USGIN services information and announcements feed

# Content items:

**Service endpoint URL**: the endpoint URL for the affected server. A URL

**ServiceType**: {WMS, WFS, THREDDS, WCS, HTTP} , string from pick list for the kind of service affected; may have multiple values

ServiceHostOrganization: string, name of organization hosting the service (should be from pick list so its consistent and can be used to filter feed results)

**LocalName**: feature type name, wms layer type name, or other local names identifying specific service elements in the context of the service endpoint and servicetype.

**EventDescription**: free text description of what's going to or has happened

**StartTime**: DateTime the event starts impacting the system

EndTime: DateTime after which the event will no longer impact the system.