# NEWS RELEASE
# From Mayor Dean DePiero

**FOR IMMEDIATE RELEASE**                     **Contact: Jack P. Marschall**
**Friday, August 14, 2009**                     **(440) 885-8181 or (216) 346-9935 (cell)**

# CITY WEBSITE TAKES GIANT, HI-TECH LEAP

**(PARMA) –** The City of Parma has added RSS Feed options on its website for the news, podcasts and calendar events.  The hi-tech procedure will allow anyone to stay informed by retrieving the latest content from the website instantaneously without having to sign-on.

Web feeds benefit publishers like the City of Parma by letting them syndicate content automatically.  It benefits readers who want to subscribe for free to timely updates from favored websites or to collect feeds from many sites into one place such as a laptop computer or a portable BlackBerry.

RSS, known as Really Simple Syndication, provides a reader that checks the user's subscribed feeds regularly for new work, downloads any updates that it finds and provides a user interface to monitor and read the feeds.  In other words, the user can subscribe for free in order to receive an "alert" that their designated website has posted new information.  It is similar to Google alerts or Yahoo alerts

"The RSS option gives our residents the opportunity to automatically stay up to date with any and all information posted on our website," said Parma Mayor Dean DePiero.  "It's a great way for residents and the city to stay connected in our rapidly changing world of information technology."

Users can subscribe for free to news, podcasts and calendar events on the City of Parma website at www.cityofparma-oh.gov.  Just click on one of the RSS icons for more information.

"Parma has one of the most approachable, functional, user-friendly websites of any city in northern Ohio," said Kevin Latchford, COO of Aztek, the city of Parma's website provider.  "RSS is a smart, natural move for Parma that will greatly complement the city's open communication forum."

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