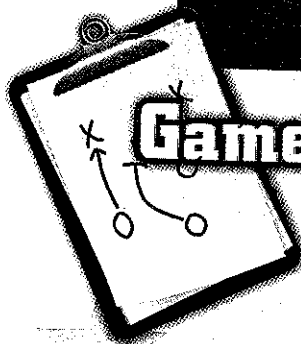ZONE

# Access

## The objective:

### Organizing team-related information.

**I**n this section, you will use Microsoft Access to create databases to organize important information relevant to your dream team.

## Game plan:

EQUIPMENT YOU'L

- The Dream
- Microsof

# Fan Database

## Organizing your fan mailing list

### Goal

Your fans will want to receive information about player trades, contracts, ticket promotions, etc. The best way to organize data about your fans is to keep a record of each person's contact information. In this project, you will create a fan database that begins with 15 of your family members and friends. The number of records in this database will continually grow as your fan base is better established.

### SKILLS UTILIZED

Use Microsoft Access to create a database for your fan mailing list.

### Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

### Instructions

1. Open and print the file **A-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Access, open a new blank database.
4. Name the database **Fan Database.**
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-1-A.**
7. Save the table as **A-1 Fan Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-1 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Sort the Last Name field in ascending order.
11. Resave the table.
12. Carefully proofread your work for accuracy.
13. Print a copy of the **A-1 Fan Database** table if required by your instructor.

### Figure A-1-A

| Field Name | Data Type | Field Size |
|------------|-----------|------------|
| First Name | Text | 20 |
| Last Name | Text | 20 |
| Address | Text | 50 |
| City | Text | 25 |
| State | Text | 2 |
| Zip Code | Text | 5 |

## On the Field with Joe Gendron

Organizing the contact information of the team's fan base will help when Joe would like to send out any promotional materials about the team. The fan database that Joe Gendron created for the Birmingham Bulldogs is shown below.

| First Name | Last Name | Address | City | State | Zip Code |
|---|---|---|---|---|---|
| Matt | Burrows | 40 Alpine Avenue | Rockford | MI | 49351 |
| Alex | Gendron | 4545 MacArthur Drive | Grand Rapids | MI | 49501 |
| Parker | Hubert | 15 Packer Drive | Sparta | MI | 49345 |
| Melissa | Hubert | 34 Harbor Drive | Sparta | MI | 49345 |
| Kevin | Miller | 4775 Park Road | Grand Rapids | MI | 49501 |
| Joe | Noto | 111 Kent Avenue | Sparta | MI | 49345 |
| Rob | Pawloski | 3478 Pine Drive | Sparta | MI | 49345 |
| Adam | Pfeffer | 509 Crimson Circle | Grand Rapids | MI | 49501 |
| Lance | Roark | 12290 Bridge Road | Rockford | MI | 49351 |
| Linda | Rosebush | 21 Kings Street | Bay City | MI | 48706 |
| Matt | Spencer | 950 Eagle Way | Sparta | MI | 49345 |
| Cary | Stamos | 58 Patriot Road | Grand Rapids | MI | 49501 |
| Marcy | Toporski | 612 State Street | Rockford | MI | 49351 |
| Tony | Toporski | 123 Hill Street | Bay City | MI | 48706 |
| Steve | Zurek | 345 Saddle Drive | Sparta | MI | 49345 |

Use Joe Gendron's fan database as a guide to help create your own. Do not duplicate Joe's work.

The DREAM Team

# Advertiser Database

## Finding potential team sponsors

### Goal

A professional sports team can generate a lot of revenue through ticket sales, advertising, merchandise, parking, etc. Corporate advertisers can really boost revenue when they contract to sponsor a team. Many corporate sponsors will place banners in a stadium, put logos on a jersey, advertise on the stadium's televisions, and much more. In this project, you will create a database to include a total of ten potential corporate advertisers for your team.

### Skills Utilized

Use Microsoft Access to determine potential advertising opportunities.

### Tactics

○ Use the Database Planning Form to help organize records for this project.

○ Be consistent in the wording of the data that you use in the database.

○ A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.

○ Read through all instructions before proceeding with this project.

○ Review the "On the Field with Joe Gendron" section for guidance when completing this project.

### Instructions

1. Open and print the file **A-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Access, open a new blank database.

4. Name the database **Advertiser Database**.

5. Create a new Table in Design View.

6. Set up the database table by using the database structure provided in **Figure A-2-A**.

7. Save the table as **A-2 Advertiser Database** to **The Dream Team** folder without defining a primary key.

8. Go to Datasheet View and enter the data for each record from the **A-2 Planning Form**.

9. Adjust the Field Name column widths as necessary.

10. Sort the Company Name field in ascending order.

11. Test the hyperlinks in the Web Site Address field to ensure they are working properly.

12. Resave the table.

13. Carefully proofread your work for accuracy.

14. Print a copy of the **A-2 Advertiser Database** table if required by your instructor.

### Figure A-2-A

| Field Name | Data Type | Field Size |
|---|---|---|
| Company Name | Text | 50 |
| CEO or President | Text | 50 |
| Address | Text | 50 |
| City | Text | 25 |
| State | Text | 2 |
| Zip Code | Text | 5 |
| Web Site Address | Hyperlink | 25 |

## On the Field with Joe Gendron

Joe knows that a database is an excellent way to keep track of a large amount of data. He can organize the potential corporate advertisers and use them in a variety of ways to help generate revenue for his football team. The advertiser database that Joe Gendron created for the Birmingham Bulldogs is shown below.

| Company Name | CEO or President | Address | City | State | Zip Code | Web Site Address |
|---|---|---|---|---|---|---|
| AT&T | Ralph de la Vega | 175 E. Houston Street | San Antonio | TX | 78205 | www.att.com |
| Coca-Cola Company | Nevill Isdell | One Coca-Cola Plaza | Atlanta | GA | 30313 | www.cocacola.com |
| Ford Motor Company | Alan Mulally | 1 American Road | Dearborn | MI | 48126 | www.ford.com |
| Gatorade | Todd Magazine | PO Box 049003 | Chicago | IL | 60604 | www.gatorade.com |
| Gillette | James M. Kilts | Prudential Tower Building | Boston | MA | 02199 | www.gillette.com |
| Nationwide Insurance | Jerry Jergensen | 1 Nationwide Plaza | Columbus | OH | 43215 | www.nationwide.com |
| Nike | Mark Parker | 1 Bowerman Drive | Beaverton | OR | 97005 | www.nike.com |
| PepsiCo | Indra K. Nooyi | 700 Anderson Hill Road | Purchase | NY | 10577 | www.pepsico.com |
| Reebok International | Uli Becker | 1895 J.W. Foster Boulevard | Canton | MA | 02021 | www.reebok.com |
| Wal-Mart | Lee Scott | 702 SW 8th Street | Bentonville | AR | 72716 | www.walmart.com |

A-2 Advertiser Database

Use Joe Gendron's advertiser database as a guide to help create your own. You have been given the first three advertisers. You must provide seven others. Do not duplicate Joe's work.

# Music Database

## Planning your halftime music playlist

### Goal

The energy and excitement at your home games will be contagious. Whether your halftime or media timeouts have cheerleaders, contests, or other types of entertainment, you will undoubtedly have music playing in the background. In this project, you will create a database that contains ten records of data on music that will be played at your stadium. The number of records in this database will continually grow as you add and delete music over time.

### SKILLS UTILIZED

Use Microsoft Access to create a database to include your halftime music playlist.

### Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

### Instructions

1. Open and print the file **A-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Access, open a new blank database.
4. Name the database **Music Database**.
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-3-A**.
7. Save the table as **A-3 Music Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-3 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Resave the table.
11. Carefully proofread your work for accuracy.
12. Print a copy of the **A-3 Music Database** table if required by your instructor.
13. Create a new query in Design View that displays all songs that are greater than or equal to 4 minutes in length.
14. Save the query as **A-3 Query**.
15. Print a copy of the **A-3 Query** if required by your instructor.

### Figure A-3-A

| Field Name | Data Type | Field Size |
| --- | --- | --- |
| Band or Artist Name | Text | 50 |
| Name of Song | Text | 20 |
| Length of Song | Text | 5 |
| Year Released | Text | 4 |

**Example:** A song that is 5 minutes and 31 seconds long should be entered as **5:31**.

## On the Field with Joe Gendron

Organizing the music selections for halftime play will help the sound and operations crew do their job more effectively. The music database that Joe Gendron created for the Birmingham Bulldogs is shown below.

| Band or Artist Name | Name of Song | Length of Song | Year Released |
|---|---|---|---|
| Baha Men | Who Let the Dogs Out | 3:18 | 2000 |
| Lynyrd Skynyrd | Sweet Home Alabama | 4:45 | 1974 |
| Queen | We Will Rock You | 5:01 | 1978 |
| C&C Music Factory | Gonna Make You Sweat | 4:06 | 1990 |
| Ozzy Osbourne | Crazy Train | 5:15 | 1980 |
| Bruce Springsteen | Born to Run | 4:30 | 1975 |
| Steam | Hey, Hey, Goodbye | 4:08 | 1969 |
| Phil Collins | In the Air Tonight | 4:36 | 1981 |
| Survivor | Eye of the Tiger | 4:06 | 1981 |
| Bon Jovi | Livin' on a Prayer | 4:09 | 1986 |

A-3 Music Database

| Band or Artist Name | Name of Song | Length of Song | Year Released |
|---|---|---|---|
| Lynyrd Skynyrd | Sweet Home Alabama | 4:45 | 1974 |
| Queen | We Will Rock You | 5:01 | 1978 |
| C&C Music Factory | Gonna Make You Sweat | 4:06 | 1990 |
| Ozzy Osbourne | Crazy Train | 5:15 | 1980 |
| Bruce Springsteen | Born to Run | 4:30 | 1975 |
| Steam | Hey, Hey, Goodbye | 4:08 | 1969 |
| Phil Collins | In the Air Tonight | 4:36 | 1981 |
| Survivor | Eye of the Tiger | 4:06 | 1981 |
| Bon Jovi | Livin' on a Prayer | 4:09 | 1986 |

A-3 Query

Use Joe Gendron's music database as a guide to help create your own. Do not duplicate Joe's work.