



**Workshop 4:
Business Blogging
&
Really Simple Syndication
(RSS)**

**Presented by
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"The Art of Business Solutions"

***part 2: Really Simple Syndication
(RSS)***

what is RSS?



really simple syndication

**mid-late '90s:
microsoft / apple / netsape**

dave winer
userland

**popularization through blogging,
podcasting, and major news sites**

**New York Times - Nov 2003
RSS becomes “mainstream”**

RSS = XML = flat database

**updated automatically, so that
readers can subscribe**

a “feed” is an RSS subscription

“feed readers” read feeds

many uses of RSS

subscribe to feeds

**nytimes.com, cnn.com,
espn.com, bbc.com**

**news searches
(google, yahoo, etc.)**

blogs, podcasts, or vlogs

**any list or update
(amazon, eBay, netflix, etc.)**

finding and reading feeds

news search

Google News
(news.google.com)

subscribe to news updates

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"the channels" tulsa

Search News

Search the Web

[Advanced news search](#)[Preferences](#)Results 1 - 20 of 20 for **the-channels tulsa**. (0.42 seconds)Sorted by [relevance](#) [Sort by date](#)**Top Stories****U.S.****World****Sci/Tech****Business****Entertainment****Health****Sports****Most Popular** [News Alerts](#)[RSS](#) | [Atom](#)
[About Feeds](#)[Mobile News](#)[About](#)
[Google News](#)[Channels is seen as a catalyst](#)

Tulsa World (subscription), OK - Sep 24, 2006

... It's a place that when tourists come to **Tulsa** they see **The Channels** and say, 'Wow, this is fantastic.' Then they go back and talk about this wonderful place to ...[The Channels: Study to Begin: River plan is due review](#)

Tulsa World (subscription), OK - Sep 23, 2006

... in the project. On Friday, a **Tulsa** Stakeholders member gave a short presentation on **The Channels** to the committee. under the 21st ...[Developer of proposed Tulsa river project wants to energize city](#)

KTEN, TX - Sep 24, 2006

... as **The Channels**, would consist of a 12-mile lake and self-sustaining islands covering 40 acres of the river. A nonprofit group, **Tulsa** Stakeholders Incorporated ...[Bixby delays consideration of river development plan](#)

Tulsa World (subscription), OK - Sep 12, 2006

... and 11th Street bridges. "This is not just **The Channels**," **Tulsa** County Commissioner Randi Miller said. "This is the incorporation ...[News on downtown projects awaited](#)

Tulsa World (subscription), OK - Sep 24, 2006

There's the L-shaped Westin at **Tulsa** Garden Square -- a proposed hotel, condominium ... There's **The Channels**, a proposal to create 40 acres of retail and living ...[New river plan is a waste of resources](#)

The Collegian online, Oklahoma - Sep 18, 2006

According to a press conference last Wednesday, this plan, called "**The Channels**" by its creators, **Tulsa** Stakeholders, Inc., involves damming the river at ...[The Channels Project Flood Questions Addressed](#)

KOTV, OK - Sep 7, 2006

The Channels project proposal presented Wednesday calls for a low-water dam and a 40 ... in the middle of the Arkansas River between 11th and 21st Streets in **Tulsa**. ...[Bold Development Proposal for River Unveiled](#)

Greater Tulsa Reporter Newspapers, OK - Sep 18, 2006

INNOVATION: An artist rendering shows the latest plan for developing **Tulsa**'s Arkansas River. "**The Channels**" would be a 40-acre, man-made island located ...[Greater Tulsa Reporter Newspapers](#)[Island project would start with public spaces, panel told](#)

Tulsa World (subscription), OK - Sep 15, 2006

... with the idea but hired development and waterfront experts to come to **Tulsa** and say what needed to be done to turn the city around. **The Channels** proposal was ...[Future limitless with teamwork, Mayor says in state of the city ...](#)

Tulsa World (subscription), OK - Sep 20, 2006

... **Tulsa** has great opportunities for development, thanks in part to the Vision 2025 ... there was no direct reference in her speech to **The Channels** river development ...

blog search

**Google Blog Search
(blogsearch.google.com)**

Technorati
(www.technorati.com)

**putting it all together –
news aggregators**

Google Personal Pages

My Yahoo

NewsGator
www.newsgator.com

Feed Reader
www.feedreader.com

(desktop application)

the future of RSS

**greater integration into
IE 7.0 Firefox 2.0**

business productivity

corporate intranet
(department reports, project
management, etc.)

desktop alerts via RSS

smartphones
(crackberry, treo, Razr)

Winer's RSS River project

**advertising
& content delivery**

**TV, phones, refrigerators,
shopping mall ads, and more**

questions?



thank you!

www.nextstepworks.com