



# Get the Buzz Now!

CCISD is committed to using the technology our taxpayers have provided us. **Communication is important to us and we work hard to deliver it in every format available.** Here is some information to help you understand how to take advantage of all the communication options CCISD has to offer.

**What is RSS (Podcast)?** RSS (Really Simple Syndication) is an XML-based format for distributing and aggregating web content (such as news headlines). Podcast is synonymous with RSS or XML. There are many different terms used but they all mean the same thing. It is a "feed" of information. C-FB ISD adopted the term podcast because we use iPods in the district. CCISD is now offering a podcast feed so you can get our news automatically updated as the news happens, in a format you want. Our RSS feed can be received on a computer or iPod. New iPods support both audio and video podcasts.

**What do I do with the strange code that comes up when I click on the  icon?** First you need to download a News Aggregator (also called news reader) to download and display RSS feeds for you. A number of free and commercial News Aggregators are available for download. Popular news readers include Attensa, FeedDemon, AmphetaDesk, NetNewsWire, Radio Userland, and NewsGator. iTunes 7 is a good option because it supports text, audio and video files and is a free web based aggregator.

\*Many aggregators are separate, "stand-alone" programs such as those listed above; other services will let you add RSS feeds to a Web page. For example, Yahoo! lets you add RSS feeds to your My Yahoo! page.  To subscribe to the CCISD podcasting feed, right click on the podcast icon, select 'Copy Shortcut' then paste the link into your RSS software.



**How much does it cost?** Nothing!

**What audio format does CCISD use?** All podcasts are available in .mp3 format, and will work with virtually any audio player software or portable MP3 player such as the Apple iPod, Creative Zen, etc.

**What video format does CCISD use?** Video podcasts are QuickTime (.mov) files and either open in your aggregator of choice (such as iTunes). The video podcast can also be downloaded and viewed on a video iPod.