



CLIA'S TOP HEADLINES



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Receive **CLIA NEWS** Simply With Our New **RSS Feed!**

Thanks to the **World Wide Web**, you can keep up with the latest news about everything from sports scores to movie stars to international politics. The catch? You can also spend hours online as you try to find the information you want. How can you make sure that you find what you're looking for without wasting too much time?

A promising new tool can deliver just the information you want, when you want it, from the World Wide Web. And you won't have to surf through hundreds of different sites to get it. Instead, the news will come straight to your computer in a user-friendly format, where you can read through it at your leisure.

It's known as **RSS**, which stands for—get ready—Rich Site Summary, Really Simple Syndication, or RDF Site Summary, depending on whom you ask. Sound complicated? It isn't. RSS is simply a tool that enables websites to post short summaries of new information. Programs called **RSS readers** can then automatically scan these summaries, and grab the information you're most interested in. That information will be delivered to you automatically in a newswire-style "**feed**" format, with a short synopsis of each item and a link to the original website. These feeds, or **channels**, are like custom-designed news summaries that contain dozens or even hundreds of headlines on any given topic. With them, you'll be able to track everything from stock quotes to best-seller lists.

You can also use your RSS reader to keep up with latest **cruise industry news**, thanks to **CLIA's** new RSS service. Rather than logging onto the CLIA website every time you want to check for news about **industry trends and developments**, you can sign up for the CLIA RSS trade feed, and have the information delivered straight to your computer. New items will arrive automatically without interrupting you at work, and you'll be able to read more about anything that interests you by following a simple link—at your own time and convenience.

All you need to do to get started is to download one of any number of RSS readers that are currently available online. Many readers are free, and some of them are designed to be integrated into your Internet browser window or the program you use to check email. Others can be opened straight from your desktop, or even from your Pocket PC or mobile phone—the choice is up to you. Once you've downloaded a reader, you can

sign up for the latest updates from your favorite websites and about your favorite topics. You can set the reader to check for new items as often as every few minutes or as infrequently as every few days. You can even turn it off completely if you decide you've had enough.

With RSS, you won't have to spend time searching for information and news; instead, it will come to you directly as often as you want. You'll be able to track all the latest **cruise news** in one simple, easy-to-use program. And you'll have made your day a little less stressful—and a whole lot more informative.

Here's how it works:

1. First, you'll need to choose an RSS reader. [AOL](#), [Google](#), [Yahoo](#), and [MSN](#) offer free readers that can be integrated into your Internet browser, but there are many others available. If you're interested in reading more about them, check out the following website: <http://allrss.com/rssreaders.html>. It's got reviews and information about hundreds of RSS readers, and it can help you decide which one best suits your needs.

Alternatively, you can use your web browser's inbuilt capabilities to manage your RSS feeds. Firefox (Windows & Mac) and Safari (Mac only) have this functionality built in. Firefox users should visit this [link](#) to learn more. Safari users should look [here](#). Users of Internet Explorer 6 (Windows only) can select from a number of different plug-ins, although the latest version of Internet Explorer ([IE7 – Windows only](#)) has an RSS capability built in.




2. To sign up for the **CLIA** travel industry RSS feed, go to <http://www.cruising.org/register/SubscribeToRSSTrade.cfm> .

3. If you're using one of the readers that is listed at the bottom of the page, just click on the appropriate icon and follow the instructions to add the feed.

If you're using your Internet browser or another RSS application, you should be able to add the CLIA feed by clicking on the  icon and following the instructions.

Some RSS readers may require more work to complete the subscription process. If that's the case, open your reader, find the menu item "Add a Feed," and select it. Then cut and paste the following address into the prompt: <http://cruising.org.vpop.net/xml/trade.xml>.

4. Finally, open your RSS reader and scroll through the headlines. Whenever an item interests you, simply click the headline and you'll be able to view the whole story.

If you want to sign up for other RSS feeds, look for the following symbols on your favorite websites: , , . Sites like [Syndic8](#), [Newsisfree](#), and [Moreover](#) can help you find other sites and blogs that offer RSS feeds.

