

Digital Signage - Flyer Basics

1. Q. Must I use a PowerPoint Template (PPT) to create a flyer?

A. Yes. All flyers and messages must be created in a GC PowerPoint template. For detailed instructions on how to create and submit a flyer, see the [digital signage website](#).

2. Q. Where can I download a PPT to create a flyer?

A. Horizontal and vertical PPTs are available for download [here](#):
<http://www.gc.cuny.edu/About-the-GC/Resource-Services/Communications---Marketing/Digital-Signage>.

3. Q. Once I've submitted my flyer, how long will it be visible?

A. Flyers will appear in a constant loop, which will showcase each flyer for approximately ten seconds. Be sure to make your content concise so that readers can gather key information quickly. Your email instructions accompanying the flyer submission will dictate the day it is posted and the day it is withdrawn.

4. Q. How many flyers can I submit to content owners?

A. Only one flyer per event.

Note: If your center/department/institute or program is cosponsoring an event with another GC entity, please submit only one flyer on behalf of all participating parties. Events can be co-branded.

5. Q. Can I submit my flyer to multiple screens rather than just one?

A. Yes, but keep in mind that you will only have to submit one flyer per event! For example, if you want your flyer to appear on both a horizontal and a vertical screen, submit the same flyer for both screens, but reorient information and images so that they appear correctly on your desired screens.

6. Q. What if I want to submit flyers for different events? Can those be displayed on the same and different screens?

A. Yes. You may send a content owner several flyers so long as each flyer promotes a different event.

7. **Q. What if I want to promote an event that does not take place at the Graduate Center?**

A. Off-site events, as long as they are affiliated with the GC's institutional imperatives or programs, may be promoted (e.g., if a GC center, department, institute, or program is cosponsoring or hosting an event with another CUNY institution, it may use the Digital Signage system to promote the event).

8. **Q. I submitted my PowerPoint flyer to the appropriate primary owner, but I don't see it on-screen; what happened?**

A. Please go through the following checklist:

- Did I submit my flyer to the appropriate content owner(s)?
- Did I submit my flyer several days before the content was scheduled to be released?
- Did I state the specific dates and time frame in which my flyer should run in my email?

If the above conditions were met and your flyer is still not being displayed, please contact the Help Desk (ext. 7300).

9. **Q. Whoops! I made a mistake on my flyer. What should I do?**

A. If a mistake is made, you will need to make a new slide in PowerPoint and immediately notify the appropriate content owner(s) about removing your current flyer. Otherwise, your flyer will not be taken down, and it will run as is. **You are responsible** for editing and proofreading flyers created in PowerPoint!

10. **Q. What editorial style should I follow?**

A. Regarding editorial queries, consult the GC's [Style Guide](#). See also the [Chicago Manual of Style](#), 16th edition. Guidelines are on pages 5–7 of this document.

Digital Signage - Daily Event Scroll Basics

1. Q. Should I use PowerPoint to create an event listing?

- A.** No. Event listings are submitted via the Graduate Center's calendar on Kentico **several days** before an event will be held. For detailed instructions on how to submit an event listing, see: http://www.gc.cuny.edu/CUNY_GC/media/CUNY-Graduate-Center/Images/Communications%20and%20Marketing/DigitalSignage/Event_Listing_Instructions.pdf.

2. Q. Can I submit multiple listings?

- A.** Yes—assuming that the listings are for different events. The GC community can submit listings for different events via the calendar on Kentico.

Additionally, if your center/department/institute or program is cosponsoring an event with another GC entity, please submit only one event listing on behalf of all participating parties.

3. Q. What content will event listings display on-screen?

- A.** On the daily event scroll, event listings will include the name of the event, location, and time. Additional event details **will not** be posted. Refer to event listing instructions for more information.

4. Q. What if I want to display more than my event's title, location, and time?

- A.** Download the Digital Signage PowerPoint Templates to create a flyer. These templates support static images, event summaries, and other elements.

Note: It is not always necessary to create a flyer to promote an event. When submitting content to the GC calendar on Kentico, you can include event summaries in the short and detailed description fields. While these fields will not appear on the digital screens, they will be displayed on the GC's website and include all of your event information: <http://www.gc.cuny.edu/News-Events-Public-Programs/Calendar>.

5. Q. I'm about to submit my event listing to the GC calendar. Do I have to fill out the short and detailed description fields for it to appear on the screens?

Yes. On the GC's current version of Kentico, you are now required to fill out both the short and detailed description fields. Information within these fields cannot be omitted.

In the event that you do not have adequate content for either of these fields, then please type "N/A," and be sure to include information in the basic event fields: event title, location, sponsor, and time.

6. Q. How long will event listings run on-screen?

- A.** Each event listing will be displayed for 18 hours on the day of the event, but not before.

7. Q. Who will edit my event information before it's displayed?

- A. You are responsible for editing, proofreading, and checking the accuracy of content submitted as event listings.
8. **Q. My event is today, and the listing contains inaccurate information! How do I fix this?**
- A. Content cannot be edited and resubmitted in time for the Kentico system to update same-day events. Event listings can only be edited days in advance. Be sure to proofread all content before submitting it to the GC calendar.

Have Digital Signage feedback? Send us your suggestions or questions here:
signagesuggestions@gc.cuny.edu

The Graduate Center Style Guide

When in doubt, please consult the *Chicago Manual of Style*, 16th edition, which the GC community may access from the 'C' section of the A–Z database list:

<http://library.gc.cuny.edu/home.php/?letter=C#databases>

The online manual can also be accessed here:

<http://www.chicagomanualofstyle.org/16/contents.html>

1. General Guidelines:

- Use a comma before “and” in a series: the Americas, Europe, and Asia.
- Professional titles are capitalized before a name, not after: Vice President for Student Affairs Albert Smith; Albert Smith, vice president for student affairs.
- Do not capitalize “The” for institution names: Since 1961, the Graduate Center has been part of the City University of New York.
- When mentioning newspapers, magazines, or journals, do not italicize or capitalize “the”: a letter in the *New York Times*.
- Degrees: Ph.D.; D.M.A., *but* DNS, DPH, DPT; B.A., CUNY B.A./B.S.
- **When referring to the Graduate Center, write: the Graduate Center, CUNY; the Graduate Center, City University of New York; *but not* CUNY Graduate Center.**

2. Numbers:

Spell out whole numbers from zero through one hundred and round multiples of those numbers (see examples below). Where exceptions are warranted, maintain consistency in the immediate context:

- The nineteenth century; a nineteenth-century writer
- A ninety-nine-year-old professor emeritus will speak at commencement.
- She is the thirty-fourth graduate of the program.
- They came to the Graduate Center in the eighties.
- The company is 130 years old.
- The organizers expect five thousand protesters at the event.
- Final attendance was 4,893.
- Be there at six o'clock.
- I'll be here until about four-thirty; *but*:
- The train leaves at 4:30 p.m. (emphasis on exact time)
- Twelfth Congressional District

If according to rule you must use numerals for one of the numbers in a given category, use them for all in that category:

- A mixture of buildings—one of 103 stories, five of more than 50, and a dozen of only 3 or 4—has been suggested for the area.

Exceptions include: dates (June 24, 2011); credits (a 3-credit course); some measurements (35 miles per gallon; anything with an abbreviation, such as 440 g, 55 km); percents (25 percent); money, in large amounts (The tickets cost \$1,000, *but* The banker asked for a five-dollar loan); chapters (chapter 5); the March 28 event, not “the March 28th event.”

No apostrophe is needed when citing decades:

- Life changed in the 1960s.

3. Hyphenation:

Compounds formed with prefixes are normally closed (no hyphen), except before capitalized words or open compounds or to prevent misreading:

- coauthor, coeditor, cosponsor, coworker, *but* co-op
- midcareer, midthirties, *but* mid-July, mid-1990s
- multiauthor, multimedia, *but* multi-institutional
- noneligible, nonevent, nonteaching
- premodern, prewar, *but* pre-Vietnam War
- reenter, reregister, *but* re-creation (as distinct from recreation)
- subprogram

4. En Dashes:

An en dash used between two numbers implies up to and including, or through.

- Please refer to pages 75–110.
- Here are the figures for 2001–10.
- Campers were divided into age groups 5–7, 8–10, 11–13, and 14–16.
- 2012–13

5. Specific Terms:

“Adviser” in general, but Gotham Center’s board of “advisors,” and elsewhere where the term is part of an effective title.

- archaeology
- audio-visual
- course work (noun)
- email
- Fellow: capitalize for civic or academic honors (Andrew W. Mellon Fellow), but not in generic use: “which serves as a training center for pre- and postdoctoral psychology fellows.”
- health-care (adjective)
- Internet
- log in (verb); log-in (noun)
- Music in Midtown series
- online
- Ph.D. Program in Philosophy; doctoral program in philosophy
- postdoctoral
- Pulitzer Prize-winning author

- Pulitzer Prize winner
- the South, southern, a southerner (of a country); the South, Southern, a Southerner (in American Civil War contexts)
- theatre (except as theater of war, theater of operations)
- UK
- UN (on second reference)
- U.S. (adjective); United States (noun)
- video game titles: italics
- web page, but Web OK for clarity when standing alone (e.g., Web access)
- website