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1 hot issues

We all know technology is changing every day and it's challenging to keep up with everything! Recent technology updates even effect how investor relations officers (IRO's) do their job. Here are some new technologies – **RSS and Alerts** that everyone can use.

What is RSS?

RSS is a machine-readable content-syndication specification. It allows content to be retrieved by computer programs (called "readers" or "aggregators") that then deliver it to your computer. Instead of going to websites to read the latest news, the content comes to you. Even better, RSS allows you to bring together the content from several different sites (blogs, news websites like CNW Group's www.newswire.ca or discussion group threads) to one single location (a single web-page or desktop application). The **RSS** feed delivered to you may contain either a summary of the content from the site or the full text. RSS makes it possible for people and IRO's to keep up with their favourite websites (or client matters) in an automated manner that's easier than checking them manually.

What does "RSS" stand for?

RSS comes in two main flavours: RSS 1.0 (RDF or **R**ich **S**ite **S**ummary) and RSS 2.0 (**R**eally **S**imple **S**yndication). Although there are key differences between the two standards, in most instances, the distinction is transparent to the end user.

How do I use it?

RSS content is commonly referred to as a "feed". This is simply an XML (**EX**tensible **M**arkup **L**anguage) file containing a list of available content. Simply copy (right-click the link and select "copy link location") and paste the feed's web address into your favourite reader to subscribe. Once subscribed, the reader software periodically checks the feed for new content and downloads any updates it finds.

Which reader should I use?

There are numerous readers available for different platforms. For Equicom, we suggest using the **Google Reader**. The CNW group website www.newswire.ca lets you easily subscribe to their RSS feeds.

What version of RSS does CNW Group use?

CNW Group supports RSS version 2.0. It is the most popular format with the widest support among both RSS distributors and client programs.

How to set up an RSS Feed on the CNW website:

1. Go to CNW website to www.newswire.ca
2. Click on RSS icon in top right corner of the home page.
3. Go to **RSS frequently asked questions** and sign up for the **Google Reader** www.google.com/reader (click on the link).
4. Once you are signed up, you can start subscribing to RSS content.

5. With the Google Reader open, click on the Add subscription in the left margin to open a new window. Open a new browser and go to the CNW website <http://www.newswire.ca/en/> and click on the RSS icon in top right hand corner again. When the screen with the 116 RSS feeds is open, scroll down to the Subject, Category or Industry RSS buttons and right click on a feed that you want and copy the link (“copy shortcut”). Once this is done simply paste the link in the open Add subscription box in your Google Reader. This RSS feed will now be fed into your RSS reader automatically. Repeat this process as necessary on the CNW site as well as any other website that features RSS feeds.
6. You must always go to your Google Reader to view the information.

Alerts

Setting up “Alerts” which are another variation of RSS feeds are useful tools for all IRO’s.

A frequently used alert is a “Google” Alert”.

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- keeping tabs on your favorite sports teams

How to create your own Goggle Alert

1. Go to www.google.ca .	6. For How Often : choose “Once a Day” (more if you would like).
2. Fill in Google alert.	7. Then fill in your email address.
3. This takes you to “Welcome to Google Alerts Home Page”.	8. Then click “Create Alert”.
4. At the right fill in your Search Terms such as “investor relations”, life sciences, annual reports, consumer products etc.	9. Your Alert info comes directly to your email address.
5. For Type : choose “Comprehensive”.	

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What does RSS refer to?

Answer is in this bulletin.

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