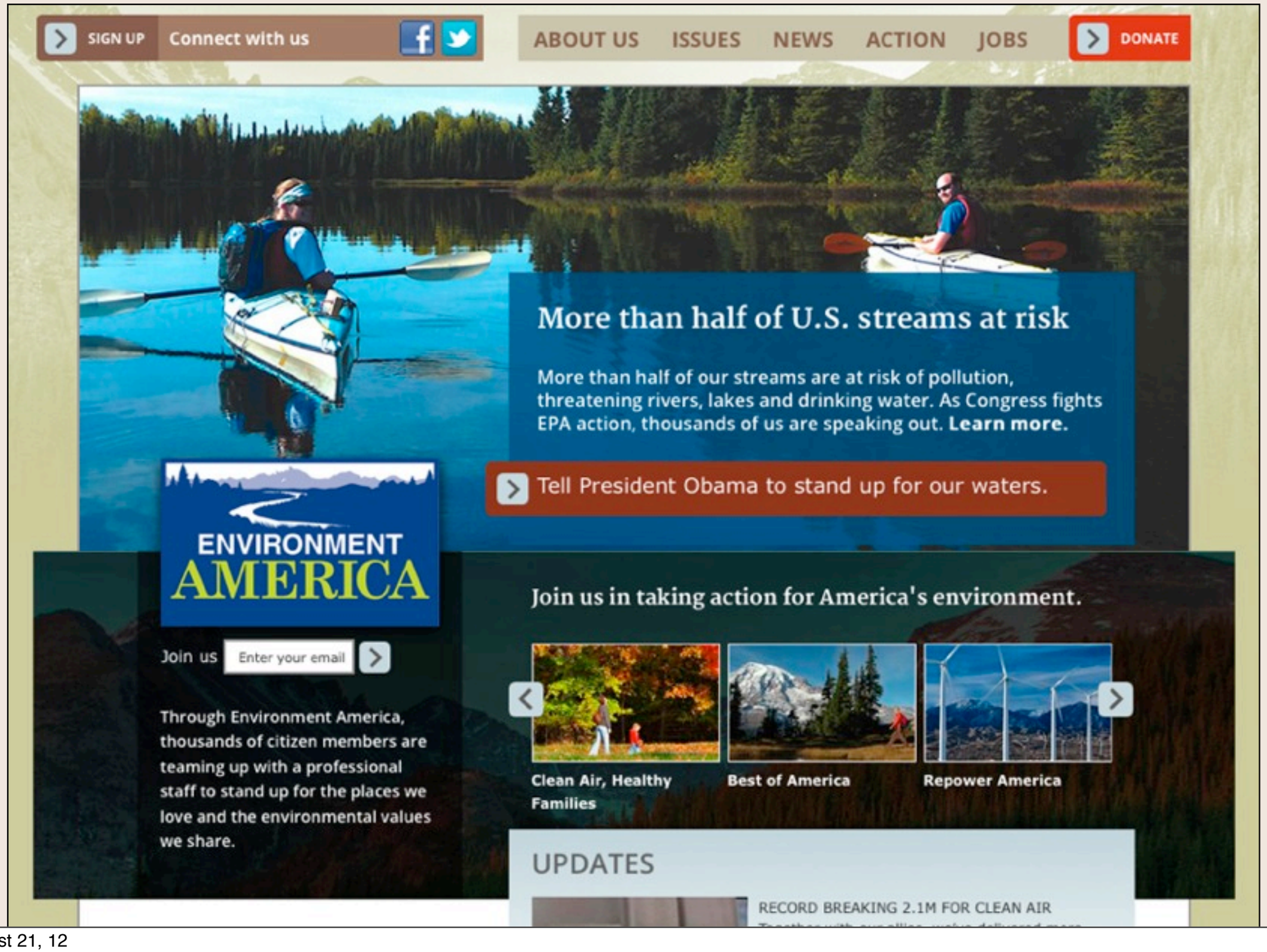
Core Contributor

Book Author


Drupal 7 Module Development
Create your own Drupal 7 modules from scratch
PACKT open source

Long-time Drupaler

Environment America



Business Profile

Environment America

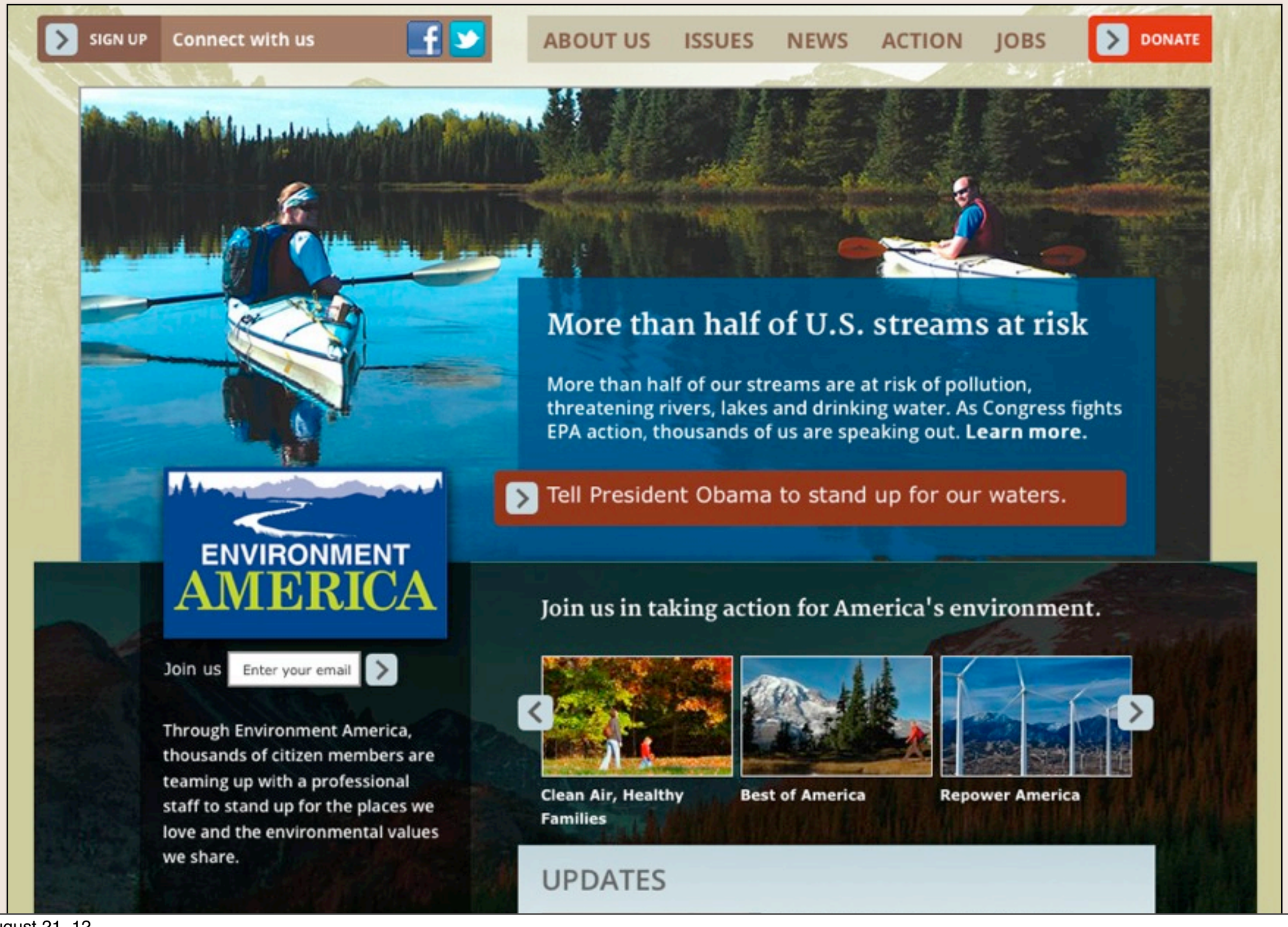
- Federation of environmental advocacy organizations
- State-based, citizen-funded non-profits
- 2 national and 29 sets of 2 state organizations
- www.environmentamerica.org

Business Profile

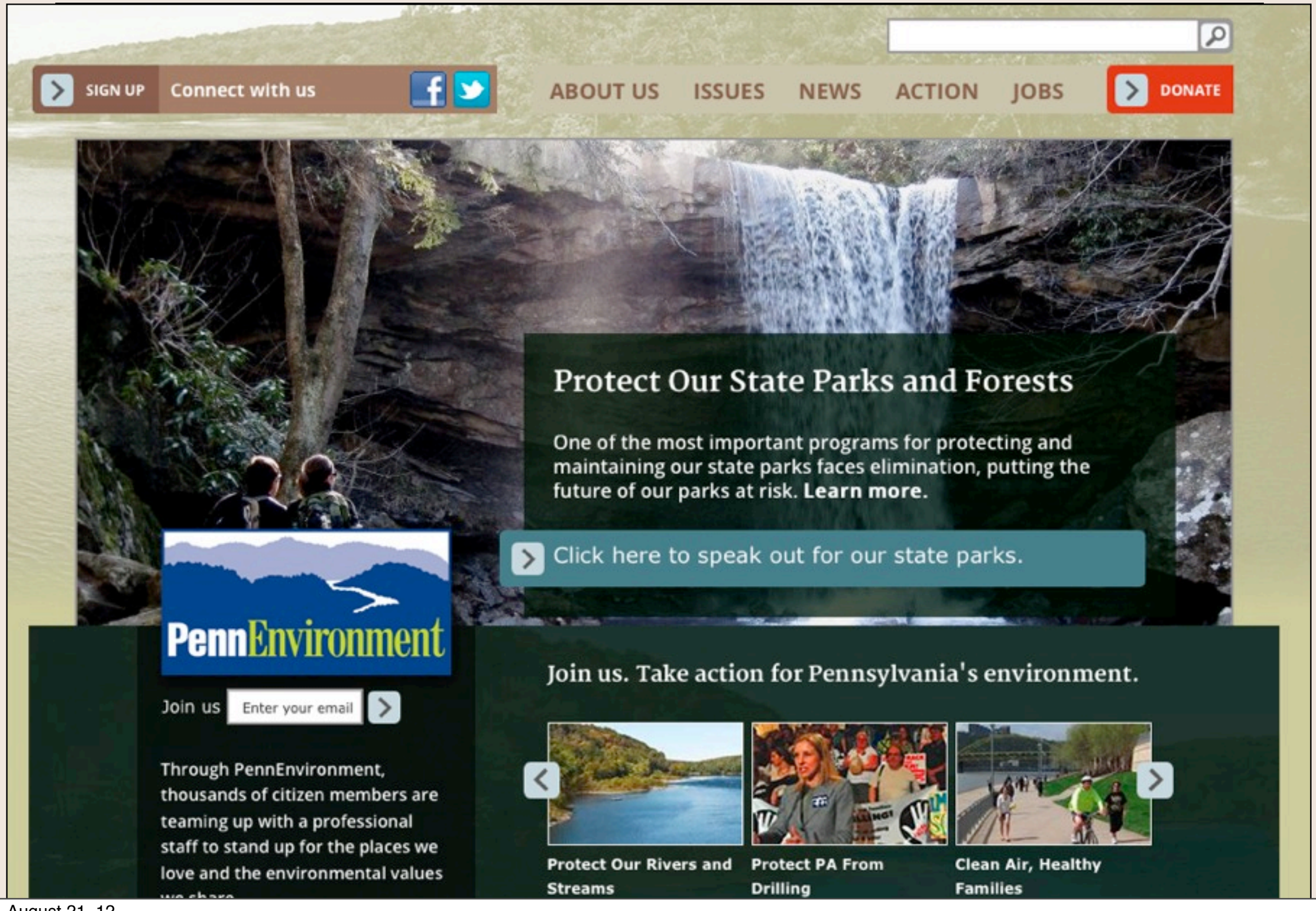
The facts

- 1,000,000 members, activists, and partners
- 61 websites
- 1 Drupal installation/database
- Part of the Public Interest Network
- Local editors and contributors
- Central technical staff
- Fixed budget

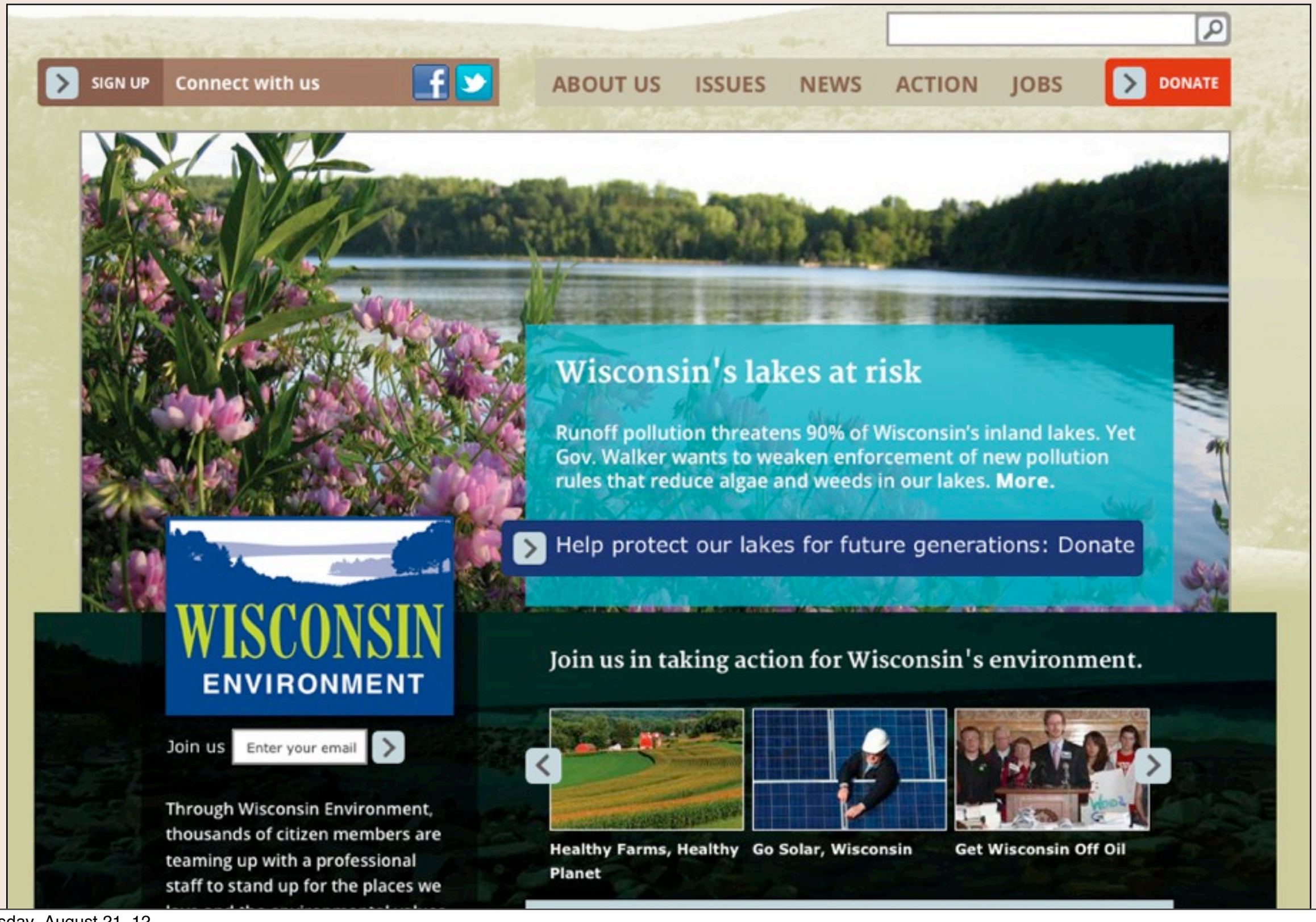
Environment America



Pennsylvania



Wisconsin

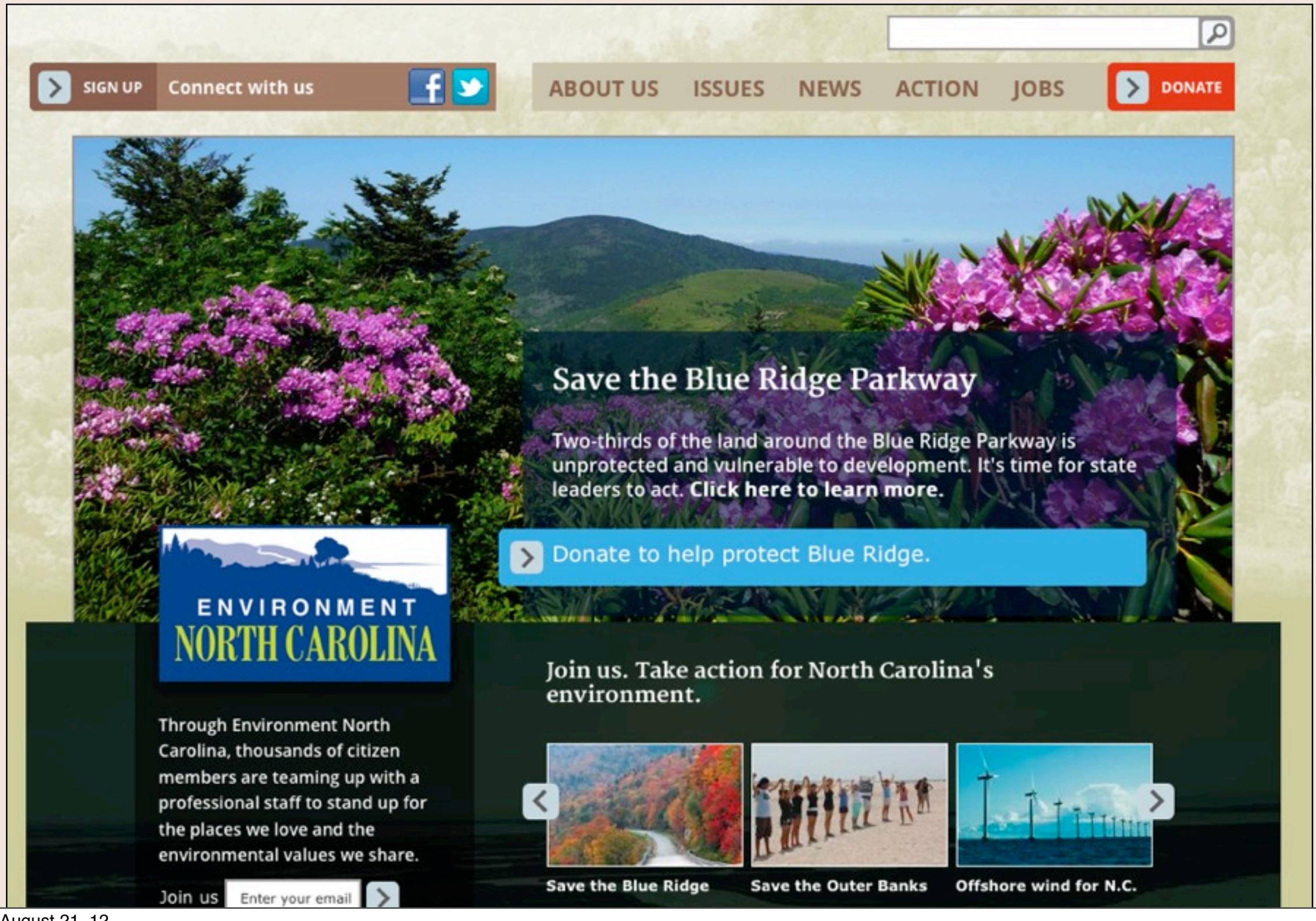

SIGN UP
Connect with us
ABOUT US
ISSUES
NEWS
ACTION
JOBS
DONATE
Wisconsin's lakes at risk
Runoff pollution threatens 90% of Wisconsin's inland lakes. Yet Gov. Walker wants to weaken enforcement of new pollution rules that reduce algae and weeds in our lakes. More.
Help protect our lakes for future generations: Donate
WISCONSIN ENVIRONMENT
Join us
Enter your email
Through Wisconsin Environment, thousands of citizen members are teaming up with a professional staff to stand up for the places we
Join us in taking action for Wisconsin's environment.
Healthy Farms, Healthy Planet
Go Solar, Wisconsin
Get Wisconsin Off Oil

Technical Profile

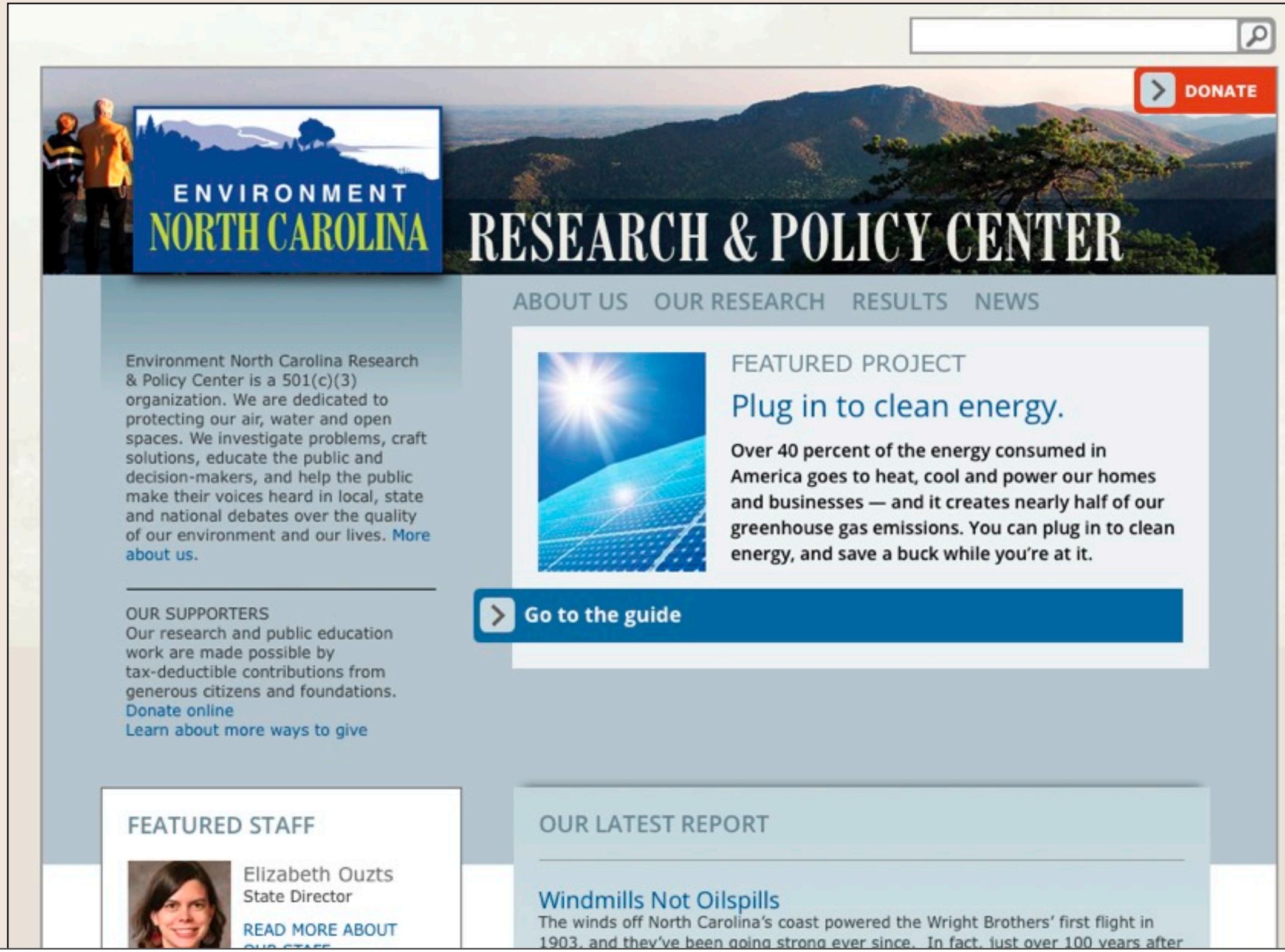
"The national group and 29 state affiliates each work through two sister organizations with different strategies for fulfilling their missions and different IRS statuses. With Domain Access, we can host both sets of sites from the same installation but with distinct designs and domains to clearly delineate the differences."

-- Jesse Littlewood, Team Lead for Environment America

North Carolina



North Carolina



Business Challenges

Editorial Content

- Cross-publishing of related stories
- “Localizing” content
- Promoting citizen action
- Legal status of different offices

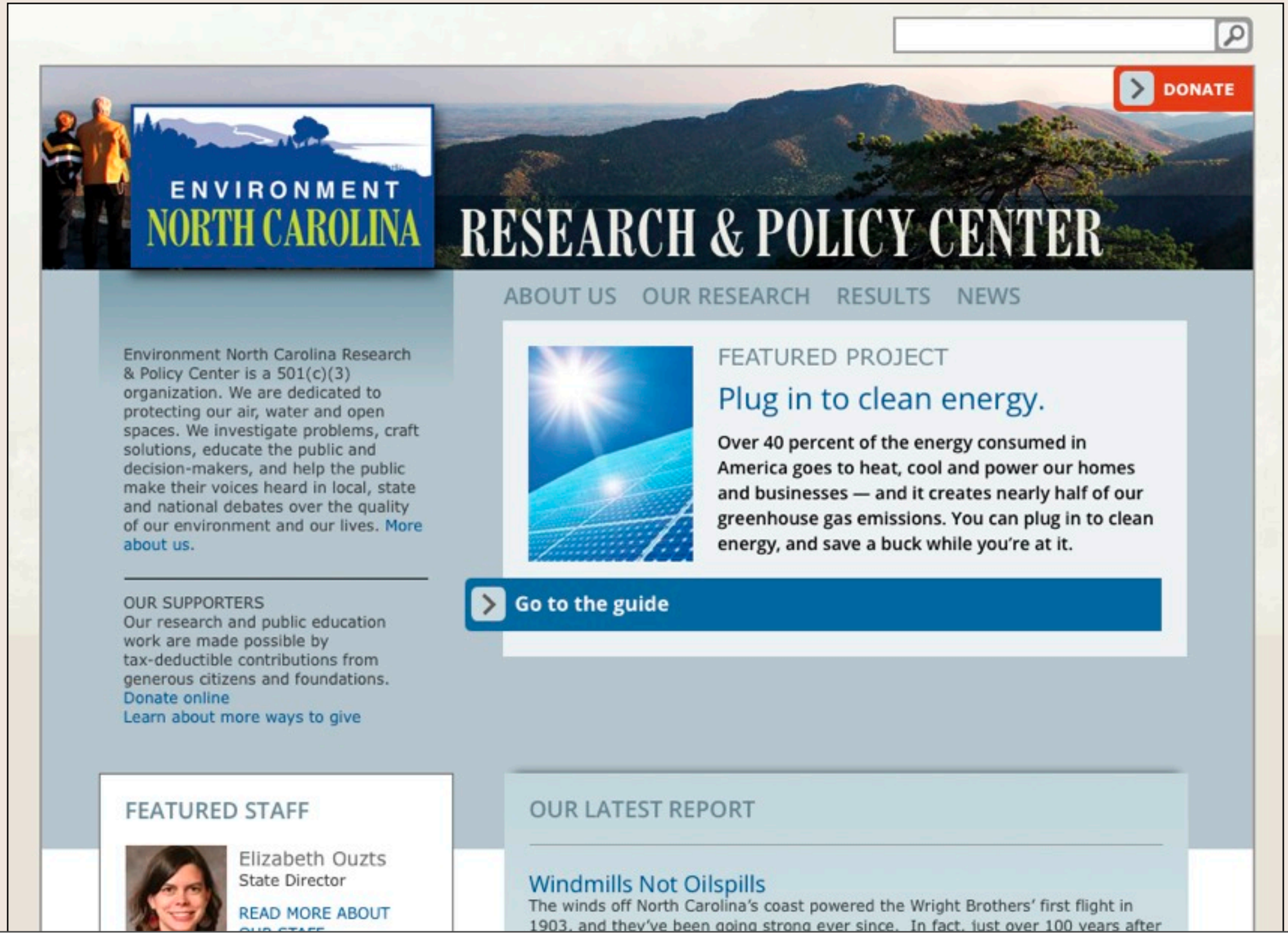
Technical Profile

"We knew we needed the ability to share content from federal to state in a push pull system, easily updatable in one installation. The killer app for Drupal was the fact that considerably more sites in the wild had correctly working multi-site installations."

-- Jesse Littlewood, Team Lead for Environment America

National Advocacy

Local Advocacy



Options

Drupal has several:

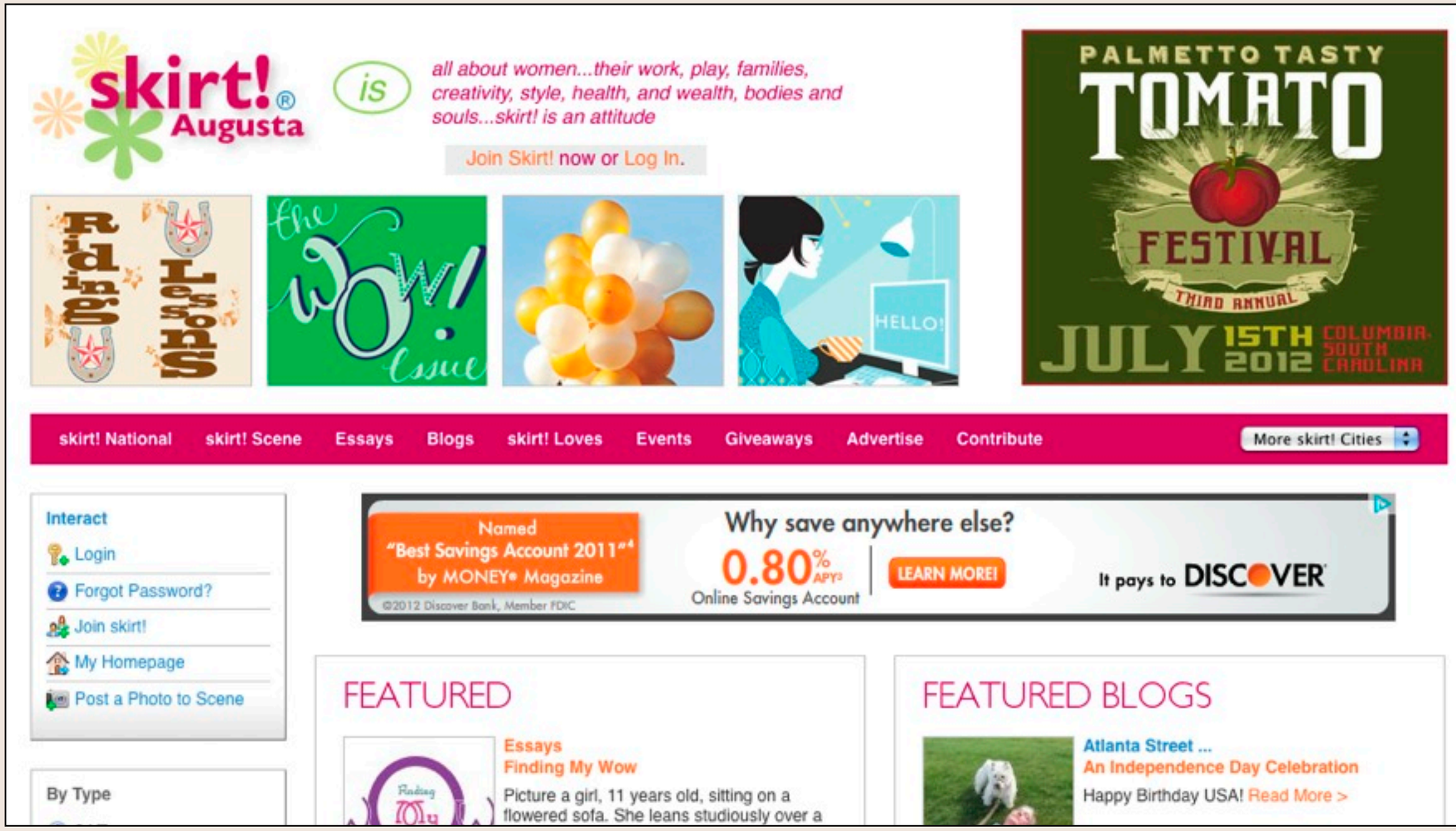
- Organic Groups
- Feeds
- Multi-site configuration
- Domain Access

Why Domain Access?

Flexibility and consistency:

- Single site
- Shared administration
- Publishing syndication
- Configuration management
- Easy extensibility

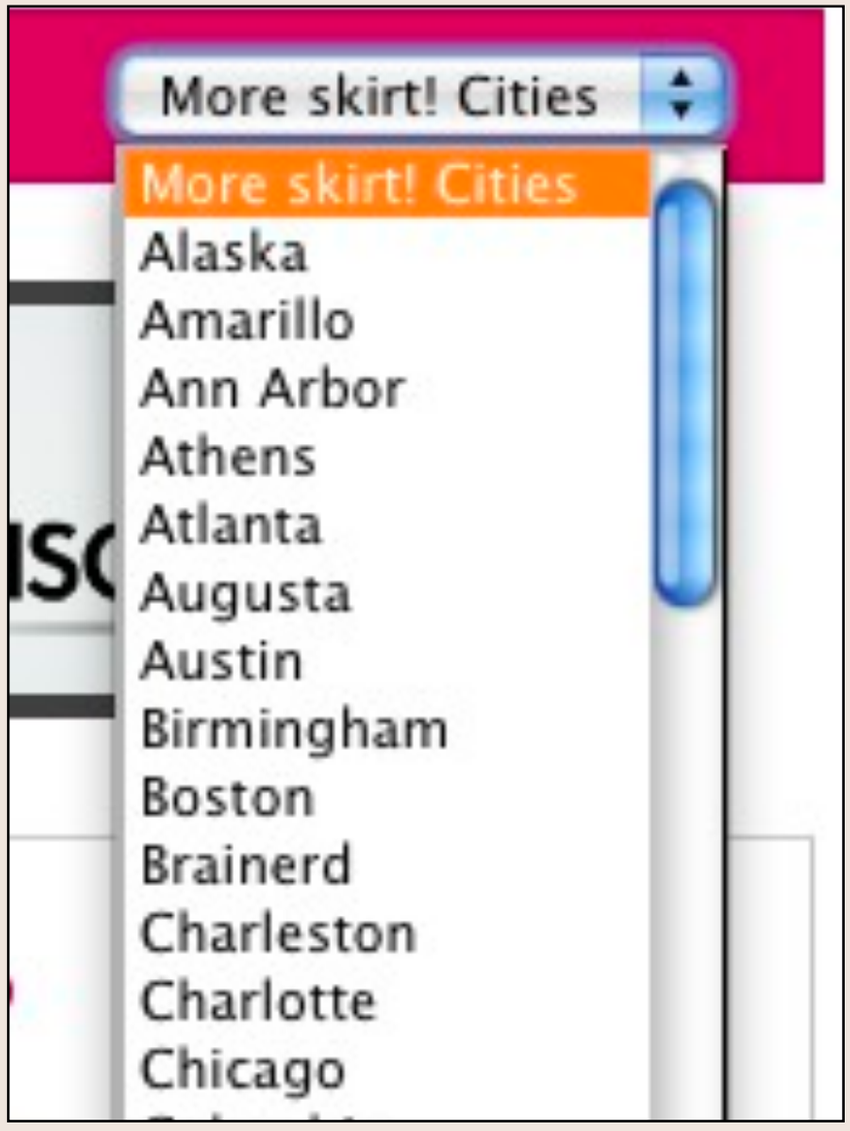
Domain Access



Publishing Network

Multiple Affiliates

- Content sharing
- Content promotion
- Editorial control
- Settings per site
- Design per site



Basic Configuration

Web Server

- example.com
- one.example.com
- two.example.com
- three.example.com

123.45.67.89

Drupal

- example.com
- one.example.com
- two.example.com
- three.example.com

Domain Access

Publishing Concepts

Primary Domain	example.com
Optional Domain	one.example.com
Optional Domain	two.example.com

Settings are inherited

Affiliated Content

Content	
All Affiliates	NO
Primary Domain	YES
Optional Domain	NO
Optional Domain	YES

Content is not

Assigning Content

Splash header

Context

Sidebar

Menu settings
Expand Mount Rainier National Park

Domain access options

URL path settings
Alias: programs/expand-mount-rainier-national-park

Meta tags
Using defaults

Revision information
No revision

Publishing options:

☑ Send to all affiliates

Select if this content can be shown to all affiliates. This setting
but you must still select a domain that "owns" this content.

Publish to *

☑ Environment America

☐ Environment Alpha

☐ Environment Alpha Research & Policy Center

☑ Environment Arizona

☐ Environment Arizona Research & Policy Center

☐ Environment Colorado

☐ Environment Colorado Research & Policy Center

Technical Profile

"It's quite easy to create a new site. We needed a jobs site and built it off the state template, a huge efficiency for us. With the old system, it took us a month to get a new site up and running. Now it takes about a week."

-- Jesse Littlewood, Team Lead for Environment America

Domain Management

Show row weights

ORDER	SITE NAME	DOMAIN	ID	ACTIVE	DEFAULT	OPERATIONS
✣	Environment America	environmentamerica.org	1	☑	◉	edit domain
✣	Environment Alpha	environmentalpha.org	4	☑	○	edit domain
✣	Environment Alpha Research & Policy Center	environmentalphacenter.org	7	☑	○	edit domain
✣	Environment Arizona	environmentarizona.org	2	☑	○	edit domain
✣	Environment Arizona Research & Policy Center	environmentarizonacenter.org	3	☑	○	edit domain
✣	Environment Colorado	environmentcolorado.org	5	☑	○	edit domain
✣	Environment Colorado Research & Policy Center	environmentcoloradocenter.org	6	☑	○	edit domain
✣	Environment California	environmentcalifornia.org	8	☑	○	edit domain
✣	Environment Connecticut	environmentconnecticut.org	9	☑	○	edit domain
✣	Environment Delaware	environmentdelaware.org	66	☑	○	edit domain
✣	Environment Florida	environmentflorida.org	10	☑	○	edit domain
✣	Environment Georgia	environmentgeorgia.org	11	☑	○	edit domain
✣	Environment Illinois	environmentillinois.org	12	☑	○	edit domain
✣	Environment Iowa	environmentiowa.org	13	☑	○	edit domain

Domain Creation

Home » Administration » Structure » Domains

Edit

DOMAIN LIST | SETTINGS | BATCH UPDATING | CONTENT DEFAULTS

Domain *

The allowed domain, using the full *path.example.com* format.
Leave off the http:// and the trailing slash and do not include any paths.
Must contain only dots, lowercase alphanumeric characters, dashes and a colon (if using alternative ports).

Name *

The human-readable name of this domain.

Domain URL scheme *

- (•) http://
- ( ) https://

The URL scheme for accessing this domain.

Domain status *

- (•) Active
- ( ) Inactive

Must be set to "Active" for users to navigate to this domain.

Domain Editing

Edit environmentarizonaorg.environment.pin.rickard.sandbox

EDIT | ALIASES | MENUS | SETTINGS | THEME | DELETE

On this server, the domain URL is **environmentarizonaorg.environment.pin.rickard.sandbox**.

Domain *

environmentarizona.org Machine name: environmentarizona_org

Enter the canonical domain name (e.g. *uspirg.org*)
The allowed domain, using the full *path.example.com* format.
Leave off the http:// and the trailing slash and do not include any paths.
Must contain only dots, lowercase alphanumeric characters, dashes and a colon (if using alternative ports).

Site name *

Environment Arizona

The human-readable name of this domain.

Domain URL scheme *

(•) http://

( ) https://

The URL scheme for accessing this domain.

Domain status *

(•) Active

( ) Inactive

Domain Aliases

Aliases for environmentarizonaorg.environment.pin.rickard.sandbox

EDIT | ALIASES | MENUS | SETTINGS | THEME | DELETE

A domain alias is used to register multiple valid domain names to a single record within Domain Access. You may enter as many unique aliases per domain as you wish.

You may specify a pattern for your domains by using * (asterisk) to match any number of random characters and ? (question mark) to match exactly one random character. For example: **.example.com* would match any HTTP request made to a subdomain of *example.com* to the domain record for *example.com*. NOTE: *Only one wildcard is allowed per alias.*

Registered aliases for environmentarizonaorg.environment.pin.rickard.sandbox

ID	REDIRECT	PATTERN	DELETE
8	☐	environmentarizonaorg.dev.pubintnet-dev.org	☐
9	☐	environmentarizonaorg.stage.pubintnet-dev.org	☐
10	☐	environmentarizonaorg.live.pubintnet-dev.org	☐
13	☐	environmentarizonaorg.environment.pin.*.sandbox	☐
341	☐	environmentarizonaorg.local	☐
641	☐	www.environmentarizona.org	☐

Check the redirect box to send requests for an alias to the registered domain.

Domain Configuration

Settings for environmentarizonaorg.environment.pin.rickard.sandbox

EDIT | ALIASES | MENUS | SETTINGS | THEME | DELETE

These settings will replace or supplement your default site settings when *Environment Arizona* is the active domain.

You may erase these settings to restore the default behavior.

▾ CUSTOM

Featured Home page – 501(c)4

State parks under attack

Selects the featured Home page – 501(c)4 for this site.

Featured Home Page – 501(c)3

Use most recent Home Page - 501(c)3

Selects the featured Home Page – 501(c)3 for this site.

Featured Program

Use most recent Program

Selects the featured Program for this site.

Featured Action

Use most recent Action

Selects the featured Action for this site.

Domain Theme

Theme for environmentarizonaorg.environment.pin.rickard.sandbox

EDIT | ALIASES | MENUS | SETTINGS | THEME | DELETE

Select the default theme for this domain. You may only select themes activated for all sites.

These settings will replace your default site theme when *Environment Arizona* is the active domain.

You may erase these settings to restore the default behavior.

SCREENSHOT	THEME	DEFAULT	OPTIONS
	Environment 501(c)(3) The Environment theme for 501(c)(3) organizations.	○	configure
	Environment 501(c)(4) (default theme) The Environment theme for 501(c)(4) organizations.	◉	configure

Domain Theme Settings

Home » Administration » Structure » Domains » one.example.com » Theme

garland settings for one.example.com

You are viewing the *garland* settings for *one.example.com*.

Content width

Fluid width

Fixed width

Specify whether the content will wrap to a fixed width or will fluidly expand to the width of the browser window.

COLOR SCHEME

Color set: Blue Lagoon (Default)

Base color: #0072b9

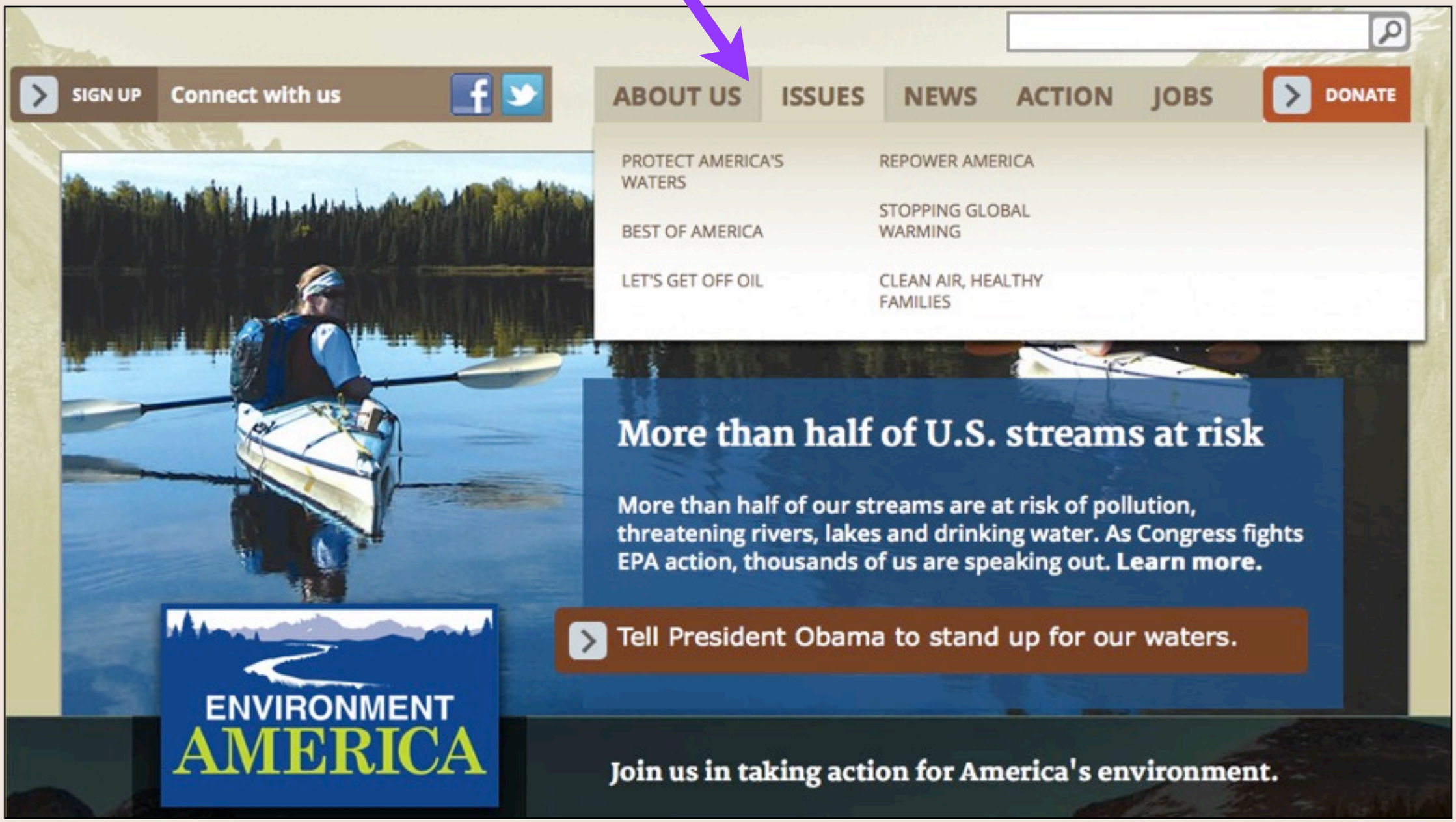
Link color: #027ac6

Header top: #2385c2

Header bottom: #5ab5ee

Text color: #494949

Site Navigation



Menu Block Module

BLOCK SETTINGS

Starting level

1st level (primary)

Blocks that start with the 1st level will always be visible. Blocks that start with the 2nd level or deeper will only be visible when the trail to the active menu item is in the block's tree.

Maximum depth

2

From the starting level, specify the maximum depth of the menu tree.

☐ **Follow** the starting level of the active menu item.

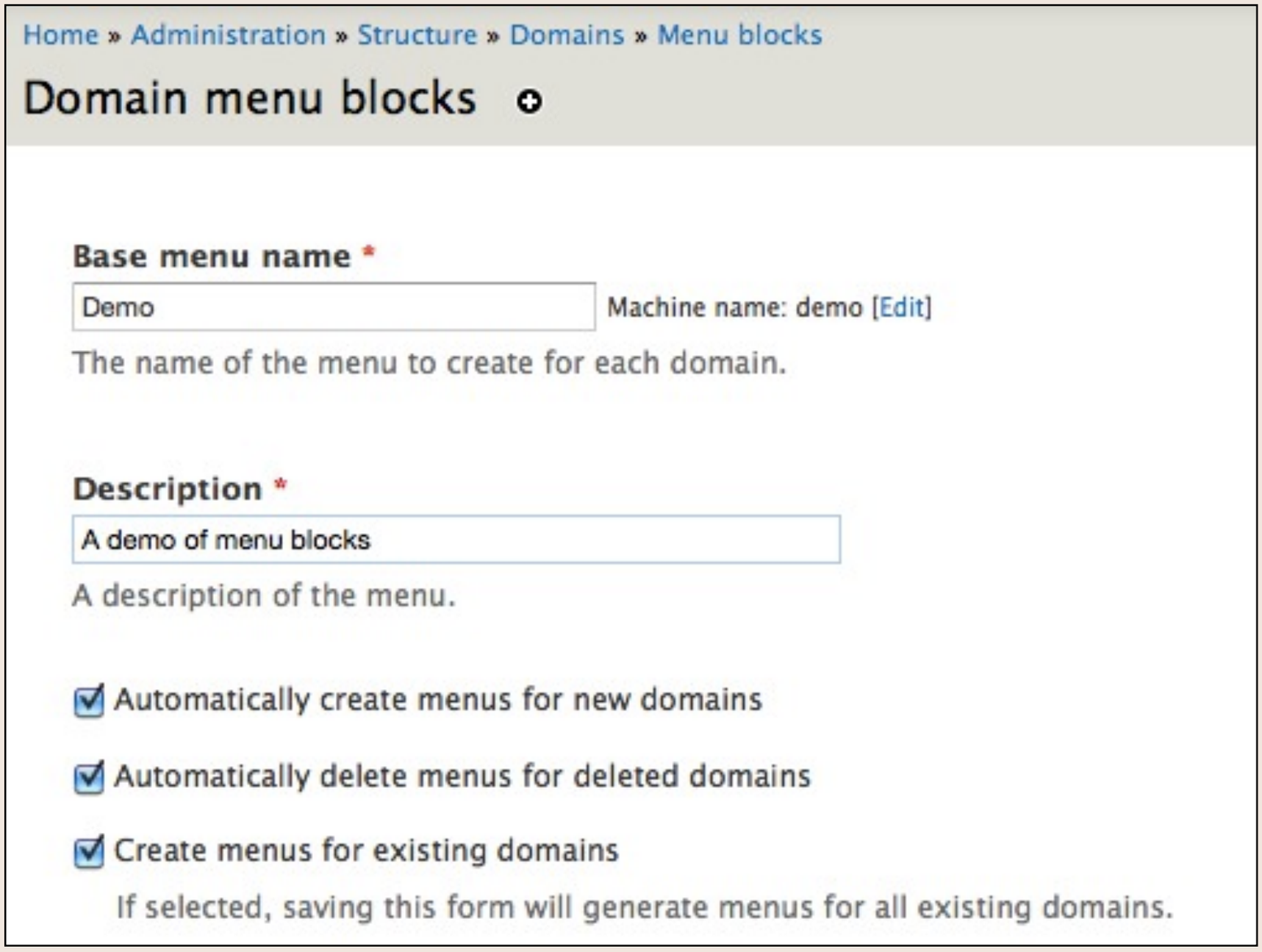
If the active menu item is deeper than the level specified above, the starting level will follow the active menu item. Otherwise, the starting level of the tree will remain fixed.

☐ **Expand all children** of this tree.

☐ **Sort** menu tree by the active menu item's trail.

Sort each item in the active trail to the top of its level. When used on a deep or wide menu tree, the active menu item's children will be easier to see when the page is reloaded.

Domain Menu Block



Menu Administration

environmentarizonaorg.environment.pin.rickard.sandbox

EDIT | ALIASES | MENUS | SETTINGS | THEME | DELETE

Active menus for *Environment Arizona.*

TITLE	OPERATIONS		
Footer nav for Environment Arizona Footer navigation links for Environment Arizona	list links	edit menu	add link
Header nav for Environment Arizona Header navigation links for Environment Arizona	list links	edit menu	add link
Main nav for Environment Arizona Main navigation menu for Environment Arizona	list links	edit menu	add link
Quick links for Environment Arizona Quick links for Environment Arizona	list links	edit menu	add link

Configuration Management

Home » Administration » Structure » Domains

Domains

DOMAIN LIST | SETTINGS | BATCH UPDATING | CONTENT DEFAULTS | USER DEFAULTS | MENU BLOCKS

Batch updates allow you to edit values for multiple domains at one time. These functions are helpful when moving your sites from staging to production, or any time you need to make mass changes quickly. The following batch update actions may be performed.

Note that you will only be shown domains on which each action may be performed. If the module is not yet configured, some actions may be empty.

ACTION	DESCRIPTION
Domain Access **options**	
Domains	Edit all domain values.
Names	Edit all domain names.
URL schemes	Edit all domain URL schemes.
Valid domains	Edit all domain status flags.
Domain Configuration **options**	
Reset configurations	Delete custom settings for domains as supplied by Domain Configuration.
Administrative theme	Set the administrative theme for all domains.
Anonymous user	Set the anonymous user label for all domains.
Email address	Set the email address for all domains.
Site frontpage	Set the site frontpage for all domains.
Site name	Set the site name for all domains.
Site slogan	Set the site slogan for all domains.

Custom Configuration

Home » Administration » Structure » Domains

Domains

DOMAIN LIST | SETTINGS | BATCH UPDATING | USER DEFAULTS | MENU BLOCKS

Batch updates allow you to edit values for multiple domains at one time. These functions are helpful when moving your sites from staging to production, or any time you need to make mass changes quickly. The following batch update actions may be performed.

Note that you will only be shown domains on which each action may be performed. If the module is not yet configured, some actions may be empty.

ACTION	DESCRIPTION
***Custom publishing* options**	
Addtional sites for publication	Defines cross-publishing defaults for each site.
Job application URL	Set the URL for job application links, if any.
Search mutiple sites	Defines cross-site search behavior for your sites.
Site analytics code	Enter any analytics code to be placed in the page footer. *WARNING: broken HTML may affect your site.*
You are Leaving text	Set the custom text to display in a warning window when leaving the site for an affiliate site.
***Custom social media links* options**	
Contact social link	Contact email address.
Facebook social link	Facebook account name.
Twitter social link	Twitter account name.
RSS social link	Base RSS URL for the site.
Enable like button	Add a Facebook LIKE button to the page header.
***Custom: Public Interest Network* options**	
Copyright and address	Enter the text to display in the copyright block. HTML is allowed.
Featured Action	Set the featured *Action* for each site.
Featured Home Page	Set the featured *Home Page* for each site.
Featured Issue	Set the featured *Issue* for each site.

Configuration Management

***Custom social media links* options**	
Contact social link	Contact email address.
Facebook social link	Facebook account name.
Twitter social link	Twitter account name.
RSS social link	Base RSS URL for the site.
Enable like button	Add a Facebook LIKE button to the page header.

Twitter Settings

ID	SITE NAME	SETTING
1	Environment America environmentamericaorg.environment.pin.rickard.sandbox	envam Twitter account name. Leave blank to ignore this item.
4	Environment Alpha environmentalphaorg.environment.pin.rickard.sandbox	Twitter account name. Leave blank to ignore this item.
7	Environment Alpha Research & Policy Center environmentalphacenterorg.environment.pin.rickard.sandbox	Twitter account name. Leave blank to ignore this item.
2	Environment Arizona environmentarizonaorg.environment.pin.rickard.sandbox	EnvironmentAZ Twitter account name. Leave blank to ignore this item.
3	Environment Arizona Research & Policy Center environmentarizonacenterorg.environment.pin.rickard.sandbox	Twitter account name. Leave blank to ignore this item.
5	Environment Colorado environmentcoloradoorg.environment.pin.rickard.sandbox	EnvironmentCO Twitter account name. Leave blank to ignore this item.
6	Environment Colorado Research & Policy Center environmentcoloradocenterorg.environment.pin.rickard.sandbox	Twitter account name. Leave blank to ignore this item.
8	Environment California environmentcaliforniaorg.environment.pin.rickard.sandbox	EnvCalifornia Twitter account name. Leave blank to ignore this item.

Local Action

Local Action

SIGN UP

PennEnvironment

ABOUT US ISSUES NEWS ACTION JOBS DONATE

News Release

Fairness becomes the new battleground over gas drilling

PA legislature gives some communities respite from drilling, while others plead for level playing field

Contact
Erika Staaf,
PennEnvironment

For Immediate Release
Tuesday, July 3, 2012

As the dust settles on the budget debate in Harrisburg, concern continued to rise across the Commonwealth over a language inserted into the state budget that intends to give of Bucks and Montgomery county residents some sort of moratorium from gas drilling—while continuing to leave the rest of state's county officials hamstrung when it comes to regulating gas drilling in their communities.

In the midst of the budget battle, the Republican Majority added language to a budget bill on Friday—which was quickly approved on Saturday—that is purported to prevent oil and gas drilling permits from being issued in the South Newark Basin until 2018. The South Newark Basin stretches from New Jersey into Bucks and Montgomery counties.

Opponents cried foul at the inequity this provision creates in the Commonwealth, affording residents in two southeastern Pennsylvania counties to have moratorium language, while in the rest of the state local communities have no control over controversial gas drilling and the effects of hydraulic fracturing or "fracking."

"Where was our study? Where was our six years?" asked state Rep. Jesse White,

CONTACT

Erika Staaf
(412) 521-0943
Contact person by email

NEWS RELEASES BY PROGRAM

PROTECT OUR RIVERS AND STREAMS

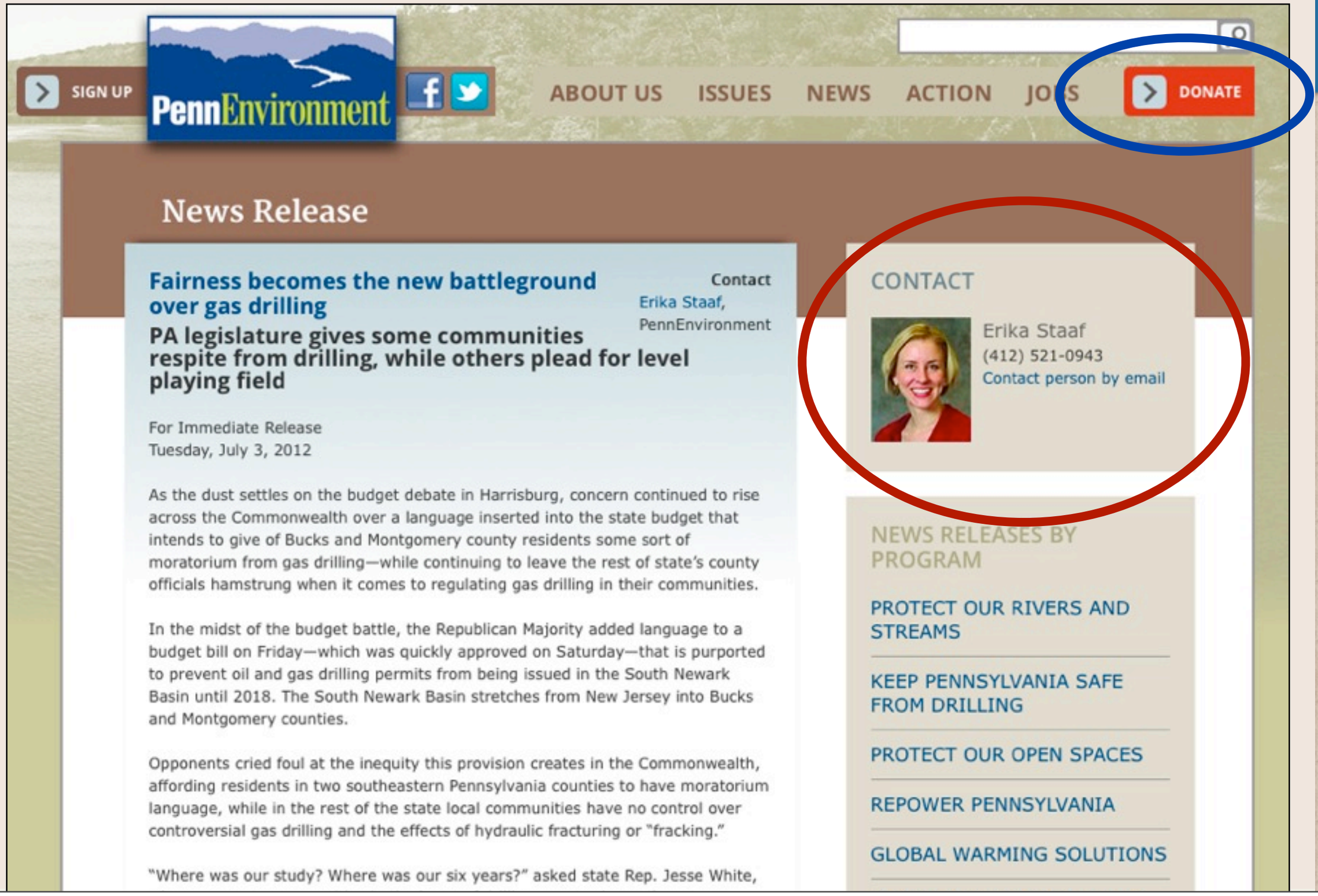
KEEP PENNSYLVANIA SAFE FROM DRILLING

PROTECT OUR OPEN SPACES

REPOWER PENNSYLVANIA

GLOBAL WARMING SOLUTIONS

Local Action



Localization

Splash header

Context

Sidebar

Menu settings
Expand Mount Rainier National Park

Domain access options

URL path settings
Alias: programs/expand-mount-rainier-national-park

Meta tags
Using defaults

Revision information
No revision

URL redirects
No redirects

XML sitemap
Inclusion: Default (excluded)
Priority: Default (0.5)

Comment settings
Closed

Authoring information
By testglobal on 2011-11-10 17:33:05

Media contact

Get Off Oil
Global Warming
Ocean
Preservation

Select the media contacts appropriate for this issue.

Related topics

- None -
Toxics
Preservation
Oceans

Select any topics related to this issue.

Related issues

Defending Washington's Waters
Fighting Global Warming
Getting Washington Off Oil
Huge Victory for Mount Rainier

Select any issues closely related to this one.

Related resources

- None -
Toxics
Preservation
Oceans

Select the resources relevant to this issue.

Technical Profile

"This structure gives the federation the ability to be nimble and consistent at the same time. If we want to make a change that all of the groups have agreed to, it can happen instantaneously across all of the sites."

-- Jesse Littlewood, Team Lead for Environment America

Business Challenges

Design flexibility

- Brand consistency
- Design integrity
- Local iconography
- Professional photography
- Custom page colors
- Video and photo features

Brand Consistency

STYLEGUIDE ENVIRONMENT AMERICA LAYOUT 2

VERTICAL POSITIONING INSIDE

Logo hangs from 10px

Top menu hangs from 50px

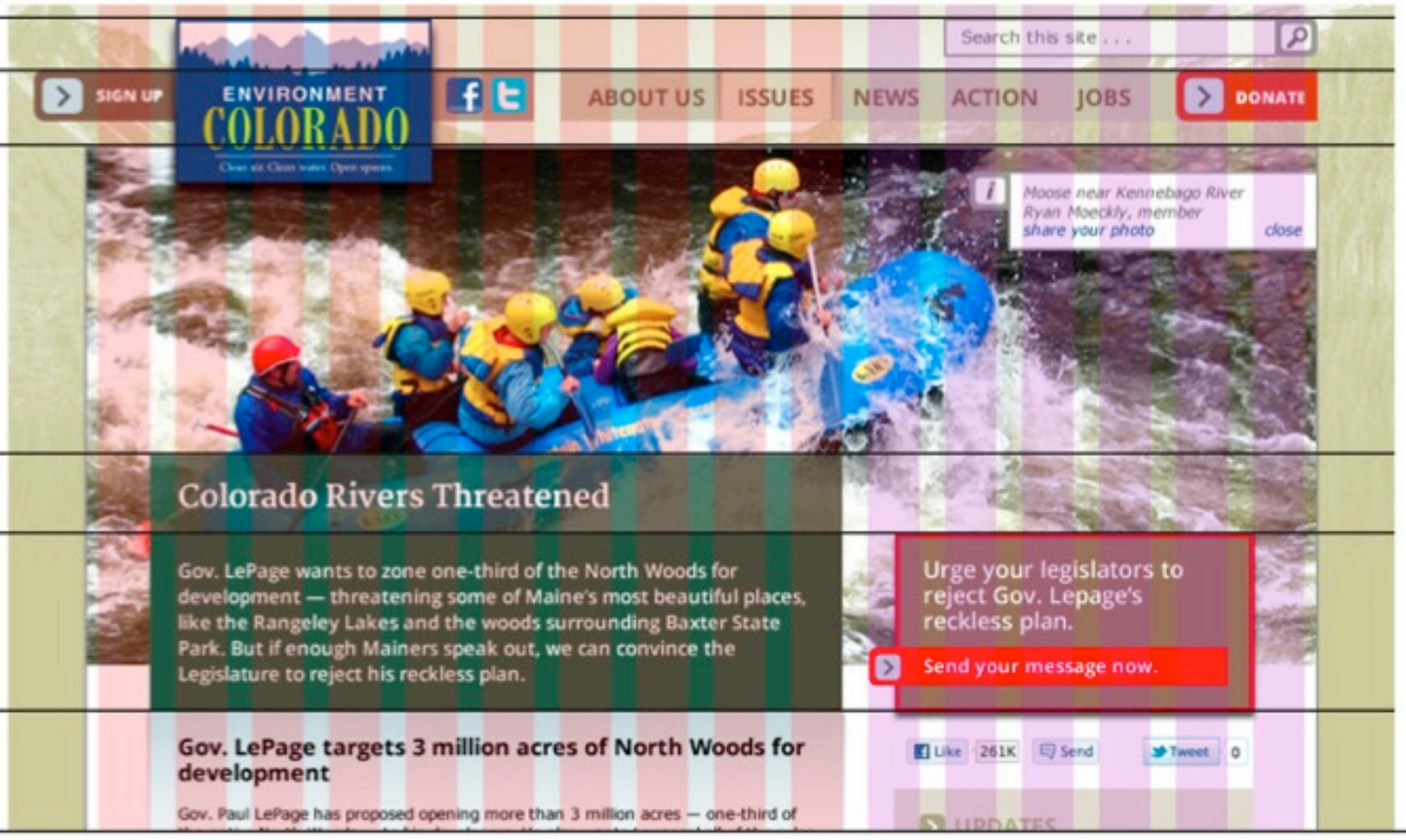
Photo hangs from 110px (h-400px)

Intro hangs from 350px (h-200px)

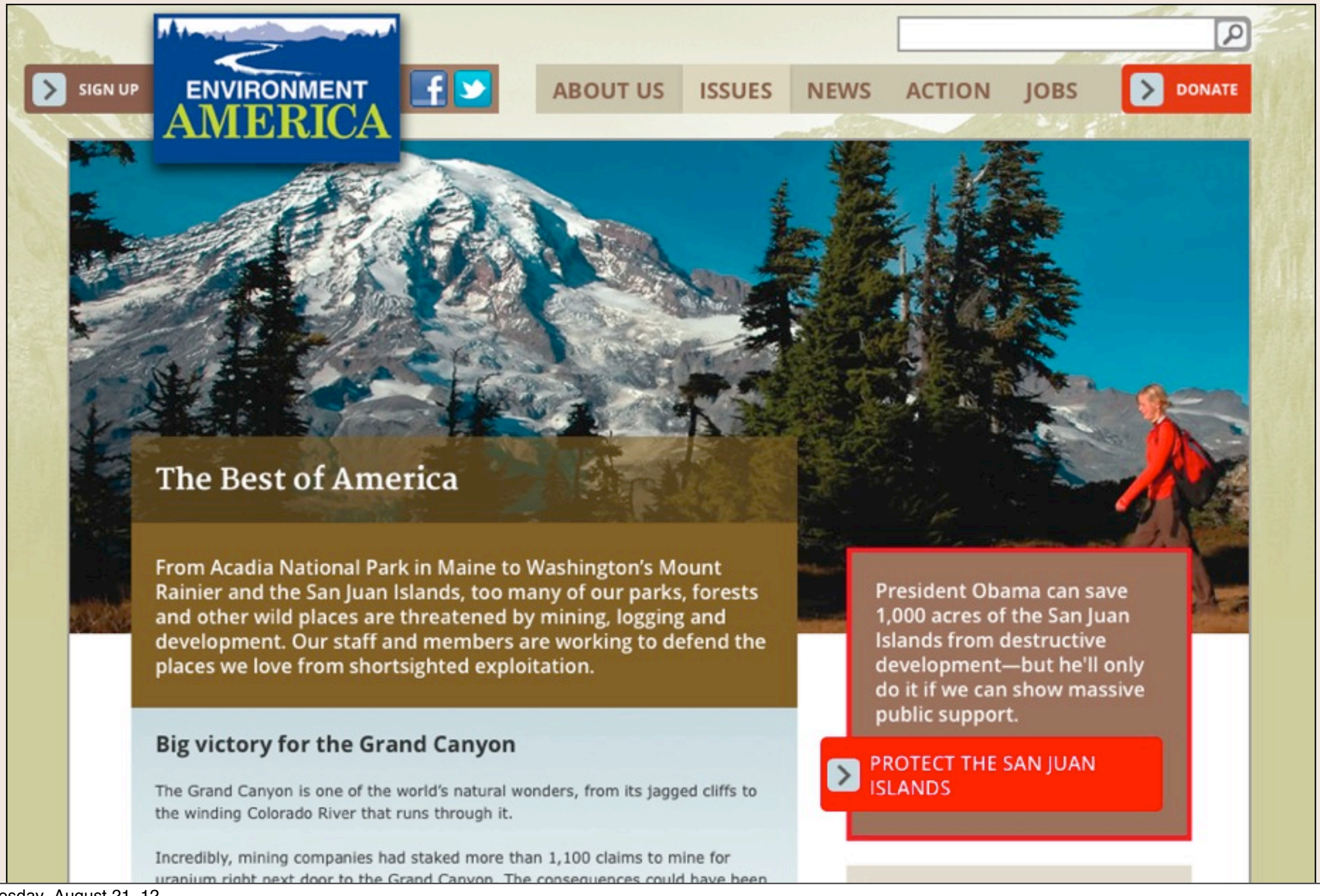
Action box hangs from 410px (h-140px)

Content hangs from 550px

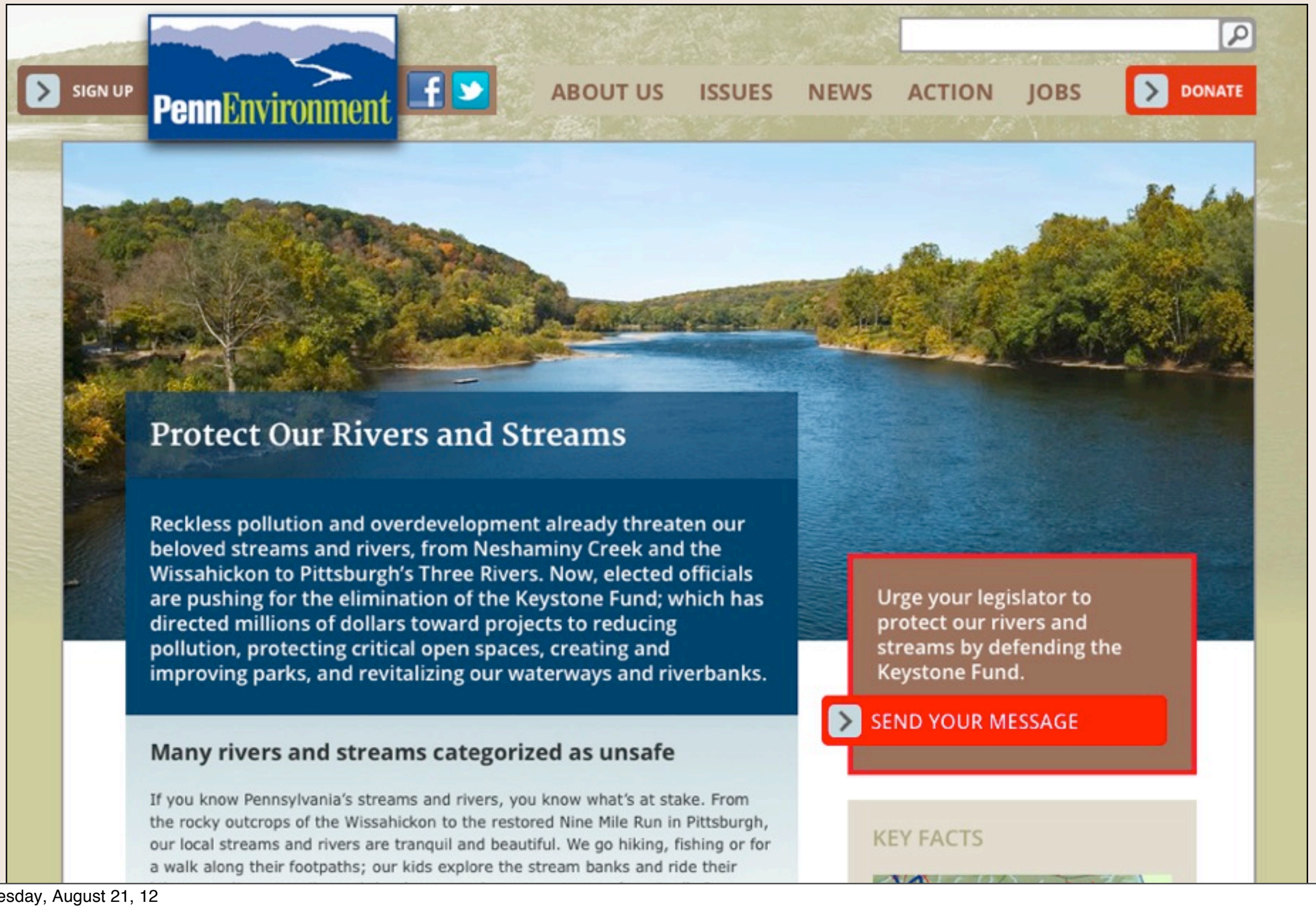
If no action, sidebar hangs from 550px



Design Integrity



Local Iconography



Custom backgrounds

COLOR AND BACKGROUND SETTINGS

Body background color

Enter a hex color number to change the body background color

Path to body background image

AZE_back.jpg

Body background image

Browse...

This image will be repeated horizontally. This needs to be a fairly big image

Donate button color

C54A26

Enter a hex color number to change the Donate button color. Default is *C54A26*.

Design Flexibility

1. Site logo. Controlled by Domain Theme
2. Header background including the background image and site title. Controlled by Domain Theme.
3. Search settings per domain for SOLR?
4. Custom link. Custom block / behavior added to Domain Conf settings. Includes a color setting.
5. Site background image. Custom theme setting controlled by Domain Theme
6. Site background color. Custom theme setting controlled by Domain Theme
7. Main Nav provided by Domain Menu Block
8. Content background color. Custom theme setting controlled by Domain Theme

Design Structure

PUBLIC INTEREST NETWORK -- Functional Wireframes

1. General page layout

Utility navigation / search	
LOGO	Action space (optional)
Primary navigation block	Search (optional)
Page Feature Block (optional)	
Content *Note: this may be split into two columns.*	Sidebar

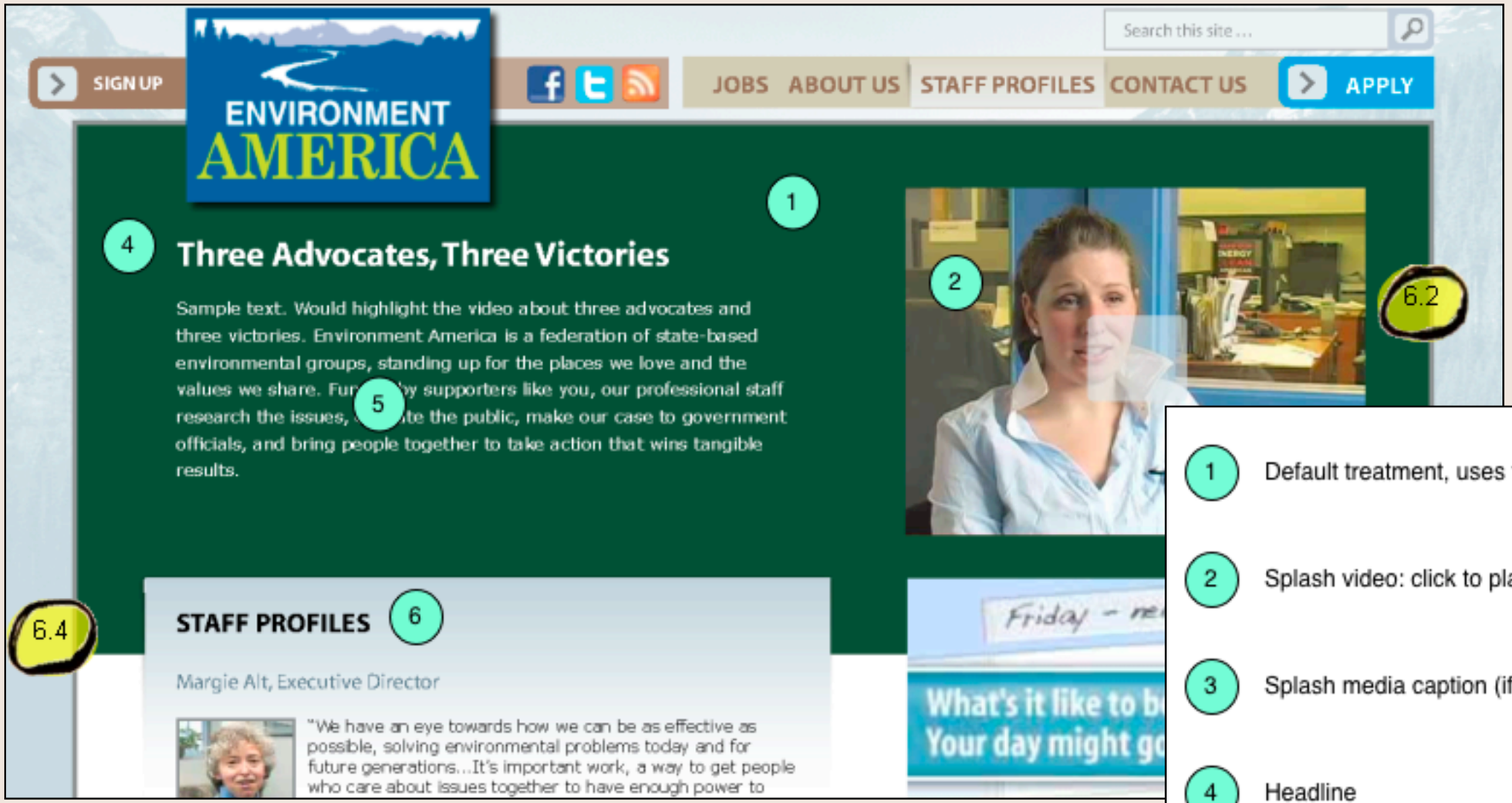
Professional Photography

1. Splash background image
2. Splash media caption (if present). Appears on hover. PREV/NEXT is deprecated.
3. Headline
4. Splash caption
5. Body headline
6. Splash color (hex value)
7. Splash color (hex value) with transparency % from Splash transparency.

Photo Features

1. Default treatment, uses theme background color
2. Splash image
3. Splash media caption
4. Headline
5. Splash caption
6. Body headline

Video Features



1. Default treatment, uses theme background color
2. Splash video: click to play (YouTube)
3. Splash media caption (if present)
4. Headline
5. Splash caption
6. Body headline

Colors and backgrounds

▾ SPLASH HEADER

Splash background

Select the image you would like to use for the background of the Splash area.

Select media

Splash background color

Splash background transparency

80

Select the amount of transparency you would like to see for the background of the text area for the splash section of the home page.

Splash caption

B I U HTML Paragraph Styles

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. **Learn more.**

Setting custom colors

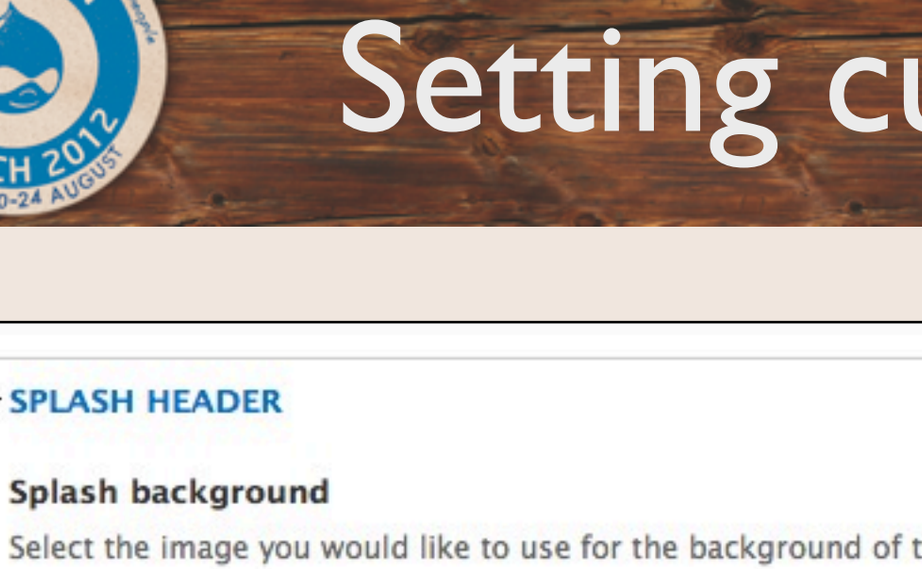
SPLASH HEADER

Splash background

Select the image you would like to use for the background of the Splash area.

Select media

Splash background color



he background of the text area for the splash section of the home page.

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. **Learn more.**

Editorial Needs

Decision-making tools

- Content sharing
- Localize content
- Legal review
- Opt-out of content

Editorial Control

DONATE

ENVIRONMENT NORTH CAROLINA

RESEARCH & POLICY CENTER

ABOUT US OUR RESEARCH RESULTS NEWS

PLUG IN TO CLEAN ENERGY

Efficiency is the cheapest and cleanest way to cut our fossil fuel use and pollution. It seems intuitive enough: *Use less energy. Save fuel, and save money.*

But with the numerous federal, state and local organizations and agencies ready to help citizens retrofit their homes and businesses, offering rebates, discounts, financing and other kinds of incentives, it can be tough to figure out where to start. This guide is designed to help you **cut through the clutter and pick what works for you**, so you can get on the path toward a more efficient home or business, one step at a time.

A home energy audit is a great place to start. Many of the programs listed here require an audit before you get started, so be sure to read the eligibility requirements and set one up. This process is often free or discounted through the efficiency program, and the auditor will present you with a range of options to improve the energy performance of your building.

After your audit, it's time to get started. Work your way down the list as you

QUICK LINKS

GET STARTED

TOP 10 DIY ENERGY EFFICIENCY TIPS

Content Management

Home » Administration

Affiliated content

The table below shows all the affiliates sites whose content you may edit. Click on the site name link to see all content assigned to that affiliate. Note that not all users may view unpublished content.

ID ▲	SITE CONTENT	CONTENT COUNT	UNPUBLISHED	SITE
-	Content assigned to all affiliates	6	0	
1 *	Environment America content	468	6	View environmentamerica.org
2	Environment Arizona content	109	2	View environmentarizona.org
3	Environment Arizona Research & Policy Center content	40	0	View environmentarizonacenter.org
4	Environment Alpha content	23	0	View environmentalpha.org
5	Environment Colorado content	370	3	View environmentcolorado.org
6	Environment Colorado Research & Policy Center content	78	1	View environmentcoloradocenter.org

Reassign Content

If you select *Change affiliate publishing options*, you should confirm the *Affiliate publishing options* settings below.

AFFILIATE PUBLISHING OPTIONS

Update behavior

- (•) Replace old values with new settings
- ( ) Add new settings to existing values
- ( ) Remove selected domains from existing values

Defines how new grants will be applied to the updated nodes.

Publishing options:

- [x] Send to all affiliates

  Select if this content can be shown to all affiliates. This setting will override the options below.

Publish to

- [x] Drupal
- [ ] San Francisco
- [ ] One

Copy content

Are you sure you want to copy *Huge Victory for Mount Rainier*?

VIEW | EDIT | COPY | REMOVE SYNDICATION

New content title

Huge Victory for Mount Rainier

☑ Published

***Huge Victory for Mount Rainier* is currently published to:**

- Environment Washington
- Environment Washington Research and Policy Center

New publishing options

○ Send to all affiliates

◉ Do not send to all affiliates

○ Localize to selected sites

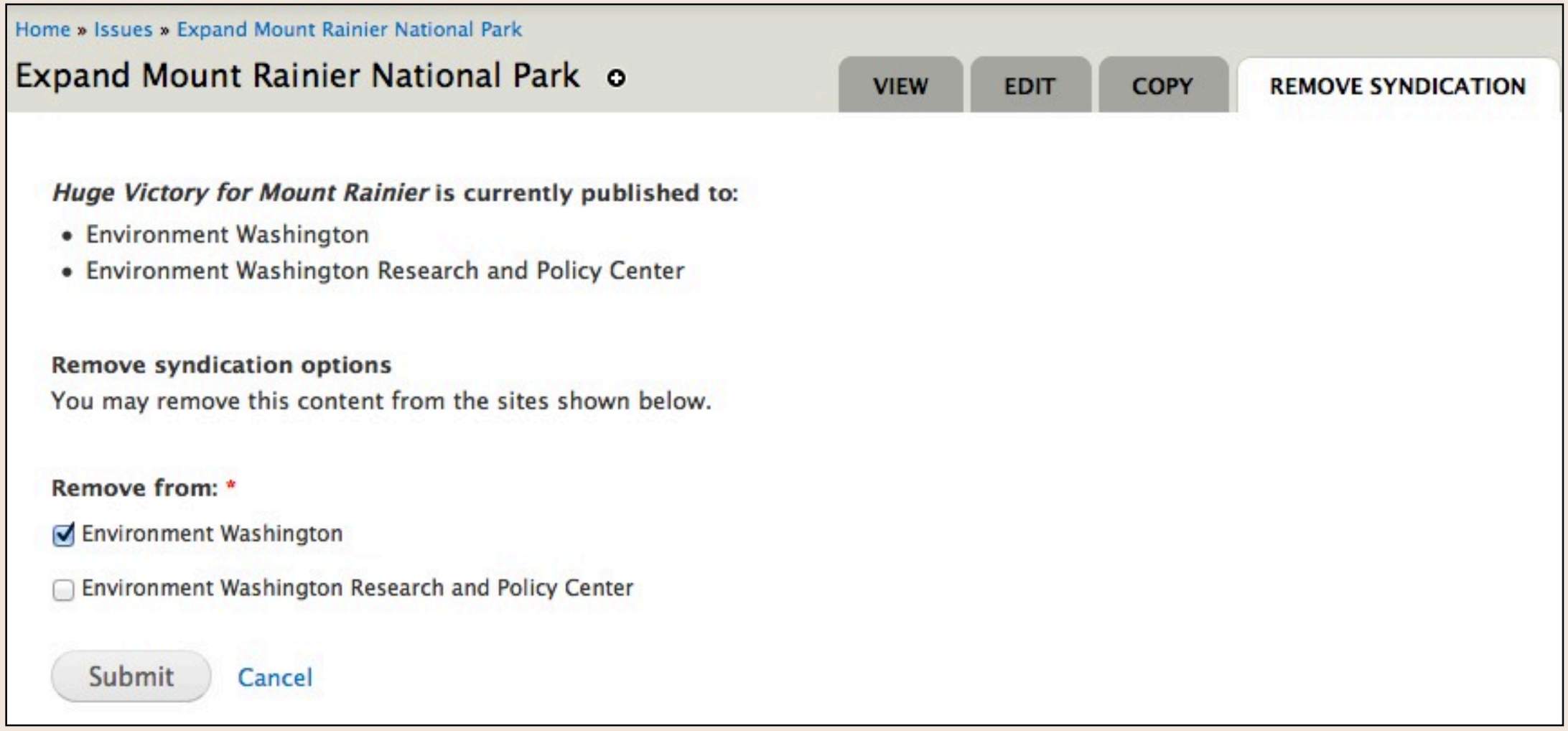
Localize to selected sites creates a new copy assigned to the selected site(s).
It will remove the selected site(s) from the original content.

Publish to *

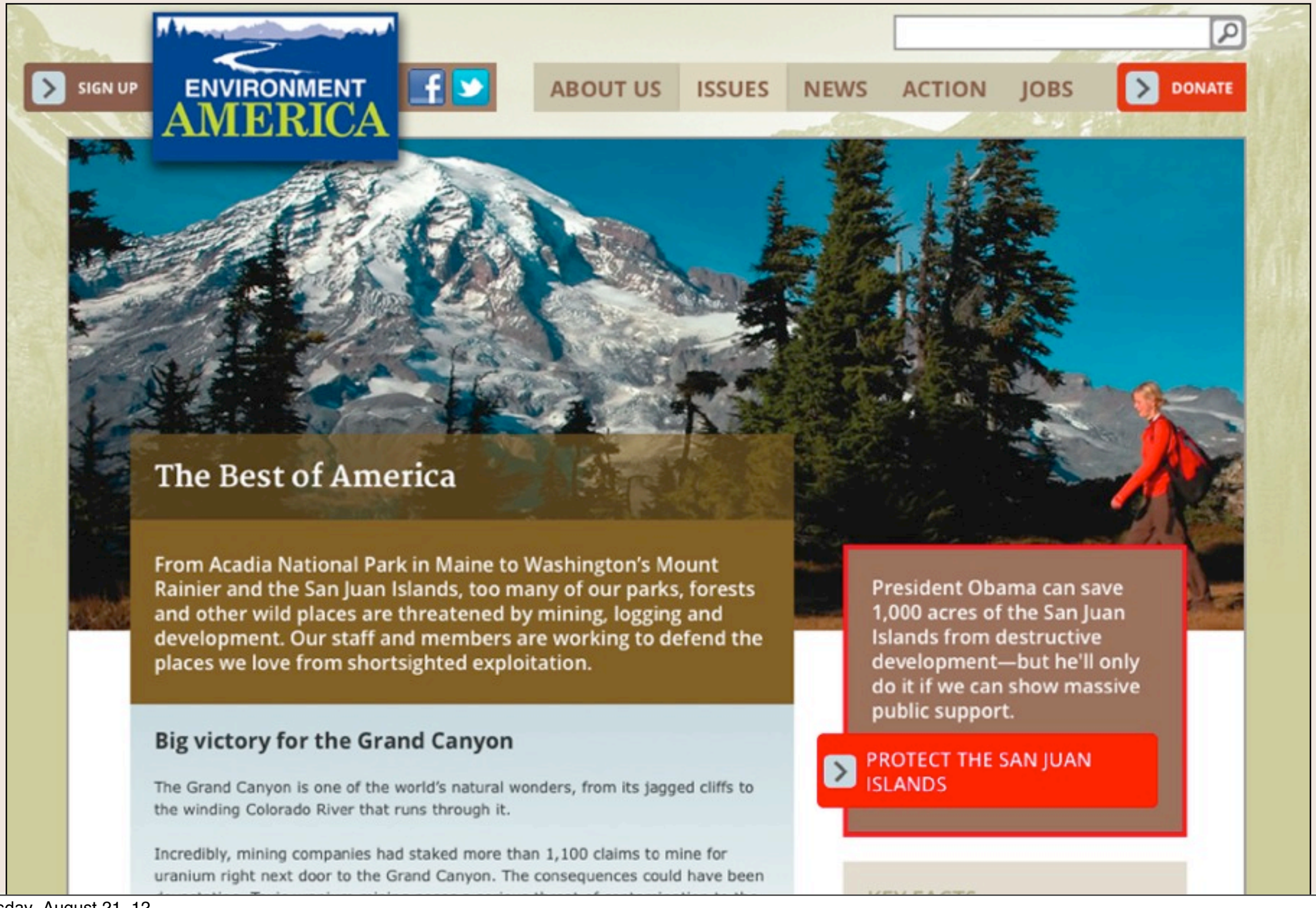
☐ Environment America

☐ Environment Alpha

Opt-out of content



Editorial Control



Technical Profile

"Our members haven't hired us to be experts at deploying complicated websites. They have given their money so that we can take a stand for the places we love. Our new setup allows us to spend more time educating the public or fighting the powerful interests that threaten our planet and our health."

-- Jesse Littlewood, Team Lead for Environment America

Questions?

Thank you!

- Ken Rickard
- rickard@palantir.net
- @agentrickard

What did you think?

http://munich2012.drupal.org/program/sessions/environment-america-running-60-affiliates-drupal

Click the “Take the Survey” link.