

## **HELP file**

### **1999 Jerry Lewis MDA Telethon Graphics CD-Rom**

#### **To view photos and cutlines**

Photos are provided in AP-standard JPEG format (1998 Telethon Photos are offered in both JPEG and TIF formats) and can be viewed with any JPEG-supported program. Photos were scanned and saved using Adobe Photoshop. Photo files should be opened from within your JPEG-supported program (such as Word, Photoshop, Quark, etc.), as opposed to double clicking on the file itself. Cutlines are in the CD-Rom's Text folder.

#### *Choose from*

1. 1998 TELETHON: Some 60 celebrity photos from the 1998 Telethon broadcast.
2. HISTORICAL: This "best of" directory presents special moments captured during three decades of the Jerry Lewis MDA Telethon, including historic 1976 Jerry Lewis/Dean Martin reunion photo with Frank Sinatra. Some photos only available in black-and-white.
3. PROGRAMS: Photos showcase MDA's research and services programs, including researchers, MDA clinics, kids with neuromuscular diseases at MDA summer camps, MDA support groups and volunteers.

#### **To preview photos**

PREVIEW directory has JPEG or Tif files with thumbnails for easy reference of all graphic elements contained in this CD-ROM.

#### **To view logos**

1. LOGO-1999 TELETHON: Contains the 1999 Jerry Lewis MDA Telethon logo in EPS, JPEG and TIF formats.
2. LOGOS-TV: Includes logos for some 200 stations broadcasting the Telethon, as eps files.
3. LOGO-PARTNERS: Includes logos for sponsors, programming partners and other key Telethon supporters, in both JPEG and EPS files.

#### **To view Public Service Ads**

1. PSA ADS: Please use these Telethon PSAs should your publication have space available. The PSAs have been supplied in a variety of sizes and saved as eps files created in QuarkXPress.

#### **P.R. material available**

A Telethon background sheet is included in the CD's Text folder.

#### **Questions? Feature ideas?**

If you have questions, need materials in a different format, or would like help in identifying people to interview for stories of interest to your audience, contact:

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