**Phase 2 – Creation of the Nelits Data Entry Form:**

It had been my plan to meet with a select few venues to get their press releases for upcoming events and use this information to re-create the formats and macros I used to extract the data from Excel and format it for putting it on the web. I think this would be counterproductive given the skill set of CSE. There is no need for CSE to retrace my code when it would be faster for CSE to write the code for starters. What is necessary is to create the Nelits Data Entry Form and the fields in that form.

It should be noted that while an event has a specific start date and time, many events will be repeated later the same day or on other days. Therefore, it will be necessary for the person doing the to data entry to replicate an entry and then be able to edit the new record to change the associated dates, times, and descriptive text.

I think it best to be mindful that depending on the online calendar format the fist listing of an event will be a complete listing, but all subsequent listings will be an abbreviation.

We should be including a preview field for how the listing would appear that is updated on the screen as the data is entered.

**Events Table Fields:**

Event\_Subscriber\_ID – The subscriber information does not appear in the listing. This will have to be tied to the subscription form. This would include the Subscriber’s computer serial number, a LastName,FirstName, and maybe an email address.

Event\_Subscriber\_SerialNumber

Event\_Subscriber\_Lname,FnameMI

Event\_Subscriber\_Email

Event\_StartDate – the first date the event will be held.

Event\_EndDate – the last date the event will be held.

Event\_StartTime – the time the event starts.

Event\_EndTime – the time the event ends.

Event\_Title – the title of the event.

Event\_Description – When I did this in Excel, there was a limit to the characters per cell. I provided 10 rows/cells for the description. I do not know the character limitations for the database we are using, but this needs to be specified.

Event\_Venue – The location where the event will be held. Ordinarily the name of the venue appears in the description of the event. Note that a subscriber may enter events for multiple venues.

Event\_VenueURL – The URL for the Event\_Venue.

Event\_VenueAddress – The physical address of the venue where the event will be held. The address does not normally appear in the listing. For mapping, this will be street, city, state, zip. At some point I do want to include a mapping feature such as Google Maps. This is something we should talk about because I do not know the CSE skill set to do this. It is also something that I may want to introduce later in the process for cashflow purposes.

Event\_Venue\_StreetAddressLine1

Event\_Venue\_StreetAddressLine1

Event\_Venue\_City

Event\_Venue\_State – two letter abbreviation

Event\_Venue\_ZIP – the five-digit zipcode for where the event will be held.

Event\_InformationPhoneNumber – the form should caution that this is not necessarily the venue’s phone number nor the subscriber’s phone number.

Event\_TicketSales\_URL – it is not my plan to sell tickets, but to include a link to ticket sales.

The Event\_Classification, the Event\_Audience, and the Event\_RecordNumber will be included automatically at the end of the listing. This might appear as Concert, Families All Ages, [2034].

Event\_Classification – I do not anticipate that this or some of the other fields will be something a reader can use as to sort the listings in the primary database. It could be something the reader could use to sort the listings as they appear online. This list could be massively long, but I want to keep it to one selection per event. We could add classifications if we see the need in the future.

Event\_Classification\_Concert

Event\_Classification\_Educational

Event\_Classification\_Entertainment

Event\_Classification\_Exhibit

Event\_Classification\_Festival

Event\_Classification\_Meeting

Event\_Classification\_Other – this would allow a venue to create a special entry such as “Baseball”, etc.

Event\_Classification\_Political

Event\_Classification\_ProductSale – typical “sales” are events.

Event\_Classification\_ServicesSale

Event\_Classification\_Sport

Event\_Classification\_Theatre – this spelling is used for live theatre.

Event\_Classification\_Theatre – this spelling is used for movie theaters.

Event\_Classification\_Worship

Event\_Audience – this will allow the venue to target specific age groups.

Event\_Audience\_AdultsOnly

Event\_Audience\_FamiliesAllAges

Event\_Audience\_FamiliesKidsUnder12

Event\_Audience\_FamiliesKidsUnder18

Event\_Audience\_FamiliesKidsUnder6

Event\_Audience\_Other

Event\_Audience\_SeniorsOver55

Event\_Audience\_SeniorsOver75

Event\_Audience\_Teens13-18

Event\_RecordNumber – I included the record number in my listings so I could find a record and edit as necessary. We will need editorial permissions to allow me, the data entry person, and others as designated to edit or delete records. For example, weather can frequently cause events to be postponed or cancelled. The record number could also be used down the road to allow a reader to add the listing to their personal calendar such as an entry in Outlook.

**Phase 3: Creation of the initial Nelits formats:**

The predominate format when I was in print was a 3-column layout with columns wrapping from column to column and from page to page. I used Adobe Pagemaker to create the pages and converted them to PDF files for posting online. I do not know the best way to do this in an online format because I do not know how to implement the flow of text in HTML. The purpose of the columns in print is to limit the eye movement from line to line which makes for easier and faster reading. While a single column format is ideal for a handheld device such as phone or tablet, a multi-column layout is preferable for the typical computer display.

The most common layouts are daily, weekly, and monthly. My plan is to create individual layouts for each venue as the first online displays. The reason for this is it allows the venue to see their information before we merge it with other venues thereby making it easier for them to edit as may be necessary.

The following is a common layout for both the weekly and monthly layouts for a venue. Also notice that the layout is a Monday through Sunday layout because it combines the typical 3-day, weekend into a more recognized schedule. This is not enough detail when we include multiple venues. We would need to follow the standard daily detail which means very long lists of information. We could shorten the lists if we used links back to the more detailed description in the venue’s daily calendar.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **OCTOBER** | | | | | | |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **1**  8:PM CSC Basketball | **2**  7:PM Great Falls Dance Lessons | **3**  6:PM Dinner Theatre at Tobie’s in Columbia | **4**  7:AM Community Breakfast at McDonalds  7:PM Dinner at Applebee’s with Methodist Men’s Club | **5**  9:PM Dance at Dunn Loring Firehall | **6**  7:AM Tara Wine Festival | **7**  1:PM C&O Biking with the Ski Club |

Sample of an abbreviated events calendar

The intentions are to be able to produce the listings in what has been the traditional EVENTS format of listing events. The format of the listings remained fairly constant while I was in print and you may refer to the November 1993 or January 1994 editions for style.

**VIRGINIA**

**Thursday, July 4, 2004**

***Arlington, 22207***

7:AM-9:AM Patriots Breakfast at Applebee’s.

However, the lessons learned from the printed editions are to be incorporated into the online publishing whereby events will be listed by State, by day of the week, by date, by City, by ZIP (the zipcode is an addition to what was done previously), by start time, and by title with “at” and the name of the venue. The expectation is that I will be able to publish individual pages for each zipcode and update the pages only when there is a change to the page. At one time, I had a subscription to receive the USPS Zipcode directory on a CD and I’ve contacted the Postal Service to see if this is still available. It was useful because zipcodes do change such as when a new interstate divides communities or when population growth adds a new post office. The CD also provided “preferred” names for the local post office back in the early days when the USPS started to use zipcodes. Back in the day, people used a local name and not necessarily the name of the post office. It also included misspelled names and the correct name which was and would still be helpful to provide the correct USPS name based on the zipcode.