

Subscribing to SAFE's RSS Feed

RSS Feed? What the heck is that? Well, here's one web definition:

Used to publish frequently updated content such as blog entries, news headlines, and podcasts in a standardized format. An RSS document (which is called a feed, web feed, or channel) contains either a summary of content from an associated web site or the full text.

When you subscribe to SAFE's RSS Feed, you will receive any updated news automatically when you launch your web browser. We will soon phase out mass e-mailed updates from the Board in favor of posting these updates directly to the News section of the site. You can choose to receive current news and other information automatically through the RSS Feed, or by periodically checking the News section manually. Of course, we encourage you to subscribe to the Feed to take advantage of the functionality available on SAFE's website.

To learn more about RSS Feeds, see the primer entitled, "Feed 101" included at the end of this document. Otherwise, read on for an example of how to subscribe using Safari as the Web browser.

Like several other browsers, Safari has a built-in Feed Reader. The Safari RSS icon is found on the far right side of the address bar, circled in red below:



You can use the RSS Feed links provided in the body of the SAFE website as well, located below the gold colored Member Login box on the right side of the page:

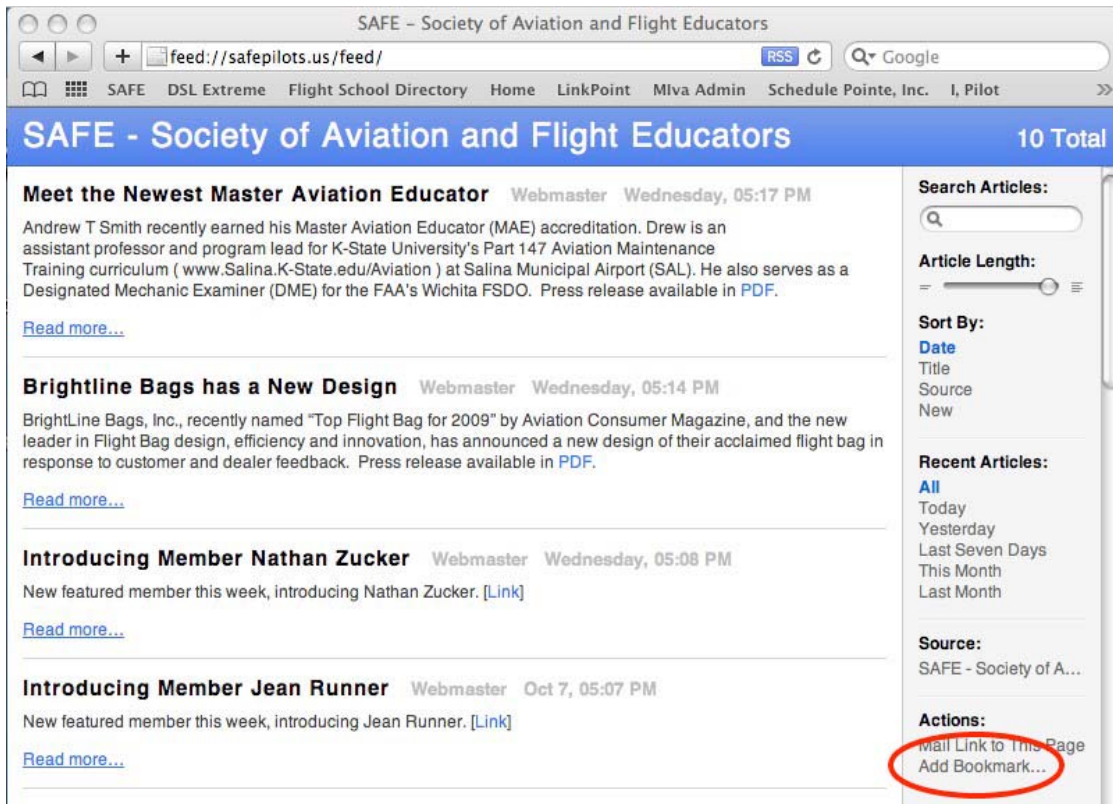
Search

To search, type and hit enter

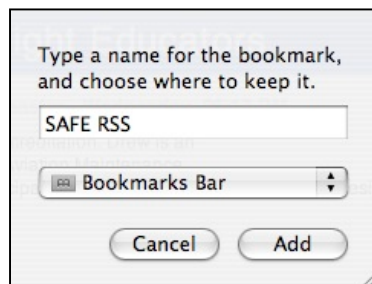
Subscribe to RSS

- [All posts](#)
- [All comments](#)

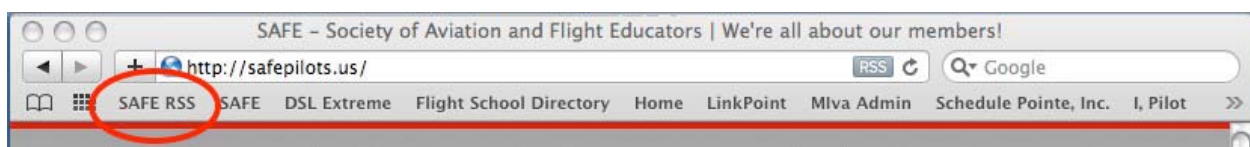
Clicking on the RSS link takes you to the SAFE News Feed page. The last option circled in red on the bottom of the right column (under "Actions") is "Add Bookmark":



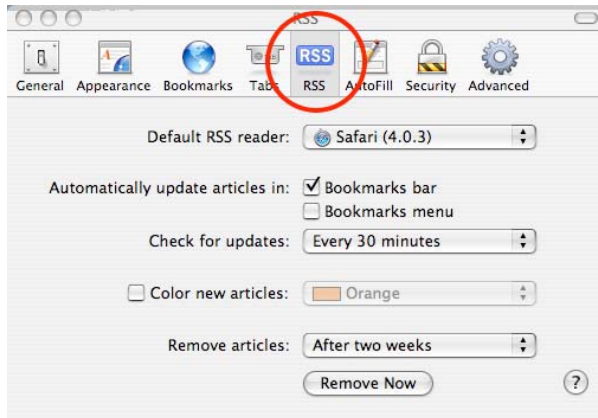
Clicking "Add Bookmark" in Safari brings up the "Save Bookmark As" dialogue Box:



Name the feed and add it to an appropriate location in your bookmarks library. Below, "SAFE RSS" has been added directly to the head of the line in the Bookmarks bar:



Be sure to check your Feed Reader preferences as well. In Safari, you'd select **Preferences > RSS** under the **Safari** pull down menu. In this example, Safari (4.0.3) has been chosen as the default reader, with those articles in the Bookmarks bar updated automatically (i.e, "SAFE RSS") and checks for updates scheduled every 30 minutes. In Safari, you can also choose a highlight color for new articles, and you can schedule when articles are to be removed — in this case, it's set to delete after two weeks.



Feed Readers may have different methods of notifying you of new News. Some may even allow e-mail notification. In our example with "SAFE RSS" in Safari's Bookmarks bar, the number of new articles will appear in parentheses. Below are before and after snapshots of a portion of Safari's menu/bookmarks bar. The before shot shows "SAFE RSS" only; the after shot shows "SAFE RSS (1)" meaning that one new article has been posted. Clicking "SAFE RSS (1)" takes you to the SAFE News Feed.



No New Articles



(1) New Article Posted

The following article comes from <http://www.google.com/support/feedburner/bin/answer.py?hl=en&answer=79408> (Note: the previous link is hot; use this link to access the various other links referenced below):

Feed 101

What are feeds? I see "RSS", "XML", and "Atom" out there, but I don't know how I might use these links when I find them.

Feeds are a way for websites large and small to distribute their content well beyond just visitors using browsers. Feeds permit *subscription* to regular updates, delivered automatically via a web portal, news reader, or in some cases good old email. Feeds also make it possible for site content to be packaged into "widgets," "gadgets," mobile devices, and other bite-sized technologies that make it possible to display blogs, podcasts, and major news/sports/weather/whatever headlines just about anywhere.

What Does This Mean?



You may recognize the universal [feed icon](#) or these "chicklets" from your favorite websites, blogs, and podcasts. These icons represent content in any format - text, audio or video - to which you can subscribe and read/watch/listen using a feed reader. [What's that?](#)

Why is This a Good Thing?

[Technology evolution](#) in online publishing has made it really easy to not only publish regular updates to web-based content, but also keep track of a large number of your favorite websites or blogs, without having to remember to check each site manually or clutter your email inbox. You can now streamline your online experience by subscribing to specific content feeds and aggregating this information in one place to be read when you're ready.

Consumer Bottom Line: Subscribing to feeds makes it possible to review a large amount of online content in a very short time.

Publisher Bottom Line: Feeds permit instant distribution of content and the ability to make it "subscribable."

Advertiser Bottom Line: Advertising in feeds overcomes many of the shortcomings that traditional marketing channels encounter including spam filters, delayed distribution, search engine rankings, and general inbox noise.

Who publishes feeds?

Most of the biggest names on the web offer content feeds including [USATODAY.com](#), [BBC News Headlines](#), [ABCNews](#), [CNET](#), [Yahoo!](#), [Amazon.com](#) (including a [podcast!](#)), and many more. Google publishes feeds as part of many of our services; for example, you can get a feed of new items for any search you make in [Google News](#). In addition, hundreds of thousands of bloggers, podcasters, and videobloggers publish feeds to keep themselves better connected to their readers, listeners, admirers, and critics. Apple, through its iTunes Music Store, offers tens of thousands of audio and video [podcasts](#) for download, each of which is powered by a feed.

How do I read feeds?

If you want to browse and subscribe to feeds, you have many choices. Today, there are more than 2,000 different feed reading applications, also known as "news aggregators" (for text, mostly) or "podcatchers" (for podcasts). There are even readers that work exclusively on mobile devices.

Some require a small purchase price but are tops for ease-of-use and ship with dozens of feeds pre-loaded so you can explore the feed "universe" right away. Free readers are available as well; a search for "[Feed reader](#)" or "[Feed aggregator](#)" at popular search sites will yield many results. A handful of popular feed readers are listed at the bottom of this page.

A typical interface for a feed reader will display your feeds and the number of new (unread) entries within each of those feeds. You can also organize your feeds into categories and even clip and save your favorite entries (with certain applications).

If you prefer, you can use an online, web-based service to track and manage feeds. Online services give you the advantage of being able to access your feed updates anywhere you can find a web browser. Also, upgrades and new features are added automatically.

[Show me what a typical feed reader looks like.](#)

How can I publish my own feeds?

If you have a website, blog, audio/video content, or even photos, you can offer a feed of your content as an option. If you are using a popular blogging platform or publishing tool like TypePad, Wordpress, or Blogger, you likely publish a feed automatically. Even other non-blogging sites like social photo-sharing service [Flickr](#) offer feeds of content you produce that others can retrieve. There are also tools on the market that can help transform traditional web content into the right format for distribution.

FeedBurner's services allow publishers who already have a feed to improve their understanding of and relationship with their audience. Once you have a working feed, run it through FeedBurner and realize a whole new set of benefits.

Learn more about FeedBurner's services for [blogs](#), [podcasts](#) and [commercial publications](#).

And finally, some technical backstory...

The new method for easily distributing online content is often called a web feed and the technical format that makes it possible is called RSS, which stands for Really Simple Syndication, Rich Site Summary, and/or Rockdale, Sandow, and Southern (Railroad) if you trust the good folks at [AcronymFinder.com](#). RSS is based on XML, a widely used standard for textual information exchange between applications on the Internet. RSS feeds can be viewed as plain text files, but they're really designed for computer-to-computer communication.

We should point out that RSS is just one standard for expressing feeds as XML. Another well-known choice is Atom. Both formats have their boosters, and it doesn't appear that consolidation toward a single standard is imminent. However, most feed subscribers simply want fresh content and don't care at all about the underlying protocol. (FeedBurner helps publishers avoid this quandary with our SmartFeed service, which makes any feed format readable on any subscriber device.)

Resources:

Feed-Related Backgrounders

[CNN: Welcome to the 'new' Web, same as the 'old' Web](#)

[Mark Pilgrim at XML.com](#)

[Wired Magazine: Aggregators Attack Info Overload](#)

[MediaThink: RSS: The Next Big Thing Online \(an introduction to RSS implications for business\)](#)

[BBC News](#)

[Wikipedia](#)

Popular Feed Readers

Applications

[NewsGator - FeedDemon 2.0](#) (Windows, [more info](#))

[NewsGator - Inbox for Microsoft Outlook](#) (Windows)

[NewsGator - NetNewsWire](#) (OS X)
[Firefox](#) (via "Live Bookmarks" feature)
[Safari](#) (feed support in the Apple OS X native browser)
[Pulp Fiction](#) (OS X)

Online Services

[Google Reader](#)
[NewsGator](#) (Online)
[My Yahoo!](#)
[Bloglines](#)
[Pageflakes](#)
[Netvibes](#)

Podcast Readers

[iTunes](#)
[Juice](#)
[Doppler](#)
[FireAnt](#)