

# AMC Activity Listings

## How magazine description length is determined

Last updated 7/6/11

The following magazine word count limits became effective on February 17, 2009.

Word count limits are exclusive of title, date, and contact information.

### Magazine word count limits:

- **Advance Notice:** 60 words
- **Show and Go (no registration):** 40 words
- **Instructional Programs:** 60 words
- **Registration Required:** 20 words
- **AMC Adventure Travel:** 75 words

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

### How does the 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 a registration form with several fields and checkboxes. Callouts provide the following information:

- Registration:**  Required,  Not Required. A note states: "Archiving means your event will be retrievable for two years. Otherwise, your event will be deleted from the system permanently after the event's end date." This identifies the trip as Advance Notice (60 words).
- Country designations:** Includes checkboxes for Clubwide Events, Cross Reference in Clubwide Events, Advance Notice, Special Notice, First Timers, New Members, and Conservation. This identifies the trip as Show and Go (40 words) or Registration Required (20 words).
- Magazine Description:** A text area with a link to "magazine word limits" and a "Check Spelling" link. A callout states: "Word count limits apply to this field only, NOT Title, Date, or Contact Information".
- Long Web Description:** A text area.
- Short Web Description:** A text area.
- Location:** A text field.
- Difficulty:** A text field.
- Region:** A dropdown menu with "(map)" next to it.
- State:** A dropdown menu with "--Non-US Location--" as an option.
- Country:** A dropdown menu.
- Nearby AMC Destination:** A list of destinations including August Camp, Beal Island Campground, Boston Visitor Center, Camp Dodge, Cardigan Lodge, Carter Notch Hut, Cold River Camp, Echo Lake Camp, Fire Island Cabin, and Galehead Hut.
- Activity:** A list of activities including Backpacking, Bicycling, -Evening, -Mountain, -Road, -Touring, Camping, Climbing/Mountaineering, Conservation, and Critical Treasure. A callout states: "If Instruction (Skills) is selected in this field, identifies trip as Instructional Program".