

## Online Trip Listing System

### How magazine description length is determined

2/27/09

As noted in our communication to chapters of January 13, we have changed the limits on the length of trip descriptions in *AMC Outdoors*, effective with the May issue. These changes are reflected in the trip entry forms in the Online Trip Listing System as of February 17. Trips entered prior to this date are not affected by these changes.

Below are the new magazine word count limits – **exclusive of title, date, and contact information**. Web descriptions are unchanged.

- **Advance Notice:** 60 words
- **Show and Go (no registration):** 40 words
- **Instructional Programs:** 60 words
- **Registration Required:** 20 words

Note: if multiple options are selected, the highest word count limit applies.

### How does the trip listing system determine which description length to use?

The system enforces word count limits based on settings selected by the user which indicate the type of trip being entered. See the diagram below.

The screenshot shows the 'New Chapter Trip' form with several callouts explaining how the system determines the description length:

- Backcountry designations:** A callout points to the 'Advance Notice' checkbox, stating: "Identifies trip as Advance Notice (60 words)".
- Magazine Description (word limits):** A callout points to the text area, stating: "New Word Count limits apply to this field only, NOT Title, Date, or Contact Information".
- Web Description (450-word limit):** A callout points to the text area, stating: "Identifies trip as Show and Go (40 words) or Registration Required (20 words)".
- Activity:** A callout points to the 'Activity' dropdown, stating: "If Instruction (Skills) is selected in either of these fields, identifies trip as Instructional Program".

The form includes the following fields and options:

- Status:** Open (O), Wait List (W), Full (F), Canceled (C), Magazine & Web, Magazine Only, Website Only.
- Trip Title:** Text input field.
- Date Range:** Date range selector with a dropdown for frequency (e.g., Mondays Only).
- Backcountry designations:** Clubwide Events, Cross Reference in Clubwide Events, Advance Notice, Special Notice, First Timers, New Members, Conservation.
- Magazine Description (word limits):** Text area.
- Web Description (450-word limit):** Text area.
- Registration:** No registration required, Contact us to participate.
- Chapter:** Boston.
- Nearby AMC Destination:** Dropdown menu.
- Location:** Region (map), State (Massachusetts), Country (USA).
- Activity:** Activity (2nd priority), Committee (Accident Study), Trip Difficulty.
- Leader Information:** Do NOT put title or L in front of name. Please note that at least one form of contact is required for trip leader (1), phone OR email. Buttons: Show, Email.