

Web Form Interface Programmers Guide

Overview

The Center Stage Studio Information Suite is designed to capture information from multiple sources, format the information as required for use in multiple areas and send that information to where it is needed. In some cases, we may wish to accept information directly from our listeners via our web site. To this end, Center Stage supports imports for Song Requests, Contest and Listener Club entries and copy for use on-air or on the web site such as public service announcements.

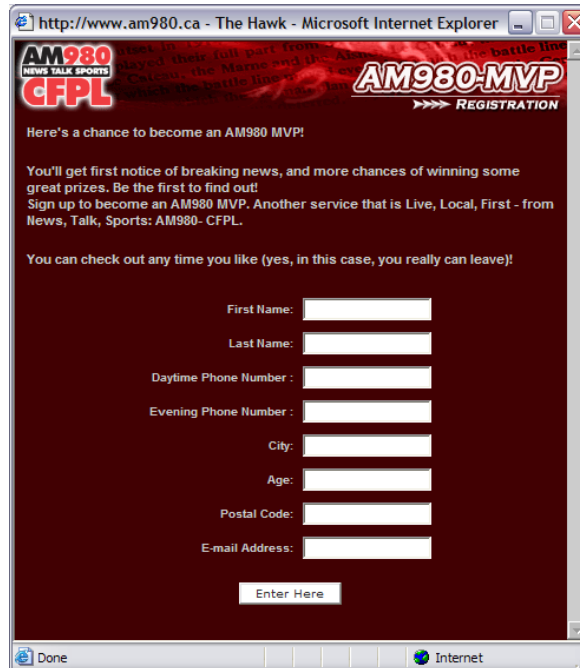
The process for capturing this information is to add a web form to the web site. The listener fills out the form and clicks a “Submit” command that formats an E-Mail message and sends it to an e-mail account that will be monitored for these entries.

CSContest Management’s **CSMailer** module will scan the E-Mail account and update the database with contest and listener club entries. In Center Stage Live, the **CSRequester** module will scan the e-mail messages looking for song requests and update the request database. The **CSMCheck** module, also in Center Stage Live, will check the e-mail messages for listener and client copy for use on-air and to web pages. Since these entries are coming from the general public, the CSMCheck module allows the station to accept or decline items if the copy is suspect or inappropriate.

Contest and Listener Club

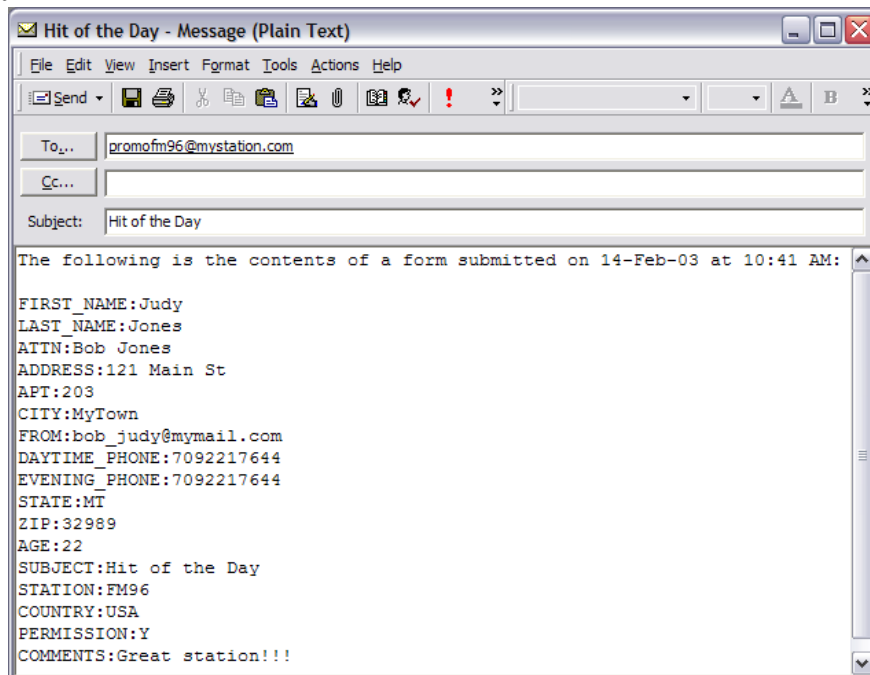
If you wish to provide your listeners with the ability to enter contests or join your listener club, you can do so using the Contest Web Form.

Sample Web Form



The screenshot shows a Microsoft Internet Explorer window with the address bar displaying "http://www.am980.ca - The Hawk - Microsoft Internet Explorer". The page content includes the AM980 NEWS TALK SPORTS CFPL logo and the AM980-MVP REGISTRATION banner. The text on the page reads: "Here's a chance to become an AM980 MVP! You'll get first notice of breaking news, and more chances of winning some great prizes. Be the first to find out! Sign up to become an AM980 MVP. Another service that is Live, Local, First - from News, Talk, Sports: AM980- CFPL. You can check out any time you like (yes, in this case, you really can leave!)". Below this text is a registration form with the following fields: First Name, Last Name, Daytime Phone Number, Evening Phone Number, City, Age, Postal Code, and E-mail Address. An "Enter Here" button is located at the bottom of the form.

Sample E-Mail



The screenshot shows an email client window titled "Hit of the Day - Message (Plain Text)". The message content is as follows:

```
Hit of the Day - Message (Plain Text)
File Edit View Insert Format Tools Actions Help
Send
To: promofm96@mystation.com
Cc:
Subject: Hit of the Day

The following is the contents of a form submitted on 14-Feb-03 at 10:41 AM:

FIRST_NAME:Judy
LAST_NAME:Jones
ATTN:Bob Jones
ADDRESS:121 Main St
APT:203
CITY:MyTown
FROM:bob_judy@mymail.com
DAYTIME_PHONE:7092217644
EVENING_PHONE:7092217644
STATE:MT
ZIP:32989
AGE:22
SUBJECT:Hit of the Day
STATION:FM96
COUNTRY:USA
PERMISSION:Y
COMMENTS:Great station!!!
```

Available Fields

The following information may be captured from the e-mail form. The more information you add to your form, the more detailed your reports may be. However, only a few of the items are required by CSContest and must be included in the message. These are marked as required and if not included, the entry may not be imported into the database.

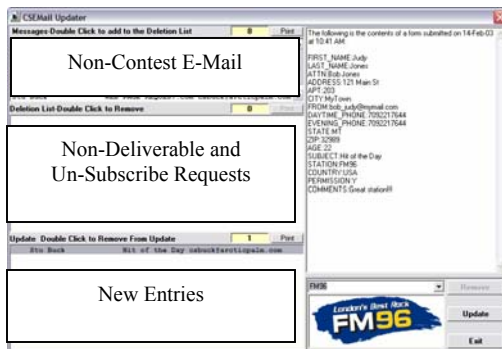
The Subject will define the contest or listener database. If the contest or listener club cannot be found in the CSContest Database, CSMailer will generate the entry.

Field	Description	Required
FIRST_NAME:	The listener's first name.	Yes
LAST_NAME:	The Listener's last name	Yes
ATTN:	Attention Line for mail labels and reports	No
ADDRESS:	Address line for mail labels and reports	No
APT:	Apartment or Unit number for labels and reports	No
CITY:	City for labels and reports	No
FROM:	Listener's E-Mail Address	Yes
DAYTIME_PHONE:	Daytime telephone number	No
EVENING_PHONE:	Night time telephone number	No
STATE:	State or Province for mail labels and reports	No
ZIP:	Zip or Postal Code for mail labels and reports	No
AGE:	Age of listener entering contest	No
SUBJECT:	This is the name of the contest or listener club as defined in the CSContest Management Database	Yes
STATION:	Station Id or call letters	No
COUNTRY:	Country for mail labels and reports	No
PERMISSION:	The listener's permission to send e-mail messages. Must be Y or N. If not included, N assumed	No
COMMENTS:	Listener's comments	No

Note: Each field name **MUST** include the “:” at the end of the field name. This is used to parse the information from the e-mail message.

CSMailer

To Update the CSContest database from the web form entries, run CSMailer. The program will display three e-mail categories. They are Non-contest E-Mail entries, Non-deliverable and Unsubscribe requests and the New Entries. Click any entry in the list to read the e-mail message.



To Update New Contest Entries:

1. Select Station
2. Click Update

To remove Undeliverable and Un-Subscribe e-mail entries:

1. Click Remove

Song Requests

If you wish to provide your listeners with the ability to request songs via your web site we can do so using the Song request Web Form.

Sample Web Form

Sample E-Mail

Available Fields

The following table describes the fields available for the Song Request Database. CSRequester does require some fields to be included in the message or the item may not be added to the Song Request Database. These items are marked as “Required” in the table, but your web form may mark any or all of the fields as required.

Field	Description	Required
NAME:	Listener’s Name	Yes
REQUEST_FOR:	The name of the person(s) the song is requested for or the name of the show the request should be played.	No
ARTIST:	The name of the artist	No
REQUEST:	The name of the song and Artist if artist field not entered. If this format is used the artist and title are separated with the word “By” or a dash. Egg. Paint it Black By The Rolling Stones. Paint It Black – The Rolling Stones	Yes
PHONE:	The listener’s phone number	No
AGE:	The listener’s age	No
FROM:	The listener’s e-mail address	No
FOR:	The stations call letters or ID	No
COMMENTS:	The listener’s comments	No
SUBJECT:	The Stations Center Stage Live ID	Yes

Note: Each field name MUST include the “:” at the end of the field name. This is used to parse the information from the e-mail message.

To import E-Mail from your web site, start CSRequester, select the station and click the E-Mail icon. This will scan all e-mail messages for song requests. You may select items from the Request List area and either send or delete the request if inappropriate for the station.

The screenshot displays the 'Center Stage Requester - E-Mail' application window. It features two main panes: 'E-Mail Messages' and 'Request List'. The 'Request List' pane shows a single entry for station FM96, titled '80's ROCKSTAR' by 'THE WEEKEND', requested by 'Sue' with age 'Age'. The interface includes fields for Name, From, Request, Artist, Requested By, E-Mail, and Comments, along with buttons for Delete, Send All, Send, and Continue.

To update All Entries:

1. Select the Station from the Drop Down List
2. Click Send All

To Select Requests.

1. Select the request from the Request List area
2. Click Send to update the database or Delete to delete the entry without updating

Listener Copy Content

If you wish to provide your listeners with a process for promoting events and items via the web site, or for use on-air, we can do so using a listener copy web form.

Sample Web Form

The screenshot shows a web browser window titled "Internet Explorer - The Hawk Community Events". The page header features a logo for "CLASSIC ROCK 103.9 HAWK HAWK FLOCK" and a "Listen to Win" button. The main content area is a form with the following fields:

- Organization:
- Phone:
- Start Promotion: YYYY/MM/DD
- End Promotion: YYYY/MM/DD

Below these fields is a section titled "Details" with a large, empty text area. At the bottom of the form is a "Submit" button.

Sample E-Mail

The screenshot shows an email window titled "WEB PAGE REQUEST:Community - Message (HTML)". The email header information is as follows:

- From: Stu Buck [csbuck@arcticpalm.com]
- To: csbuck@bellnet.ca
- Sent: Mon 5/14/2007 3:06 PM
- Subject: WEB PAGE REQUEST:Community

The body of the email contains the following text:

REQUESTID:CM-095521
CATEGORY:DNR
PAGE:Community
CLASS:
REFERENCE:MS Bike Ride
START:2007/05/14
END:2007/05/24
PHONE:709-666-7677
STATIONS:KPQX,KOJM,FM96
COPY:Join us May 24 at the Park in the Square for the start of the Great MS Bike Ride 2007. Watch as over 400 riders ride 50 miles and back for the cure. Come out and support your rider. Refreshments available and fun for all.

Available Fields

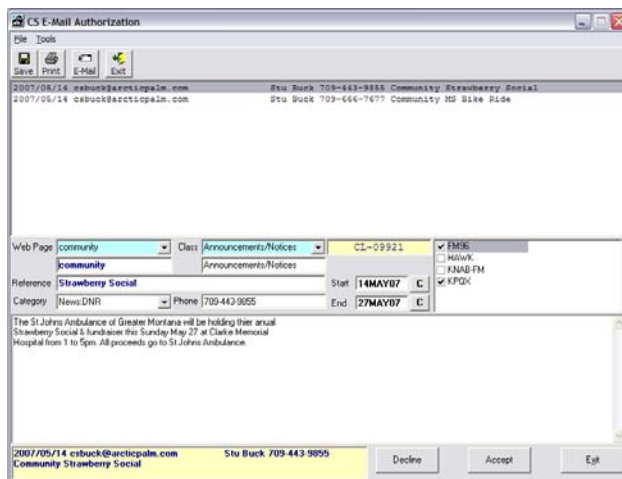
The following table describes the fields available for the Scheduler Database. CSMCheck does require some fields to be included in the message or the item may not be added to the database. These items are marked as “Required” in the table but your web form may mark any or all of the fields as required.

Since this information is coming from the Internet, the CSMCheck module is used to approve the copy to be used on-air or posted to the web site. Suspect or inappropriate copy may be declined.

Once updated, all copy can be accessed using CSScheduler.

Field	Description	Required
REQUESTID:	This is a unique identifier assigned when the item is submitted. Once entered, this id will be used to change or delete an existing entry rather than updating a new one.	Yes
CATEGORY:	One of the seven Center Stage Live categories as required for processing the XML file. They are DNR, DWR, DSR, DTR, DPR, DLR, or DCR.	Yes
PAGE:	The name of the web page as required in the XML file.	Yes
CLASS:	The classification code as required in the XML file to filter searches.	No
REFERENCE:	The name of the organization or individual placing the request.	Yes
START:	The first day the item is to be available on-air or on the web site.	Yes
END:	The last day the item is to be available on-air or on the web site.	Yes
PHONE:	The phone number to use to contact the listener for clarification or follow-up.	No
STATIONS:	A comma delimited list of stations this item is to be sent. At least one station is required.	Yes
COPY:	The script or copy to be used on-air and the web site. This copy will be available in the on-air studio with CSLive or CSOMT and will be sent as part of the XML file via CSPostIt.	Yes

Note: Each field name MUST include the “.” at the end of the field name. This is used to parse the information from the e-mail message.



To Update content from the Web:

1. Start Outlook and check for any new items.
2. Start the CSMCheck program.
3. Click the E-Mail icon to load all existing e-mails.
4. Select the item in the list to view the details. Check for content, spelling, etc and if OK, click Accept to update the entry to the database. If the item is not suitable, click Decline to remove it from the E-Mail.