

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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