Training Session for Inkblot Employees:

ASUN Inkblot Promotions

Inkblot Promotions primary mission is to serve as the publicity unit for the Associated Students of the University of Nevada (ASUN). The department works to promote the programs, services, issues, opportunities and images of the ASUN government, its services and programs to the entire campus and surrounding community. It is a service for all ASUN Clubs and Organizations that get on campus event funding from ASUN. The service provides graphic design and layout, press releases, advertisements for the Nevada Sagebrush, flyers, brochures, programs, t-shirts and promotional items.

Clubs- Inkblot only does design work and publicity needs for recognized clubs and organizations if they received Tier 1 funding from the clubs and organizations commission or an on campus event. Inkblot can provide the posting of 5 flyers to the Information Kiosks (post day is every Friday morning), post ads on the TV’s around campus (see requirements below). Other on campus ideas for printing include the IGT-Knowledge Center and the Copy Center located next to the Post Office. The Knowledge Center also has computers in the @one that have all of the current design software.
What do I do?

Creative Director
This position reports directly to the Associate Director of Marketing & Media. Responsible for coordinating all office activities including but not limited to budget management, supervision of office staff with the Associate Director of Marketing & Media, purchasing duties, and primarily the planning, preparation, implementation and evaluation of all publicity and marketing campaigns for ASUN, its services, its clubs & organizations and the Office of Student Activities. Additionally, they must coordinate and attend all staff meetings and attend weekly Inkblot Staff meetings.

Successful applicants will possess excellent communication, organization, interpersonal and some graphic design and layout skills. Knowledge of hardware (Apple computers) and software (Photoshop, Illustrator, Indesign & Flash) is also preferred.

Assistant Director of Marketing
This position reports directly to the Creative Director. He/she will be responsible for working directly with client, designers, print and multimedia supervisors and account coordinators. They will also work closely with the appointed Director of Campus and Public Relations from the ASUN President’s Office. Responsible for coordinating office activities including but not limited to the planning, preparation, implementation of marketing campaigns for the executive and legislative branch of ASUN and its services. Other duties include finding new avenues to market ASUN, the marketing of Inkblot services to ASUN areas, maintaining ASUN kiosks and the weekly posting in them, updating and acceptance of work orders, returning phone calls and emails about Inkblot services. Duties will include:

- Draft and distribute media releases for all ASUN-sponsored and co-sponsored events
- Develop a working relationship with ASUN officers and staff to benefit Inkblot for future collaboration
- Coordinate marketing plan for large-scale ASUN events planned by any programming entity (Flipside, Unity, Homecoming) and Tier 1 funded events (Night of all Nations) as needed
- Coordinate media planning and buying for any clients if they so desire

Successful applicants will possess excellent communication, organization, interpersonal, marketing background. Knowledge of hardware (Apple computers) and software (Photoshop, Illustrator) is also preferred.

Print Supervisor
This position reports directly to the Creative Director. This position will assist the Creative Director on completing projects and delegated the office when Creative Director is absent. This position will oversee the Graphic Designers and will be in constant contact with the Assistant Director of Marketing. The Print Supervisor will be designing projects as well as assisting other graphic designers in design and art flow with each work order. This position will provide graphic designers design tips, standards of the office and provide guidance on work orders.

Multimedia Supervisor
This position reports directly to the Creative Director. This position supervises the Animator, Photographer, and Videographers and will be in constant communication with the Assistant Director of Marketing. This position is also responsible for creating video for areas within ASUN. This position must work within a framework of deadlines, attend weekly staff meeting and be able to work with various clients. Successful applicants will possess excellent communication skills, organization, video production, interview and some graphic design background. Knowledge of hardware (Mac) and software (Flash, Final Cut Express and some Photoshop).
Social & Media Relations

This position reports directly to the Director of Inkblot and Assistant Director of Marketing. He/she will be responsible for working directly with account coordinators. They will also work closely with the appointed Director of Campus and Public Relations from the ASUN President’s Office.

Duties will include:

- Draft and distribute media releases for all ASUN-sponsored and co-sponsored events
- Develop a working relationship with University Media Relations to benefit Inkblot for future collaboration
- Coordinate media for large-scale ASUN events planned by any programming entity (Flipside, Unity, Homecoming) and Tier 1 funded events (Night of all Nations) as needed.
- Coordinate media planning and buying for any clients if they so desire. (billboards, radio ads, print ads)
- Coordinate and update all Electronic & Social Media outlets (facebook, flickr, youtube, website, calendar of events)

Marketing Account Coordinator

The marketing account coordinator(s) reports directly to the Assistant Director of Marketing. He/she will be responsible for working directly with clients as well as in-house designers. They will be responsible for assessing client needs and desires, as well as creating a functioning, full-featured marketing campaign for on their behalf. They will create a direction for their client’s campaign (a message or course), and will work with the designer to fully realize their ideas.

Duties will include:

- Meet with clients to discuss what they would like to do and how they would like to meet their goals
- Work with designers to create a campaign that will meet the discussed direction for the client
- Create other marketing materials, and assess demographic information to maximize exposure of the campaign
- Follow up with clients to see if anything has changed in their campaign, or in their event overall, and report any changes back to the Assistant Director of Marketing
- Periodically check in with the designers to make sure that things are getting done on time and are on par with the campaign at large
- Partner with the client’s representative to make sure that the campaign is executed to its fullest extent
- Report results of campaign periodically back to the Asst. Director
- Come up with a system to track market related information, and assess the impact of given campaigns within the project’s target market

Graphic Designer

Graphic Designers in ASUN Inkblot Marketing are responsible for attending weekly staff meetings, and creating publicity, which includes posters, flyers, table tents, TV ads, promotional items, and more. Graphic Designers must work within a framework of deadlines. This job will include night and weekend work. Successful applicants will possess excellent communication skills, organization; follow through, interpersonal and graphic design and layout skills. Knowledge of hardware (Apple computers) and software (Photoshop, Illustrator, InDesign) is preferred.

ASUN Inkblot Publicity is looking to hire an undergraduate student photographer to take photos of ASUN events, officers, club events, meetings and stock photos.

Photographer/Videographer/Animator

This position is responsible for creating video for areas within ASUN. This position must work within a framework of deadlines, attend weekly staff meeting and be able to work with various clients. Successful applicants will possess excellent communication skills, organization, video production, interview and some graphic design background. Knowledge of hardware (Mac) and software (Flash, Final Cut Express and some Photoshop). Job Duties will include:

- Drawing storyboards and creating models
- Designing an animated environment that includes backgrounds, sets and objects
- Designing characters
- Creating each frame
- Working out the timing of movements and making sure things meet the script and soundtrack requirements
- Working as part of a team
- Videotape ASUN events and individuals
- Assist in setting up and breaking down booth and/or camera stations as requested

**Special Projects Coordinator**

This position is responsible for attending weekly staff meetings, and creating publicity, mostly PowerPoints, trailers and other advertising material, which includes posters, flyers, table tents, TV ads, promotional items, and more. This position works within a framework of deadlines. This job will include night and weekend work. This position directly reports to both Creative Director and Assistant Director of Marketing. This position is also responsible for researching new marketing projects. Successful applicants will possess excellent communication skills, organization; follow through, interpersonal and graphic design and layout skills. Knowledge of hardware (Apple computers) and software (Photoshop, Illustrator, InDesign) is preferred.

**Web Content Writer**

This position reports directly to the Assistant Director of Social and Media Relations. This position will assist the Asst. Director of Social and Media Relations. The Web Content Writer will submit their writing for approval to the Creative Director, Asst. Director of Marketing and Asst. Director of Social and Media Relations before posting online. Job Duties will include:

- Writing web content for websites / portals from scratch.
- Editing and Proof reading content once written.
- Researching New Ideas
- Writing, editing and proof reading copy for client projects based on the material supplied by them.
- Writing product descriptions, brand support material etc.
- Proof reading, editing and writing content on a regular basis for building up the website including informative short articles.
- Check web pages finally before making them live
Work Order Request Protocol

1. Incomplete Work Orders will be returned to the ASUN Program, Service, or Club & Organization contact. The contact will be advised to return the work order thoroughly completed.

What the ASUN Club & Organization should have before filling out a publicity request:
- Date
- Time
- Location
- Admission Cost or Free
- Contact Information
- Name of the Sponsoring Organization
- Brief Synopsis of Event
- Anything Else That’s Important

2. ASUN Clubs & Organizations, ASUN Programs & Services and organizations receiving funding from the Club Commission can submit work orders for Inkblot publicity (check your updated Club List for the most updated clubs/organizations)

3. Clubs and Orgs, and ASUN Programs & Services will submit a work order and the Assistant Director of Marketing will assign an Account Coordinator and the coordinator will contact the client and set up a meeting to discuss the work order.

4. After the initial meeting, the account coordinator will contact the Creative Director and asks for a designer.

5. The Creative Director will assign a work order to a graphic designer on a weekly basis within 48 hours of the work order submission via their mailbox inside the Inkblot Office.

6. The Assistant Director of Marketing will take responsibility for follow up with the graphic designers and will closely monitor the progress of the work orders and their deadlines on a daily basis.

7. It is the responsibility of the account coordinator to communicate with both the graphic designer and the client on a weekly basis on the progress of the work order. The graphic designer should not be in contact directly with the client. The AC is the liaison.

8. If the client does not respond to the work order proof within 48 hours and does not communicate an approval or disapproval, then, the graphic designer will freeze the proof until further notice from the client and let the Creative Director or the Assistant Director of Marketing know.

9. Upon the return of the proof from the client, hence, the account coordinator can move forward to print or redesign the text/layout of the proof.

10. There is room for minor changes but not redesigns, so make sure that the design is good and what you wanted for the design is what you get. Total redesigns are only approved by the Creative Director if time allows.

11. The final product will be available by the date due indicated on the work order assuming the necessary cooperation by event representative.

10. Printouts will be ready for pick up by the front desk. Account Coordinator will contact the client and is responsible for printing out the design. The Account Coordinator will follow up with the client after the events and evaluate the success.
**INKBLOT TIMELINE:**

- Design process: 7 business days
- Revision/Proof process: 5 business days
- The Creative Director only approves total Redesigns if time allows
- Printing
  - Posters (in house): 2 business days
  - Handbills/Business cards* or other off campus: 7 business days
    *Ordered only on Wednesdays
- Posting in 5 kiosks: Every Friday
- Video Monitor posting: 2 business days
- Video: 14 business days
- Tshirts: 14 business days

**CLIENT TIMELINE:**

- Design process: submit work order 4 weeks before your event or 6 weeks for t-shirt/promo order
- Proof process: Designer will send proof to email listed. Once you get the proof send correction/changes within 48 hours or your design will be put on hold. The better the communication, the faster the job will be complete

Inkblot Promotions will gladly make corrections and modifications to your flyers. Please give the graphic designers any ideas you have in mind before they commit to a design. Typically, a first draft takes about 5 hours of a graphic designer’s time. The work order provides a space for your design suggestions. Please make use of this space. If you have trouble explaining an idea on paper, feel free to set up an appointment with the designer before they start working. They are willing to adapt a design to your requests, and the easiest and fastest way to make the changes.

**WHAT TO DESIGN:**

- 11 x 17 poster or 8.5 x 11- ask the client what they would like
- TV Screen Ads (see section for sizes)
- If they want handbills find out the size
- T-shirts or promo items have to be vector art (No PHOTOSHOP)

**WHERE TO POST:**

**ASUN Kiosks**

There are 5 blue ASUN kiosks located on campus to market ASUN events. Posting for the kiosks is designated by the Assistant Director of Marketing and it occurs every Friday. A different Inkblot employee will update the posters on the kiosks weekly. Locations of kiosks are as follows:

- Canada/Nye Hall sidewalk at the end of the Virginia Street walkway bridge
- Quad
- Hilliard Plaza
- JTU Lawn
- Getchell Library/Mackay Museum

**ASUN Monitors**
The Assistant Director of Marketing is responsible for TV Monitor postings. Locations that your ad will appear on are as follows:

1. Overlook in Jot Travis Building
2. Downunder Café in Argenta Hall
3. Sierra Hall
4. Ansari 2nd floor-Student Lounge
5. Church Fine Arts/Nightingale ticket office
6. Northside Café- Student Services Build.
7. Lombardi Recreation- West Entrance
8. Scrugham Engineering/Mines Building - 1st Floor
9. William Raggio Building 2nd floor
10. The Joe- 3rd floor by Elevator
11. The Joe- 2nd floor- Food Court
12. The Joe- 1st floor across from Info Desk
13. The Joe- 1st floor ASUN Bookstore

ASUN Monitor Display Protocol

1920 X1080 100DPI .jpg file **Remember you must save it in Photoshop in the “Save for Web” format. It has to be under 1MB to play on the TV

Name your file in the following way:

File Name must have event name with the day of the event NO SPACES example: Movie_GetSmart_4_15
Before you drop the file in the “Screen Ad” folder in the Inkblot NAS Drive open in “Preview” to make sure it open and looks ok.

Criteria for Monitor ads from Clubs & Orgs
Priority of ASUN screen ads is as follows:
- ASUN Event (Flipside, Senate, etc)
- ASUN Program or Service (Legal Services, New York Times, Wolf Pack Radio, etc)
- ASUN Club event co sponsored by ASUN
- ASUN Recognized Club event that takes place on campus

Remember that ads are run at random and Inkblot does not guarantee rotation of the ad

Who can Submit Ads on the TV’s (clubs/departments):

ASUN has TV Monitors around campus that can used to get the word out about your clubs on campus event. If you are a recognized ASUN club it is FREE for you!

TV AD Posting Guidelines
1. Event has to be on-campus grounds and approved by the Student Events Advisory Board (SEAB)
2. Ad needs to be free of spelling errors
3. No ad will be placed that promotes unlawful activity, has false or misleading content, are fraudulent, dishonest or violates the laws of libel, privacy, copyright, trademark, trade names, patents or obscenity.
4. Must have all event information:
   –Name of Event
   –Date of Event
   –Location of Event
   –Start Time of Event & End Time of Event (a.m/p.m.)
   –Admission Charged
   –Co-Sponsor Names
Designing Tips
Use at least 50pt font- The larger the better on the TV’s
Try to use no more than 2 different types of fonts
Try to use at least 1 image on the ad
Remember the simpler the better as it is only up for 10 seconds

Once your ad is submitted and approved please allow for 1 business day for the ad to be placed on the TV.

File Types that can be upload:
The indicated file is not a supported format. Video formats *.ASF, *.AVI, *.MPEG, *.MPG, *.SWF and *.WMV are supported.


Sagebrush Display Advertisement Requirements for Inkblot Promotions
Publicity is also marketed in the weekly Sagebrush student newspaper. ASUN funds Inkblot Promotions to place advertising for ASUN (Student Government, Programs, Services, ASUN Programming Board and funded ASUN events) in the weekly Tuesday newspaper. ASUN Sagebrush advertising has the following requirements for advertising submissions:

• ASUN Advertising requires that the department reserves the advertising space and artwork in an email by the Wednesday prior to the Tuesday issue.
• Ads are to be sent by email, and we prefer 300 DPI jpegs or PDF’s
• Art should be the exact size of the ad you want to run, with no matting, or crop sheet behind.

Printing
The Account Coordinator will print the materials needed. All clients will get 20 posters for campus and 5 posters will needed to be printed for the Kiosk. If they are wishing to post flyers in the Res Halls, please talk to the Creative Director/Assistant Director of Marketing.

ASUN Large Format Printer
All requests for large posters must be approved from the Creative Director and the Associate Director.

ASUN Lamp Post Signs on Campus
ASUN invested over $9000 for vinyl signs to be posted on the lampposts on designated lamp posts through out the University. Signs range from marketing Wolf Pack Radio, Student Government, Legal Services, Homecoming, Sagebrush, Clubs & Organizations, etc. Inkblot Promotions is responsible for the rotation, maintenance and update of the signs.

You must used the layout that is provided in the open art file.
**Publicity basics requirements on ALL printed materials (i.e. flyers, posters, promotional items)**

To ensure that publicity is correct and information is accurate this is a reminder that the following information should be included on your publicity (i.e. Flyers, Table Tents, Sagebrush Ads, Press Releases, Promotional Materials, etc.), unless otherwise specified by the client.

- Sponsoring organization(s)
- ASUN Logo- on all work orders that have been funded by ASUN
- Event Name
- Event Date
- Event Time
- Event Location
- Contact Info for the Event
- Disability statement

Proofread your proofs and submit to the Creative Director & Student Activities Staff before the publicity goes to print. Your publicity is viewed by students, the University community, faculty, staff, and the public community and it is posted on kiosks, the Nevada Sagebrush newspaper, etc. The judgment of inappropriate publicity lies solely with the Student Activities Staff Member supervising Inkblot.

**Facebook**

ASUN Facebook Posting Procedure

*NOTE: Posting does not have to directly relate to ASUN or it’s subsidiaries. The purpose of this new Facebook page is to become a main resource for students for ALL NEWS AND EVENTS happening on campus. Posts that do not directly relate to ASUN are subject to editing and approval by Inkblot.*

**How to post to the ASUN Facebook page:**

Just let the account coordinator for the event know if you would like your event poster on Facebook and Twitter and they will inform the Assistant Director of Social and Media Relations of what to post.

**Required**

Event has to be on-campus grounds and approved by the Student Events Advisory Board (SEAB)

Post needs to be free of spelling errors
No post will be placed that promotes unlawful activity, has false or misleading content, are fraudulent, dishonest or violates the laws of libel, privacy, copyright, trademark, trade names, patents or obscenity.

Must have all event information:

– Name of Event
– Date of Event
– Location of Event
– Start Time of Event & End Time of Event (a.m./p.m.)
– Admission Charged
– Co-Sponsor Names
– Contact email or phone # for more event information

Optional

A few sentences describing the event, or any choice wording you would like to be included in the posting.

Links
Calendar Dates (will be placed on the calendar for the page)
Videos
Photos

_Inkblot reserves the right to approve, deny, or edit any posting._
LOGO POLICY

ASUN Logo Policy

Inkblot Promotions is the coordinating office for publicity, press releases, promotional materials and public relations for the Associated Students of the University of Nevada. The office serves all the branches of the Student Government. The success of the Associated Students of the University of Nevada depends on its logo, typography, and color. The ASUN logo represents all aspects of its Student Government and ASUN Programs & Services and is critical to the ASUN branding. Inkblot Promotions owns the ASUN logo, symbols and/or designs that represent ASUN. The office is responsible for the care taking, maintenance and sustenance of the logo. Programs, services and events represented on publicity, promotional materials and any other forms of marketing tools that are funded by ASUN are required to include the ASUN logo.

See Logo Standards Guide for the do’s and don’ts for the ASUN logo

Departments or organizations wishing to use the ASUN logo due to collaborative efforts with ASUN, must obtain written permission from the office of Inkblot Promotions.

University Logos

The University has logos that represent the institution.

Athletic Mascot and Symbols

The wolf mascot and the names "Wolf Pack" and "Pack" are athletic symbols of the University of Nevada, Reno. The block "N" with wolf rendering is also an athletic symbol that is a registered trademark. The names "Wolf Pack" and "Pack" as well as the block "N" with wolf rendering may be used for athletic and alumni materials (such as recruitment fairs) but are not acceptable substitutes for the university logo for institutional publications or promotional materials. Others wishing to use the university’s athletic symbols, include its registered trademarks, must obtain written permission from the Department of Intercollegiate Athletics. The Alphie mascot image is also restricted. Information on the licensing of the university’s athletic symbols is available from the Athletics Promotions Office.
Student Employment Eligibility

Students who maintain enrollment at the University at least half-time (6 credits) and maintain a minimum 2.2 GPA as an undergraduate student may participate in employment with ASUN. The student must be a US citizen or permanent resident eligible to work in the United States (http://www.finaid.unr.edu/employment.php).

Work Hour Limitations

Student employees should work no more than 20 hours per week during periods of enrollment when classes are in session (Fall/Spring semesters). Students must not be scheduled to work when they have a scheduled class period. Student employees may work more than 20 hours a week. They may not work full time, during periods of non-enrollment (summer and winter breaks). A student working a consecutive 4-hour work period is entitled to a 15-minute break with pay. A student working a full 8-hour day is entitled to two 15-minute breaks with pay and no less than a 30-minute lunch break without pay. Lunches should be recorded on student timesheet. Breaks should not be taken at the beginning or the end of the work period and are not cumulative.

Office Hours

Student employees must keep 8-10 office hours that are set up in advance. If you can not make it to you office hours you must contact the Creative Director and the Assistant Director of Marketing & Media by phone, email or text.

Semester Performance Evaluations

This report of employee performance is completed by the student’s immediate supervisor and reviewed with the student. A careful evaluation of the student’s work can function as a guide in determining a student’s strengths and weaknesses and serve as a basis for commendation and pay raises; identify areas for improvement; or provide documentation for discipline.

Tardiness

Student employees should notify the supervisor prior to their scheduled work period when he/she will be arriving late to work.

Absences

Student employees should notify the supervisor no later than the beginning of the scheduled work period when he/she is unable to work. In the case of an extended absence, the estimated duration should be reported to the supervisor as soon as possible. The supervisor is responsible for authorizing all absences.

Employee Benefits
Compensation insurance for work related injury/illness. The coverage provides an incapacitated student employee the means of support and medical care when unable to work because of a job related disability. An employee must immediately report any job related accident or illness to his/her supervisor. The supervisor is responsible for completing the appropriate forms for the BCN Workers’ Compensation office. If you have questions, contact BCN Workers’ Compensation, phone 784-4394 or visit their website at www.unr.edu/hr/workerscomp for procedures, forms and information. Student employees are not eligible to receive other employment benefits such as shift differential pay, paid holidays, vacation leave, sick leave, retirement benefits, or permanent status.

Inkblot Standards Sheet

ASUN

ASUN, no punctuation, is the acceptable abbreviation for the Associated Students of the University of Nevada, the University’s undergraduate student government body. Spell out on first reference.

University of Nevada, Reno

Do not use UNR – ever!
Use the following:
• The University of Nevada, Reno (This is the official name of the University and should be used on first reference. An exception would be when addressing an audience, such as employees, that would understand immediately what is meant by “the University.”)
• Nevada (Preferred second reference, unless it would be unclear whether this referred to the state or the University. If ambiguity exists, use “the University.” However, with web copy be aware that search engines need the full name or meta tags to recognize your page as having an association with the University. Ideally, all campus web pages should include a University of Nevada, Reno identifier.

Spell out the name in its entirety – rather than using “the University” – in copy mentioning one or more additional universities.

Homecoming

Capitalize only when the year immediately follows:
e.g. Join us on the Quad for Homecoming 2005;
The homecoming parade with take place tomorrow.

Joe Crowly Student Union

Do not use JCSU use The Joe or the full name of Joe Crowly Student Union

Months

Do not abbreviate March, April, May, June or July.
When a sentence uses only a month and year, don’t separate with a comma:
e.g. March 2004 was unseasonably warm.
When referring to a month, day and year, set off the day and year with commas:
e.g. March 24, 2004, was a really warm month.
Offices of the University

The titles of University offices are capitalized.
  e.g. Office of the President; Office of Marketing and Communications.
Lowercase when not a formal title: The admissions office is open today

On campus/off campus

Two words. Hyphenate when used as adjective: on-campus housing is getting hard to find, so more students are living off campus.

Room numbers and names

Don’t capitalize room when it is followed by a number, unless it’s the first word in a sentence. Place the building before the room and use figures.
  e.g. the meeting will be in Frandsen Humanities, room three.
Capitalize room and similar words when part of a proper or well-known name:
  e.g. the Student Lounge; the Lincoln Room.
If a room number includes a letter, put a hyphen between the letter and number.
  e.g. the meeting is in chemistry building, room 311-A.

Semesters

Do not capitalize the common names of semesters, terms, academic sessions, etc.
  e.g. fall semester; registration; orientation, etc.
Capitalize if a semester is followed by a specific year: Fall 2004.

University

Capitalize University when it refers to the University of Nevada, Reno (formal name). It is lowercased when referring to other universities and in a general sense. This rule also applies to administrative titles, colleges and other units, and Regents:

University of Nevada; University of Nevada, Reno

This is the official name of the University and should be used on first reference. An exception would be when addressing an audience, such as employees, that would understand immediately what is meant by “the University.”

On second reference, it is preferable to use “Nevada” unless it would be unclear whether this referred to the state or the University. If ambiguity exists, use “the University.” However, with web copy be aware that search engines need the full name or meta tags to recognize your page as having an association with the University. Ideally all campus web pages should include a University of Nevada, Reno identifier.

Spell out the name in its entirely in copy mentioning one or more additional universities.

Do not use UNR.
Do not refer to the University’s largest group of facilities as the main campus. Refer to it as the Reno campus. The University has three other campuses, and only one is capitalized: the Redfield Campus, south of Reno. The other two are the Las Vegas campus and the Carlin campus outside of Elko. The Carlin campus is much better known as the Fire Science Academy, so that is the preferred name, unless the context makes it necessary to give its exact location in Carlin, Nev.

Lowercase the word “the” when using this title in body text: the University of Nevada, Reno is a land-grant university.

Evolution of the University’s name, according to records of the regents:

1874-1880: State University of Nevada
1881-1905: Nevada State University
1906-1968: University of Nevada
1969 to present: University of Nevada, Reno (for some time a hyphen replaced the comma).

Wolf Pack

Not Wolfpack

World Wide Web

No hyphens are used in this trademark. The web is now acceptable in all references.
Lowercase web, website, web address, webcam, webcast, webmaster.
Note: the web is not the same as the Internet but is a subset; other applications, such as email, exist on the Internet.
Also, use shorter, user-friendly URLs. When we cut and paste, we often end up with the version that includes an + html descriptor. Example: http://www.unr.edu/content/. Instead, write: unr.edu.
Remove underlines except in web copy.

Non-Discrimination Statement:

ASUN supports providing equal access to all programs for people with disabilities. Persons with disabilities requiring accommodations are encouraged to contact 775-784-6589 or email ****@asun.unr.edu

Common Room Names:

The Joe Crowley Student Union or The Joe
DO NOT USE: JCSU or CSU

DAY/TIME Layout:
2-3 pm or 2:00pm-3:00pm

Monday, May 5th

DO NOT USE:

2pm-3:00
2:00-3:00
May 5, 2006
5/5/06
Monday, May

I have read this and understand my responsibilities.

________________________________________
Print Name

________________________________________
Signature
THE ASUN INKBLOT SOCIAL MEDIA POLICY

You are no longer an individual. You are part of a team. You represent ASUN. The posts on Facebook, Twitter, Orgsync, Website, YouTube, Flikr and any other social media networking site represents ASUN.

Think about any possible ramifications before any public post or photo on ASUN's social Media. With your employment you have become ASUN's spokesperson.

GUIDELINES:

1) **Postings should not disclose** any information that is confidential or proprietary to ASUN or to any third party that has disclosed confidential information to ASUN.
2) **Postings must respect** copyright, privacy, fair use, financial disclosure, and other applicable laws.
3) **ASUN/Student Activities Staff reserves the right** to request certain subjects are avoided, the withdrawal of certain posts, and the removal of inappropriate comments.
4) **Posts should not include** any type of vulgarities.
5) **Be respectful.** Never use social media as a platform to disparage workers, supervisors, interview subjects or suppliers.
6) **Be objective.** Don’t post something such as “Vote for Casey Stiteler” on ASUN's social media. Your objectivity is required in all realms. ASUN represents everyone and does not take sides.
7) **Be careful.** Do not speculate on matter that may prejudice ASUN in any legal case.
8) **Be responsible.** You are ASUN's spokesperson in your external messaging. Those who read your posts see you as the voice of the company.
9) **Conduct yourself professionally.** Understand that you are no longer merely a student, but a member of a respected
organization established more than 100 years ago.

10) **When in doubt, do not post.** Exercise judgment and common sense, and if there is any doubt, do not post it. **ASK YOUR SUPERVISORS!**

11) **Never give out the passwords to any social media.** Your have been hired to maintain the social media and all must come through Inkblot via a Work Order.

By reading and signing below you have agreed to follow this social media policy and pledge to abide by its guidelines so long as I am employed by ASUN. Any violation of the policy, whether intentional or unintentional, may lead to disciplinary action, up to and including dismissal, levied by the Associate Director of Marketing & Media.

__________________________ / ______________________
Print Name                  Position

__________________________
Signature

__________________________
Date