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Making a flier at CSN

Here's a guide to help you create informative event fliers at CSN.

The following is meant to be a guide for those who create event and department fliers. Following these tips and watching out for common mistakes should help speed the approval process with the marketing and communications department and help you create informative fliers that can be distributed throughout the CSN community.

Here are the basics on the who, what, when, where and why sections of a flier. These don't need to be labeled, but they are elements you should incorporate into your fliers.

Who: Fliers should include which CSN club, department or organization is hosting or presenting the event and either the CSN logo or an approved department or club logo. More instruction about the CSN logo can be found on the marketing website.

What: The event name should be clear on the flier. Consider including a brief description of what is happening at the event. This will help those viewing the flier decide if they want to attend. This should be very brief and there should always be a CSN contact for more information, whether it be a phone number, CSN email address or website address to check. If there is a lot of information, there should always be a CSN website listed on the flier. For example, you do not need to list every artist performing in an event or their bios, but that is the kind of information that could be on the website.

Where: Here are some correct examples for listing locations on your events

> For our campuses, they are:
> Charleston Campus, *not* West Charleston
> North Las Vegas Campus, *not* Cheyenne Campus
> Henderson Campus
>
> Some other common locations:
> June Whitley Student Lounge (don't forget the word student!)
> Morris Arberry, Jr. Telecommunications Building (can also be called the A Building)
> Paul E. Meacham Student Services Building (can also be called the D Building)

You capitalize the building letter and the word building on a flier

> B Building Lobby or B Building, Room 104, *not* b building lobby or B Building, Room B-104 (the second B is repetitive).

When: For the most part, you do not need to list the year on your flier. Depending on the circumstance, you'll want the day of the week, the month and the day "Tuesday, September 24" (not 24th) The months should be fully spelled out.

Do not use the zeroes if an event starts on the hour. 11 a.m., *not* 11:00 a.m.

Here are some correct and incorrect examples for listing times on your events

- 9 - 11 a.m. is correct, 9 a.m. - 11 a.m. is not
- 8:30 a.m. - 1 p.m. is correct
- We do not use 12 a.m. or 12 p.m., to avoid confusion use either noon or midnight

Why: This likely won't be necessarily in every flier, or should be obvious as part of the 'what' section of your flier. If the event is a fundraiser or you are seeking donations, please sure to say who will be benefiting from the donations.

EEOC statement: All electronic fliers for events will need to have the following statement:

> CSN is an Equal Employment Opportunity/Affirmative Action institution. For more information, visit www.csn.edu/nondiscrimination

Printed publications (brochures, etc) for a general audience need to have the following longer statement:

> CSN is an Equal Employment Opportunity/Affirmative Action institution and does not discriminate on the basis of sex, age, race, color, religion, disability, national origin, veteran status, sexual orientation, genetic information, gender identity, or gender expression in the programs or activities which it operates. For more information, visit http://www.csn.edu/nondiscrimination

Regents' listing: One-time use materials do not need the regents list while non-dated materials intended for a longer shelf life do. So, event fliers do not need the Regents list.

Typically, the Regents list changes every year on July 1. The following list is up-to-date until July 1, 2020. Current information can always be found on the NSHE webpage.

Nevada System of Higher Education Board of Regents

Jason Geddes, Ph.D., Chair; Mark W. Doubrava, M.D., Vice Chair Dr. Patrick R. Carter, Amy J. Carvalho, Carol Del Carlo, Trevor Hayes, Sam Lieberman, Cathy McAdoo, Donald Sylvantee McMichael Sr., John T. Moran, Kevin J. Page, Laura E. Perkins & Rick Trachok

Dr. Thom Reilly, NSHE Chancellor, Dr. Federico Zaragoza, CSN President

Submitting your flier: Once your flier has been created, you may submit the flier to the marketing and communications department for proofreading and publicity through the College Event Publicity Request Form. Please submit your flier well in advance to ensure publicity and to give time for any necessary editing.