



## **NEWS UPDATE     July 2010**

Welcome to the July edition of our monthly updates, which is an opportunity for volunteers and staff to catch up on what's happening in Near. The newsletter is distributed monthly via email, online and good old fashioned hard copy. The newly elected Committee of Management met recently and agreed upon its Officers for the coming year. Details about the Committee are in this edition. Don't forget you can contact me ([dave@near.ie](mailto:dave@near.ie)) if you want to contribute to the newsletter.

Dave O Connor  
Editor

### **In this edition...**

Message from the Treasurer  
Radio Signal Strength  
IT Trainees receive certificates from Minister Seán Haughey  
International Community Radio News

### **Near Media Co-Op Committee of Management**

Vincent Teeling (Chair)	Heidi Bedell
Dave O'Connor (Secretary)	Peter Cunningham (Treasurer)
Declan Cahill	Nina Knezevic
Nell Fitzpatrick	Ger Dorgan
Deborah Gaffney	

Committee members are elected from the volunteer shareholders of the Co Operative and are re-elected each year at the Annual General Meeting. The Committee meets formally on a monthly basis, and is responsible for the administration of the project. This includes policy and strategic decision-making as well as legal financial and HR issues. A small co ordinating committee comprising the Chair, Secretary, Treasurer, Development Officer and Project Co Ordinator meet weekly to administer day to day matters, and are usually in contact with each other daily.

To become a shareholder contact [Dave@near.ie](mailto:Dave@near.ie) or [Alan@near.ie](mailto:Alan@near.ie)

### **Message from Treasurer**

Hi all,

At the recent Annual General Meeting of Near Media Co-Op, the Committee of Management presented the Co-Operative's Annual Report, and audited accounts to those shareholders in attendance. As explained at the AGM, the accounts contained no surprises. Given the economic deterioration that has affected all sorts of enterprises we can be happy that there is nothing to be concerned about and the Committee of Near Media Co-op remain confident in the future financial stability of the organisation.

Having said the above, we are all aware of the financial pressures that face many diverse organisations, particularly those who rely, to different degrees, on various sources of funding. As employees or volunteers of Near Media Co-op, we must also be aware that we are not immune from the general financial pressures which are now commonplace. It is the responsibility of all of us to be mindful of this and to be conscious of cost saving measures wherever possible. In this regard I could refer to general utilities or office supplies, however, I am sure that there may be other areas where members may be aware of potential savings.

It is the policy of the Committee to continue to source funding from as wide a variety potential sources as possible. I would also ask members to be alert to such opportunities and please do not hesitate to approach either myself or Ciarán Murray with any ideas you may have, no matter how big or small.

Thanks for taking the time to read this. I look forward to your continued co-operation, and please email me directly with any comments or ideas at [peter@near.ie](mailto:peter@near.ie).

Peter Cunningham  
Treasurer  
Near Media Co-Op

**<http://www.near.ie/livestream>**

## Near90fm Update

### Social News

Welcome to Kasia Sudak, Jonathan Kelly, Sue O Neill and Pat Guerin who have recently joined our staff.

Get well soon wishes to Connie O' Reilly who we hope will be back behind the microphone very soon.

Bye-bye to Pat Rodgers, who has left us only partially, as she remains as staff rep. And bye to Ciaran Oglesby, who is leaving us for Trinity College.

New on [Near 90fm](#)

*Gaeilge on the weekends!*

For those of you tuning in late on the weekends, don't miss the rebroadcasts of "Ar Muin na Muice", Saturday and Sunday at 11.30pm.

*Museums in the Morning!*

Throughout July and August a series of special documentaries produced by The Smithsonian Institute will be broadcast, featuring everything from inventions to folk music, weekday mornings at 9am.

Over the month of August Northside Today will be taking a break. So from August 3rd you will hear from 11am - 12 noon "Northside Light" which will be followed by an extended Lunchtime Miscellany (12 noon - 2pm).

*"Reggae Beats"* every Saturday afternoon 6pm - 7pm, with Reggae Ritchie

Near on Social Network's

Near 90fm's sustainable living and energy programme "The Dynamo Effect" now has its own Facebook page with information about new programme episodes. Search for Dynamo - Near90fm.

Also if you use Facebook don't forget to like Near 90fm's page at [www.facebook.ie/near90fm](http://www.facebook.ie/near90fm) for the most up to date information. The page is

approaching 1,000 fans so keep your eyes peeled and logged on.

Well done and thank you to all those who turned up for the Rose Festival special OB at St. Anne's Park on Saturday 17th July. It was very successful as both a programming and promotional event. If you were there and like it, or you couldn't make it on the day, but would like to take part in the future, there is a second chance on August 2nd, when Kila will be playing at the Red Stables as part of the Northside Arts Festival. If you are interested in giving a hand, contact Paul [paul@near.ie](mailto:paul@near.ie) or Dorothee [Dorothee@near.ie](mailto:Dorothee@near.ie)

## OUR IMAGE!

A persistent problem in the offices and studios are the plague of dirty cups and litter which can accumulate. It only takes each individual clearing own their own cups etc to ensure the place can be kept clean. Near is visited day in day out by a huge number of people everyone from the Lord Mayor to reggae musicians for meetings, interviews etc. If the studios are a mess it reflects badly on the station and everyone associated with it. So please ensure dirty cups are not left in the studios, office or window sills but taken to the Canteen and washed. Also please don't leave rubbish on the desks or use chewing gum in the studios.

## Our Radio Signal

FM signal strength is a complex issue. It is our intention to have a strong a radio signal as possible in our catchment area, but we do not try to serve people outside of northeast Dublin. There are some low-lying areas such as Dollymount and Fairview that are difficult to get the signal to. We are constantly reviewing the situation and investing in better transmission equipment. FM Signal strength has more to do to with height rather than just power and in this regard there is a limit to the height we can get on Colaiste Dhulaigh, the current location of our transmission. There is an argument of cost versus signal strength too. We have investigated the possibility of transmitting from Howth head, but this is very expensive and won't necessarily solve all the problems. To counter some of the limitations on FM, we have put a lot of effort into the digital side. We have a top quality very reliable live-streaming, a visual web-streaming, podcasting and we are currently looking at "re-casting" opportunities. We appreciate that the limitations on FM can be frustrating at times for presenters who put a lot into their programmes, so feedback on where the signal is weak can be helpful, and we can try to react to it.

Dates to watch in September!

8th - International Literacy Day

21st - UN International Day of Peace

In Studio....

Please don't leave leaving file's on the computers. Delete them!!

We had a couple of crashes on the server due to folder's reaching there maximum quota's. We will be putting quota's on every folder shortly because of this problem

There is a new phone fitted to text computers and it works differently to the old phone. This might take time to get used to, however we have no control over this change as this is the way all new nokia phones with with the software.

If you find a problem in the studio, write it into the studio book, or tell someone in the office, or email [gay@near.ie](mailto:gay@near.ie)

Every Thursday from 3.00 to 3.30, Chris Morris presents "**A sense of Humanism**". Humanism is a non-religious approach to life, and Chris interviews people interested in such topics as blasphemy law, the role of the Churches in primary and secondary school education, voluntary euthanasia, the religious oaths and prayers embedded in Irish law which discriminate against non-Christians, and other aspects of life in Ireland and abroad in which atheists, agnostics, sceptics, rationalists and other non-religious people of various descriptions are victimised. Chris also tries to show humanism as a positive force in life. He welcomes any listener who wishes to be interviewed to contact him via NEAR90fm or his mobile is 086 2641904. And you don't have to agree with him !

## **Outreach/Training & Production Update**

### **Near90fm Outside Broadcast at The Rose Festival:**

A big **Thank you** to all the volunteers who came along to our latest Outside Broadcast from St Anne's Park on Saturday 17<sup>th</sup> July! Along with many other stalls we took part in celebrating the **Rose Festival**. It was a great success and we couldn't have done it without all your help. We had a great variety of interviewees from Vikings to the Kings of Concrete. We have uploaded some of the pictures taken on our flicker site:

<http://www.flickr.com/photos/near90fm/sets/72157624417836455/>

As you can see from the list below, there was a huge effort from staff and volunteers.

**Rose Festival Saturday 17<sup>th</sup> July**  
**Broadcast live 12.30-5.30.**

A number of staff and old/newer volunteers helped out during the day:

Putting up gazebo (which looks great and seems much more sturdy and is more easy and to assemble) at 10am:

- Pat Mehan
- Gay Graham
- Dorothee Meyer-Holtkamp
- Sally Galiana
- John Kelly, the new OB CE staff helped out from 10 for a few hours to get a feel for OB's before he will be starting working with near (July 26th).

People who presented on the day:

- Sally Galiana
- Helen Ryan
- Noel McGuinness
- George Mulcahy.

Additional presenting:

- Pat Quinn was available all day for linking people to be interviewed as well as for doing live interviews with the reporter phone.
- Barbara Jennings helped out with the reporter phone as well.
- Bernice Paolozzi also linked people to our stall for interviews.
- Fergus Carroll did an interview with Noel to report on the Sports Results from the Rose Festival.

The following volunteers/ staff all helped out with handing out balloons, schedules and talking to people passing by about near:

- Stuart Lowry
- Richard Walker
- Diarmuid Breatnach
- Margaret Walker
- Darren Fitzpatrick
- Moira Condren
- David Bryan

Studio coverage:

- George Mulcahy
- John Doyle

Technical set up/back up:

- Gay Graham
- Gerry Coley
- Paul Loughran

### **Upcoming Outside Broadcast:**

**On August 2<sup>nd</sup> (Bank Holiday Monday)** near90fm will be broadcasting live from **St. Anne's Park** as part of '**Summer in St. Anne's**'. We will be broadcasting from 12.30-5.00pm from the Red Stables and broadcast the gig from **Kila live from 2.00-3.15pm**. If you'd like to give us a hand with handing out schedules, telling people what near is all about or helping us to put up/take down the gazebo drop us an email at [dorothee@near.ie](mailto:dorothee@near.ie) or [paul@near.ie](mailto:paul@near.ie). Or just call over to us on the day to say hello during a great gig in the wonderful surroundings of the Red stables in St. Anne's Park.

### **HAPPY BIRTHDAY!**

Near will be 15 this year! Keep an eye out for the **birthday party** to be held late August/early September- if you have any suggestions and ideas to where to hold it feel free to email your thoughts to [dorothee@near.ie](mailto:dorothee@near.ie).

### **Near media training:**

Do you have a friend, relative, neighbour who would like to get involved with nearfm? We have set a date for the **next nearfm media training**. It will be held on Saturday 18<sup>th</sup> and Saturday 25<sup>th</sup> in the Northside Civic Centre, exact times to be confirmed. For more information and application forms, please email [alan@near.ie](mailto:alan@near.ie) or [dorothee@near.ie](mailto:dorothee@near.ie).

### **Programme Profile: Dynamo Effect:**

Get some information, advice and insights in what Ireland as a country is doing and in which way individual and the community can partake to support sustainable living and energy. Every Wednesday from 6.30pm-7.00pm, Dynamo Effect on sustainable living and energy. Podcasts to re-listen and to download at [www.dynamoeffect.org](http://www.dynamoeffect.org).

## **International Community Radio News Update**

### **AMARC Deplores Murder of Community Radio Worker**

The World Association of Community Radio Broadcasters, AMARC expresses deep shock and anger at the murder of Devi Prasad Dhital (Hemraj) Chairman of Community Radio Tulsipur on 22<sup>nd</sup> July 2010. According to initial reports, Dhital was shot at Urahari, about 12 kilometers from Tulsipur in western Nepal on Thursday around 8:45 p.m.

Dhital, a resident of Tulsipur bazaar was riding a motorcycle on his way back from the Fulbari VDC. He succumbed to chest injuries at the Rapti Zone Hospital, later in the night. His pillion rider sustained minor injuries. The assailants are absconding and the motive behind the attack is still unknown. Police sources have informed that investigation is underway.

“Hemraj’s murder has shocked the entire community broadcasting sector of Nepal and we deplore such heinous criminal act,” said Raghu Mainali, Vice President for South Asia in the AMARC Asia Pacific regional board. “I call upon the concerned authorities and the local police administration to not to leave any stone unturned to ensure that the absconding criminals are brought to justice. Media persons are increasingly under attack from criminal groups and any negligence in investigation will only encourage such elements,” he further said.

Dhital was 45 and is survived by his wife, two daughters aged 7 and 9, a younger brother, and parents. AMARC expresses heartfelt condolences to Hemraj’s family as well as to Radio Tulsipur at this time of great sorrow and loss.

-END-

About AMARC:

AMARC is an international non-governmental organization serving the community radio movement in over 110 countries, and advocating for the right to communicate at the international, national, local and neighborhood levels. AMARC has an International Secretariat in Montreal. It has regional sections in Africa, Latin America and Asia Pacific and offices in Johannesburg, Buenos Aires, Brussels, and Kathmandu. For more information, please contact Suman Basnet, Regional Coordinator for Asia-Pacific, [suman\\_basnet@asiapacific.amarc.org](mailto:suman_basnet@asiapacific.amarc.org) or visit [www.asiapacific.amarc.org](http://www.asiapacific.amarc.org).

"Australian Community Media have new 5 year advocacy campaign - <http://www.communitymediavotes.org.au> simple and strong"

Community Broadcasting has a special place in Australia's media sector. It's radio and TV based on community participation and control and world-renowned for its innovation and reach.

What is the campaign about?

It's a campaign for funding to renew Australia's Community Broadcasting sector and create the world's most innovative, accessible community media. It's based on a five year plan: Community Broadcasting and Media: Year 2015.

Specifically, the campaign is seeking election commitments for four things:

- Support for communities to create their own content
- Investment in infrastructure to build digital community hubs
- Co-ordination funding for volunteer involvement + community access
- Investment in training for the digital economy.

How can I join the campaign?

The full campaign website is coming soon. In the meantime:

- Sign up for regular campaign updates
- Keep in touch via Twitter and Facebook



- If you're a community radio or TV station, you will be contacted shortly
- If you're a community radio or TV volunteer, ask your station manager for details
- If you're a supporter of community radio and TV, stay tuned to your favourite stations for details

### **From Zambia...**

Greetings of peace and love from Livingstone, Zambia.

I am Clifford Mulasikwanda, a Zambian Priest who did some intership with your good radio in the summer of 2006, while studying at the Gregorian University in Rome, Italy.

I write on behalf of Radio Musi-O-Tunya 106.1fm, a community owned radio station, broadcasting to Livingstone City and the surrounding areas. At its strongest signal, the radio broadcasts to a maximum of 120km radius. This year, the radio clocks 5 years of its an uninterrupted service to the community.

Like most community radio stations, the radio faces a lot of challenges in having the up-to-date equipment to enable it serve the community better. In line of this, we wonder whether your radio would be in position to donate some second-hand analogue equipment e.g. recording instruments, broadcasting equipment etc., to our radio station.

Trusting that you will come to our aid.

Near will be sending on some equipment. If you think you can help, contact [Ciaran@near.ie](mailto:Ciaran@near.ie)

## **NEAR MEDIA Co-Op Promotional Policy**

Over the past number of months a small sub committee discussed and drew up the following, policy on promotions for Near. It was approved at the June meeting of the Committee of Management.

### **Aim**

The aim of the Promotional Policy is to provide focus on how the entity of the co-op will operate in respect to a promotional policy in relation to Near Media Co-Ops ethos, whereby the operation, facilities, resources, and output are brought to maximum effect throughout the target audience.

### **Objectives**

The Objectives of this Policy are

- to encourage active promotional awareness among the volunteers and staff of Near Media Co-Op and to invest in updating content.
- to foster a climate where promotional activity is in tandem with programme planning and design
- to actively pursue promotional opportunities within the target audience, including listeners, visitors and community partners
- to source, evaluate and review effective promotional outlets for Near Media Co-Op
- to raise awareness of the ethos of Near Media Co-Op

### **Quantitative Indicators**

To raise our indicator within three years of the adaptation and implementation of the Policy.

### **Principal Elements of the Promotional Policy**

Promotional activity within Near Media Co-Op can be classified into Internal and External elements.

#### ***Internal Promotional Activity***

This element primarily concerns itself with the promotion of programmes and content within the output of Near Media Co-Op. Currently programmes and special events are covered through the creation of radio *promos* that are added to the daily broadcast schedule. There is room for enlarging upon this method, which will be outlined in the Action Plan.

Another avenue for programme content promotion is within programmes themselves. This avenue is currently underused and would warrant developing, and will be outlined in the Action Plan.

Further, the cross platform promotion of each Near Media Co-Op platform resource within itself should be identified for easier transitional promotion of content and internal promotional opportunities of content should be developed with a cross platform ethos in mind. Coordination of cross platform and internal promotional aspects should be conducted through a centralised post that handles all aspects of the Promotional Policy. This can be achieved through further CE employment or by amending the title and description of an existing post. This will be reviewed by the Committee.

#### ***External Promotional Activity***

This element addresses raising awareness of Near Media Co-Op within the radio franchise area/community through active community participation.

With the advent of increased and diverse media available throughout the communities served by Near, the community has become exposed to mainstream commercial and public service media on a wider regional and global scale, however the application of external promotional projects would best suit Near Media Co-Op to focus on a more centralised target audience. The paramount aim of External Promotional Activity should be increasing the visible presence and awareness of Near Media Co-Op through cost effective measures wherever possible.

Possible areas of activity for external promotion can be:-

- Visible presence of outside broadcasts.
  1. Making full use of tarp banners to publicise the presence of Near Media Co-Op. Currently there appears to be a storage problem in bringing these in the van to OB's.
  2. Maintaining a stock of publicity / information leaflets for distribution to enquirers at OB's
  3. To operate a dress code for Near Media Co-Op personnel via use of jackets to create a professional look and easy identifiable presence.
- Programme content
  1. To encourage programme producers and presenters to identify possible areas where an OB recording would better suit to publicise Near Media Co-Op than a studio based interview.
- Common areas of concentration
  1. To identify local community events that can serve as sources of concentration for publicising Near Media Co-Op.
  2. Maintaining an active presence of Near Media Co-Op to engage with the community at large in order to better promote the resources of the Co-Ops ethos and to gain understanding of needs of the community.
- Sponsorship / Community Awareness
  1. To capitalise in areas where Near Media Co-Op can be seen as a sponsoring body. This need not be entirely monetary orientated for expenditure by the Co-Op, but rather to allow the resources of the Co-Op to promote the event of the client while raising awareness of Near Media Co-Op as a result.
  2. Areas of interest can be in the form of covering community based events or creating some form of Near Media Co-Op campaign that serves the common band.

In achieving the objectives of the Promotional Policy it is proposed that at sub committee or committee of management meeting level, an ongoing review of the Action Plan be conducted every 3 months to continue momentum and assess performance of the Policy towards its Indicators. The next step is to draw up an action plan, which is currently underway.

## Near Online Update

### IT Awards Ceremony:

On Monday 12<sup>th</sup> of July we had an **awards ceremony for trainees** who completed the **computer training** run by James Richardson and the assistant volunteer trainer Albert O'Hare. It was a great get-together with a presentation of certificates by Minister Sean Haughey and Lord Mayor Gerry Breen to over 20 Near Online trainees from the 2009 and 2010 groups. Check out the pictures on our website:

<http://www.flickr.com/photos/near90fm/4789988056/in/set-72157624360017121/>

The official press release....

12 July, 2010

### Minister Haughey presents IT Training Certificates to students from the Community Media Further Education Project

The Minister for Lifelong Learning, Seán Haughey TD today presented IT Training certificates to 25 learners from the Community Media Further Education Project.

The awards ceremony took place at the Northside Civic Centre on Bunratty Road, Coolock on Dublin's northside.

The Community Media Further Education Project is the product of a fruitful partnership between Near Media Co-op and Coláiste Dhúlaigh College of Further Education.

This partnership has been providing excellent learning opportunities to the local communities for almost a decade.

The learners, following completion of their course, have been given the skills and knowledge necessary to progress to a more independent lifestyle and enhance their computer and internet skills.

Speaking at the awards ceremony, Minister Haughey said **'Near Media Co-op has created many wonderful opportunities for learners in the community through its radio and TV operations.'**

**'These innovations bring information and learning into homes and the heart of the local communities.'**

The Digital Solidarity Initiative has provided an invaluable service in offering IT training programmes to over 1,400 learners from communities in the North Dublin area.

Over the last 12 months alone the initiative has trained 204 participants and demand continues with more learners enrolling for summer and autumn courses.

Minister Haughey went on to say **'I commend the people here in the Community Media Further Education Project for the range of opportunities now available to enhance the IT skills of learners.'**

**'In recent years there has been an increased focus on the development of lifelong learning in Ireland resulting in significant improvements in the number of adults availing of education.'**

**'Lifelong Learning is crucial in enabling all our learners to engage in the pursuit of continuing education and training.'**

**'IT courses such as the one successfully completed by the learners here today are a very important part of this process,'** said the Minister.

Minister Haughey concluded by congratulating the 25 learners on their achievements and he hoped that they found their IT course **'enjoyable, interesting and productive.'**

**'I believe that the experience, skills and knowledge that you all have gained in attaining your certificates will be of enormous benefit to you on your own personal road of lifelong learning.'**



**Pictured recently at the presentation of IT Training Certificates by Minister for Lifelong Learning, Seán Haughey TD, to students from the Community Media Further Education Project, Coolock are from left to right, Jack Byrne, Secretary of the Project, Minister Haughey and Albert O' Hare, learner and now a tutor on the Project.**

## **Near TV Update**

New Videos online:

We have been updating the NearTV Vimeo Channel please go to

<http://vimeo.com/channels/88236>

to see current and past video. If you're a member of vimeo please subscribe to us and give us feedback on the programmes!

We have also added more video's to the website:

[http://www.near.ie/index.php?option=com\\_content&task=view&id=24&Itemid=55](http://www.near.ie/index.php?option=com_content&task=view&id=24&Itemid=55)

### **Green Schools 'War on Waste'**

St Francis School - Priorswood, Dublin

Filmed in April 2010, thanks to all the staff & students at the school for all your hard work!

Produced by Fiona Moore(Dublin City Council) & Elaine King (Near TV). Filming/ Editing by Adrian Brett, Fiachra McAllister

Reduce,Reuse,Recycle!

And

### **The Joint Consortium on Gender Based Violence Learning & Practice Day (Video in two parts)**

The Joint Consortium on Gender Based Violence comprises Irish human rights, humanitarian and development organisations, Irish Aid and the Defence Forces, all working together to address gender based violence. Its overall aim is to promote the adoption of a coherent and coordinated response to gender based violence.

This piece comprises of interviews from speakers on the day.

Filmed for Amnesty International Ireland

Filmed/edited by Adrian Brett, NearTV

Camera Assistants - Dave Quinn, Fiona Dolan (neartv volunteers)

Please go to the Neartv programmes section of the web to watch these videos.

## Update from Craol.ie (Community Radio Forum of Ireland)

### First Community Radio Conference held in Croke Park

All the proceedings, audio downloads and photos from the booked out Craol Community Radio Conference in Croke Park on June 18th are now available online at <http://www.craol.ie/17/0/podcasts-and-event-proceedings.html>. A rich mix of speakers reflected both on the current state of community radio and its future role. Deirdre Garvey of the Wheel described community radio as “a stimulus package for community activity”. Read the more at <http://www.craol.ie/7/0/news-events.html>

### Dundalk and Ros FM sign new 10-year broadcasting contracts

Congratulations to Dundalk FM and Ros FM who have just signed contracts with the BAI to broadcast up until 2019.

### Community Radio Castlebar broadcasting from new studios

CRC FM now broadcasts from its new studios at The Mosaic Centre Castlebar which were officially opened by Minister Eamon Ó Cuiv at 8pm 9th April.

#### News Snippets

*follow Craol on Twitter <http://www.twitter.com/craol> for these and more*

**New manager for Castlebar Community Radio** - Congratulations to Benen Tierney, who started as Manager in Castlebar in June

**NEAR 90fm** celebrated Gay Pride with the launch of their first Gay radio content programme, QueerFM on Sunday 27th at 17.30

**AMARC:** FoE rapporteur calls on member states to adopt AMARC principles in legislating for community media

**The Wheel** has all the latest news on issues affecting the voluntary sector collected in one place <http://bit.ly/ccZU8>

The 57 programmes of the Craol Co-production **Transna na Donnta** were released for broadcast across the whole Community Radio Network earlier this year.

**Afroradio** Mayor of Waterford- John Halligan-links Afroradio with integration and cultural identity in a multicultural Ireland.<http://url.go.it/k33P2r>

**BAI awards 7M in Sound & Vision TV.** This included 217,000 (3%) to three Community TV Projects <http://bit.ly/cMALIJ>

The quarterly magazine of the **Community Broadcasting Association of Australia.** June edition. <http://bit.ly/9maxxf>

Craol member **AfroRadio receives Outstanding Community Service award** from ISU and Edmund Rice (Heritage) Center in Waterford <http://bit.ly/aB3OXA>