

**THE LONE STAR LIBRARIAN**

*A quarterly publication of the Texas Chapter, Special Libraries Association*  
ISSN 0739-4950



**Special Libraries Association**

**RSS Tutorial**

**by Molly Montgomery, American Heart Association**

(Editor’s Note: For members in the Dallas/Fort Worth area, see page 9 for information about a BLOGS program on March 20th which will also cover RSS.)


First of all, don’t be intimidated by the acronyms and the tech talk. Getting started with RSS and blogs is as easy as registering for web-based e-mail. If you monitor more than just a few websites on a daily basis, RSS will save you a lot of time!

**What is RSS?**

RSS is a text-based format, a type of XML. You should know that only because often RSS files are labeled as XML. RSS stands either for Really Simple Syndication or Rich Site Summary, depending on who you ask.

RSS files (which are also called RSS feeds or channels) simply contain a list of items. Usually, each item contains a title, summary, and a link to a URL. RSS files look a lot like HTML code. It is possible to read it, but you really don’t want to. You will need something called an aggregator or a news reader to properly view the feeds. An aggregator is a piece of software that collects content from many sites and presents it to you in a single interface.

Websites that publish new content regularly (CNN, New York Times, Wired, etc.) provide a list of headlines of the latest content. In addition to displaying these headlines on their own websites, it is very common for publishers to make them available for syndication, so that other websites or applications can also include their headlines. When a website has an RSS feed, it is said to be “syndicated”.

Look for the  button to see which sites have RSS feeds.

**Why Should I Use RSS?**

RSS provides an easy way to collect headlines, links and abstracts to current and up to date web pages. Instead of

taking the time to check news and other websites one at a time, have the content sent to you directly! Most services alert you as soon as new news is published so you’ve got the latest information all the time.

Here are some things you might use it for:

- Creating a compilation of articles from sources you find interesting.
- Keeping up on topics that are important to your job.
- Tracking what other people are saying about your organization.
- Saving a lot of time!

There are basically three easy steps to get you started with RSS:

1. Find an aggregator- There are both free and fee-based aggregators out there. Some have a ton of options while others just do the basics. The fee-based ones I’ve heard about the most are NewzCrawler and Radio User Land. The free aggregator that I currently use is Bloglines. I suggest starting out with Bloglines because it is VERY easy to use and it is a great way to get used to using an aggregator. RSS News Aggregator Directory has a large list of aggregators divided by Windows, Mac and cross platform.

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Some aggregators require you to install them on your desktop while others are web-based. The web-based option is great for those who hop from computer to computer or don't want to go through the hassle of installing software on their computer. NewzCrawler and Radio Userland are for the desktop while Bloglines is web-based.

## 2. Find RSS feeds-

There are websites that have nothing but lists and lists of RSS feeds. The feeds can be browsed by subjects or searched by specific terms. If you do start off with Bloglines, they have a huge list that you can look through and subscribe to just by clicking a box. After signing up, you can simply type in the URL (like [www.cnn.com](http://www.cnn.com)) and it will automatically locate and subscribe to the feed for you. Here are some other sources for RSS Feeds:

- [News is Free](#)
- [Feedster](#)
- [Sydic8](#)
- [2RSS](#)
- [LIS Feeds](#)

3. View the Content- Most aggregators look a lot like Microsoft Outlook. You have folders on the far left, a title or table of contents in the upper right and the actual website in the lower right.

And that is it! Each aggregator is going to be a little different, so be sure to try a few out to see what format and options suit you best.

For more details, see the links to additional reading at the end of this handout.

## How to Use Bloglines

Since you are going to see the word so much, we better define 'blog' before we get started. Blog stands for a web log or basically a journal on the Internet. A few years ago the majority of blogs were either focused on technology or were created by individuals as a way to share their lives with the entire Internet. Not something the majority of people were interested in. Now, blogging has entered the mainstream and news organizations, companies, schools and libraries are starting to blog.

Bloglines is a very easy to use, free, web-based aggregator. It has blog in the title, because much of what it searches are the typical blogs created by individuals. It also contains great news sources, which is the reason we will be using it. You will find it at [www.bloglines.com](http://www.bloglines.com).

## Register

To start using Bloglines, you need to register by entering your e-mail address and creating a password. At the end of this process, you will see an option to create an icon on your desktop toolbar. Feel free to choose it or not. It is handy since you can immediately see when news has been updated. If you don't have the icon you can bookmark the website and log in each time you want to check for new content. You will be signed up when you confirm your registration through your

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Address other subscription inquiries and non-member changes of address to the Editor. Members should send all changes of address to the Special Libraries Association, Membership Dept., 1700 18th Street NW, Washington, DC 20009. ❀❀❀

e-mail. It is really that easy!

### Finding Feeds

Bloglines makes finding feeds quick and easy. From the Bloglines home page there is a box that allows you to look through what they call 'Top Blogs' (the most popular feeds) 'New Blogs' (feeds added in the last 24 hours) and a Blog Directory. The directory lists feeds in alphabetical order, which is not especially helpful unless you know the name of the feed you're looking for. The last option to find feeds is to use the search box. Typing in a term like, librarian or cardiology will bring up feeds that at least mention this word. Some will be relevant, while others will not.



### Subscribing to Feeds

We will look at two ways to subscribe to new feeds. One is by selecting the feeds listed on Bloglines. Another is to type the URL ([www.cnn.com](http://www.cnn.com), for example) into a search box from your My Blogs page.

First we will look at how to select and subscribe to the feeds listed on Bloglines. We will use the New York Times found under the 'Top Blogs' as an example.

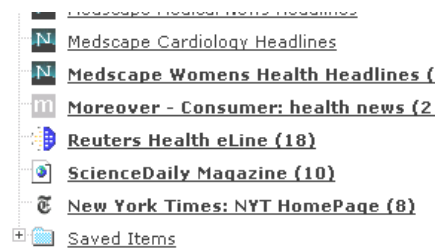
All you have to do is click in the check box of the feed(s) you want, and then scroll all the way to the bottom of the page and click on the gray 'Subscribe' button.

After you click on 'Subscribe' you will be taken to your 'My Blogs' screen and you should see the feed(s) you subscribed to on the left side.

#### [New York Times: NYT HomePage](#) [Feed]

Headlines, abstracts and links for the latest New York Times articles, for Radio UserLand.  
Updated: Tue, 18 Nov 2003 11:03 PM

[Subscribe to This Feed](#) | [Preview This Feed](#)



**TO KEEP UP WITH CHAPTER EVENTS AND NEWS!**

**JOIN THE TX SLA DISCUSSION LIST !!**

Join by sending an E-mail to:

**lists@lists.sla.org**

NO subject

Message: **SUBSCRIBE SLA-CTX (YOUR NAME)**

Another way to subscribe to feeds is to type in the URL of a website that you think has an RSS feed. We will do this from the 'My Blogs' screen. Science Daily is a website that the Library checks daily for new cardiovascular-related news. I couldn't quickly locate it while browsing, so I typed in the address in the 'Subscribe by Entering URL' box. If the search finds an RSS feed on that website it will automatically add it to your list. If it can't find an RSS feed it will give you a message saying so.



The screenshot shows a web interface with the following elements:

- [Manage Subscriptions](#)
- [My Recommendations](#)
- [Open New Item Notifier](#)

Search:  My Blogs  All Blogs

Search


Subscribe by Entering URL

Sub

## Subscribing to a Search

This is a new feature for Bloglines and it is an interesting way to find information on a specific topic. Instead of subscribing to individual feeds that your search finds, you subscribe to the search itself. Bloglines will then update the search when new items containing your search term(s) appear in any of the feeds they monitor. The example we will use is finding blogs that mention the American Heart Association.

From the search box on the 'My Blogs' page type in "American Heart Association" (the quotes should force the search to look for it as a phrase). Everything from AHA news releases to people just mentioning the AHA in passing will appear. To subscribe to the search, click on the 'Subscribe to the Search' button located at the top of the screen.



The screenshot shows a search box containing the text "american heart associat" and a "Search" button. To the right of the search box is a "Subscribe To This Search" button.

As a warning, this method tends to bring back a lot of information since it is looking through ALL the feeds. You may be getting top news sources and you may also get someone's personal site.

## Reading Feeds

With Bloglines it is easy to see which feeds have new content. From the 'My Blogs' screen you can see the feeds that I am subscribed to. The ones that are in bold have new content. The number in parentheses refers to the number of new stories within each feed. To read them, just click on the title of the feed.

When you click on the feed, the left side of the screen will display the title, and sometimes a descriptive sentence for each new article. Below is an example of a new article from the Medscape Cardiology Headlines.

To read the entire story, click on the title and it will take you to the source website, in this case [www.medscape.com](http://www.medscape.com)

## Bloglines

[Home](#) | [My Blogs](#) | [Help](#)

16 Subscriptions [Mark All Read]

- B Bloglines | News (2)**
- This Is True**
- ResourceShelf (1)**
- Library Techlog
- LibraryPlanet.com
- Library Stuff (2)**
- Library Link of the Day (1)**
- Library Journal - Breaking News (3)**
- LISNews.com: News For Library Geeks
- CNN.com - Health
- The Onion | America's Finest News Source
- Medscape Medical News Headlines (20)**
- Medscape Cardiology Headlines (12)**
- Medscape Womens Health Headlines (**
- Moreover - Consumer: health news (2)**
- Reuters Health eLine (18)**
- Saved Items

**Medscape Cardiology Headlines** [Feed] [Unsubscribe]  
 Latest medical news and information from Medscape.com 12 Items [Mark Unread]  
 Updated: Wed, 19 Nov 2003 07:01 AM

**Cardiac Pathologic Findings Reveal a High Rate of Sudden Cardiac Death of Undetermined Etiology In Younger Women**  
 In Cardiology

In younger women, despite autopsy and detailed cardiac pathologic examination, an attributable cause of sudden cardiac death was not determined in 50% of cases; a 2-fold increase compared to men.  
*American Heart Journal*

Tue, 18 Nov 2003 11:00 AM  
[Email This Item](#) | [Save This Item](#)

## Knowing When Feeds Are Updated

If you chose to download the icon for your desktop tool bar you will instantly be able to tell if any of your feeds have new content. The 'B' will have a red circle in the upper right and occasional messages will pop up telling you how many new items there are.



To read the updated feeds, click on the icon and it will bring the 'My Blogs' section of Bloglines up.

### Retrieving 'Lost' Items and Saving Items

After you click on the feed and then select another feed, the stories will disappear whether you have read them or not. Never fear, because you can retrieve them! When you click on a feed that has no new items in it, a box is displayed that allows you to choose to see stories published within the last hour to the month, or even all items.

If you read a story you are really interested in, you can save it on the Bloglines site. Simply click on the 'Save This Item' link located at the bottom of each story. It will then be sent to the Saved Items folder at the bottom of your subscriptions list.

Bloglines was created in July 2003, so it is still fairly new. The Help and FAQ files aren't very helpful as of this point. The best thing to do is to explore the site and try the different tools out.

### Additional Reading

RSS For Non-Techie Librarians: <http://www.llrx.com/features/rssforlibrarians.htm>

RSS/Blogging PowerPoint from Internet Librarian conference: <http://www.sls.lib.il.us/infotech/presentations/il2003/>

News That Comes To You: <http://www.ojr.org/ojr/lasica/1043362624.php>

RSS For the Real World: <http://www.marketingprofs.com/preview.asp?file=/3/heuvel1.asp>

RSS Resources: <http://rss.lockergnome.com/resources/>

All About RSS: <http://www.faganfinder.com/search/rss.shtml>

Blogs- The Next Killer App (a PowerPoint presentation from the University of Minnesota Library):

<http://www.lib.umn.edu/san/killerapp.ppt>

RSS: Your Gateway to News & Blog Content: <http://searchenginewatch.com/sereport/article.php/2175281>

Blogs and the Library World- A Bibliography: <http://www.etches-johnson.com/nolibrary/bib.html>

### Journal Articles (These are all available full text through TexShare)

Dahl, Eric. RSS: Hot fix for info-junkies. *PC World*. September 2003, 21(9), 36.

Lynch, Jim. RSS News Readers Browse for You. *PC Magazine*. 10/1/2003, 22(17): 32-34.

Mattison, David. So you want to start a syndicated revolution. *Searcher*. Feb2003, 11(2): 38-49.

Peek, Robin. The new content syndication. *Information Today*. October 2003, 20(9): 17-19.

Tennant, Roy. Feed Your Head: Keeping Up by Using RSS. *Library Journal*. 5/15/2003, 128(9): 30.

Bedell, Doug. No-muss, no-fuss information: RSS is a fast way to get the details you want without using e-mail. October 23, 2003, 3D.

## SPRING MEETING — San Antonio "It's a Whole New Year!"

WHEN: Saturday, March 6, 2004

PLACE: San Antonio Express-News Learning Center

The San Antonio Express-News Learning Center is housed the Human Resources building that is located at 309 N. Alamo. It is downtown two blocks from the Alamo and three blocks from the RiverWalk. The building is set back behind a company parking lot at the intersection of Alamo and 3rd St.

A map of the area is available at the following link on MapQuest. <http://tinyurl.com/suww>  
Contact: Kathy Foley, Asst. Managing Editor, San Antonio Express-News, 210 250-3271 office, 210 859-6613 (mobile)

Many information professionals work alone or in small groups within their company. In this era of economic downturns and corporate downsizing, it's more important than ever to increase awareness of the value you provide. Join us for the SLA Texas Chapter Spring Meeting to network with colleagues, engage in discussion and enrich your skills and knowledge. The keynote speaker is Ethel Salonen, the current SLA President-elect, and other speakers will be onhand to discuss branding and other relevant issues.

### Agenda for Saturday, March 6th

#### Morning Sessions:

8:30-9:30 a.m.	Registration /Breakfast
9:30-9:45 a.m.	Welcome and Breakfast(Aaron Buchanan, 1st Vice President/ President Elect)
9:45-10:45 a.m.	Keynote Speaker Ethel Salonen, President-Elect of SLA
10:45-11:00 a.m.	Break
11:00 am-12:00 p.m.	Presentation on Branding by Marcia Schemper-Carlock
12:00.-1:30 p.m.	Luncheon and Business Meeting (David Liserio, President)

#### Afternoon Sessions:

1:30-2:30 p.m.	2nd Presentation
2:30-2:45 p.m.	Break
2:45 –3:15 p.m.	Vendor Presentations
3:15-	Optional tour of Express-News building

### Registration fees:

- \* SLA Members \$25
- \* Non-Members \$25
- \* SLA Members (between jobs) \$5
- \* Students \$5

**Registration deadline: Friday, February 27, 2004** (registrations received after this date will be accepted but cannot be guaranteed a meal during the luncheon).

For more information about the Spring Meeting contact : Aaron Buchanan, SLA-CTX President-Elect/ Program Committee Chair, [aaron.buchanan@dal.frb.org](mailto:aaron.buchanan@dal.frb.org).

**Link to the online registration form** - <http://www.surveymonkey.com/s.asp?u=97353379452>

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## Area Planning Group News

### AUSTIN:

Austin Area Members met at Chez Zee from 5:00-7:00 P.M. on February 5 to catch up with one another.

### SAN ANTONIO:

Upcoming session:

**When: March 17, 2004, 1:00 to 2:30 p.m. CST**

**Where:** USAA, 9800 Fredericksburg Road, San Antonio

**Please RSVP by contacting David Liserio** to be added the USAA security list. David will send you a map of their campus.

**Seminar Title:** "Intranet Research, Analysis & Marketing: Now That You've Built It --Get Them to Come",

<http://www.sla.org/content/learn/learnmore/distance/virtsem2004/mar17virtsem.cfm>

**Seminar Leader:** Jim Sterne, Target Marketing (<http://www.targeting.com/>) & author of many books including, *World Wide Marketing*, *Customer Service on the Internet & Email Marketing*

### Seminar Description:

This seminar focuses on · **Internal market research** (What do your users want on your intranet? Look at ways to gather intelligence from your 'customers' to find out what they think will be the most helpful sources and services.). **Objective analysis** (What they say is one thing, what they do is another. Web analytics has been used by the marketing departments to measure how people traverse your external Web site and those tools can help you as well. Click-throughs and pageviews can give you the inside scoop on which services are the most popular and deserve more attention, and which are ignored and deserve more promotion.).

**Bringing it all together** (Marketing is about raising awareness and creating desire. Many external marketing techniques can be used to increase the use of your intranet resulting in higher productivity and lower costs. Sterne covers a wide variety of methods

you can use immediately to get the word out and increase user interaction.)

### DALLAS

Verizon hosted a meeting on February 5, 2004. Tina Byrne, Factiva representative, Tina Bryne, presented a session on "Delivering Information to Your Users--Where They Need It the Most" (E-mail, PDAs, intranets, portals, CRMs--all the different ways users receive information). Attendees learned how searches can even be launched through Word, Excel or PowerPoint. Texas Chapter Advertising/Vendor Liaison, Marcia Schemper-Carlock, from Verizon, gave a special session on using statistics to demonstrate your library's value—"Tell Your Success Story with Numbers".

### Upcoming session:

**BLOG Seminar with Jenny Levine and Sabrina Pacifici and Competitive Intelligence Research with Sabrina Pacifici**

**Day: Saturday, March 20th**

**Time: 9-Noon**

**Place: University Center at 1901 Main, Dallas, TX**

Sponsored by DALL and SLA and UNT

RSVP to Barbara Fullerton at 214-740-8380 or [bfullerton@lockeliddell.com](mailto:bfullerton@lockeliddell.com) by Wednesday, March 17th.

Snacks and drinks provided.

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See the eStat Database for yourself: go to **www.emarketer.com**, or call toll-free **1-877-378-2871**. For information on a free trial or for pricing, ask for David Iankevich (direct dial 1-212-763-6037).



## Texas Chapter Member News

Congratulations are in order for **Sasha** and Richard **Gilbert**. Corinne Ariana Gilbert was born on Friday, December 5th at 11:51 P.M., weighing 7 lbs. 11 ounces and was 19.5 inches long. Both mother and baby are doing fine.

**Jan Hudson Berry** has accepted a position at the University of Houston-Clear Lake as the Johnson Space Center Reference Librarian. Earlier this year, the NASA/Johnson Space Center signed a Memorandum of Understanding with the University, transferring all books, journals, and media from the JSC’s Scientific and Technical Information Center to UH Clear Lake. The STI Center will continue to provide reference service to the JSC community, access to electronic collections and databases and access to JSC and NASA documents. UHCL will offer reference and ILL services to JSC customers as well as access to the entire UHCL library collection. The Clear Lake library also houses the JSC history collection. Ms. Berry was previously the Cataloging and ILL Librarian for the Houston Community College System libraries.

### PLEASE WELCOME THESE NEW MEMBERS!!

Greetings! The following people have joined the Texas Chapter of the Special Libraries Association in the last few months. Please take a moment to welcome them when you see them at meetings or other events.

Michele Akyol, Austin	V. Roxanne Bogucka, Austin	Stephanie Byrd, Austin
Mary Camp, Austin	Rachel Carreon, Austin	Amy Coffin, Tallahassee, FL
David Denny, Raleigh, NC	Kristina Howard, Austin	Juliana Mendonca, Round Rock
Amanda Munguia, Missouri City	Tara Spies, San Marcos	

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<b>Lone Star Librarian Advertising Rates 2002-2003</b>	
<u>Advertising Space</u>	<u>One insertion</u>
<u>Contract (Four issues)</u>	
Full page (7" X 10")	\$120
\$430	
Half page (vert. 3 1/2 X 10")	70
240	
Half page (horiz. 7" X 5")	70
240	

## MEMBER PROFILE: WENDY LYON, Jenkins & Gilchrist, Austin

### 1. Please tell us about your professional background.

I have been the full-time law librarian at Jenkins & Gilchrist since January 1998. Before that, I was the Library Assistant here while I finished my MLIS degree at The University of Texas at Austin. Before seeking my degree, I had various jobs as an information specialist on a government contract, as a researcher assistant at an environmental engineering firm, and as the library department secretary at another large national law firm.

### 2. What do you like best about your job / workplace?

As a branch librarian, I believe I have the best of all possible worlds. I am responsible for the management of my local branch, but I can also call upon my colleagues throughout the firm for advice and support. They are a fantastic bunch. I also am fortunate in that I work with a fantastic bunch of attorneys who treat me and my skills with a great deal of respect. It makes for a wonderful working environment. I also love that I truly do learn something new every day in this job.

### 3. How long have you been a member of the Texas Chapter of SLA?

I joined when I started my MLIS in 1996.

### 4. What do you feel is the best aspect of your membership?

I love meeting my colleagues at the local and state events. I have learned a lot about the profession and about myself by speaking with my peers.

### 5. What do you do for fun? Are there any hobbies you would like to share?

My favorite things to do are spend time with family and friends, play with the dog, watch movies and read. I also love going out to hear music or see plays and musicals.

### 6. What are you reading? Would you tell us a little about the book?

I confess that I have not picked up any professional literature in a while, other than Information Outlook, and of course the Lone Star Librarian. I am a big mystery fan and just finished Risk by Dick Francis. This morning, I stuffed Carter Beats the Devil by Glen David Gold into my bookbag for the bus ride home. I bought it long ago and it's been sitting on my bookcase waiting its turn. I no longer recall exactly why I picked it up, but the cover indicates it was a "Booksense 76" pick, which is always a good sign. (<http://www.booksense.com/>).



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**MENTORS WANTED!**

If you have any interest in helping to form a mentoring program (as a mentor or a mentee) for the Texas Chapter, please contact Wendy Lyon at [wlyon@jenkens.com](mailto:wlyon@jenkens.com).



**VENDOR SURVEY!!**

The TX Chapter SLA Board is interested in getting our vendors more involved with chapter events and sponsorships. We would like to know what products are subscribed to by our membership.

The results of the survey will to used to :

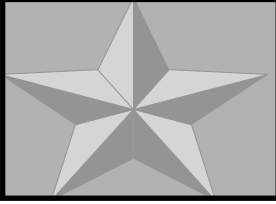
1. Create a "yellow pages" link. This would be a great tool for someone new to the field or Texas. It would allow quick access to local vendors rather than hunting them down through individual websites.
2. Offer a "vendor news" section in the Lone Star Librarian. The section would introduce products and services, and update the membership on rep changes.
3. Send vendors our newsletter link and chapter event emails to make them aware of our activities.

Please take a few minutes to complete the survey. We are looking for responses from members employed full-time in libraries or research centers. Your response to the survey is anonymous.

Link to survey >>>>> <http://www.surveymonkey.com/s.asp?u=4145307452>

Thanks for your input!

Marcia Schemper-Carlock  
Verizon Information Research Network  
972-718-6290



## THE LONE STAR LIBRARIAN Dec '03

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### ☆☆☆ Upcoming Events ☆☆☆

**March 6, 2004**—Texas Chapter Spring Meeting, San Antonio, see page 7 or [www.sla.org/chapters/ctx](http://www.sla.org/chapters/ctx) for more details.

**March 22-25, 2004**—Society for Competitive Intelligence Professionals, Boston, see [www.scip.org/boston/index.asp](http://www.scip.org/boston/index.asp) for more information.

**May 11-12, 2004**—“Power Searching with the Pros”, Websearch University, New York City, see [www.websearchu.com](http://www.websearchu.com) for more information.

**June 5-10, 2004**—“Putting Knowledge to Work,” SLA 94th Annual Conference, Nashville—see [www.sla.org/nashville2004](http://www.sla.org/nashville2004) for more information.

## SPECIAL LIBRARIES ASSOCIATION

### Texas Chapter

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