

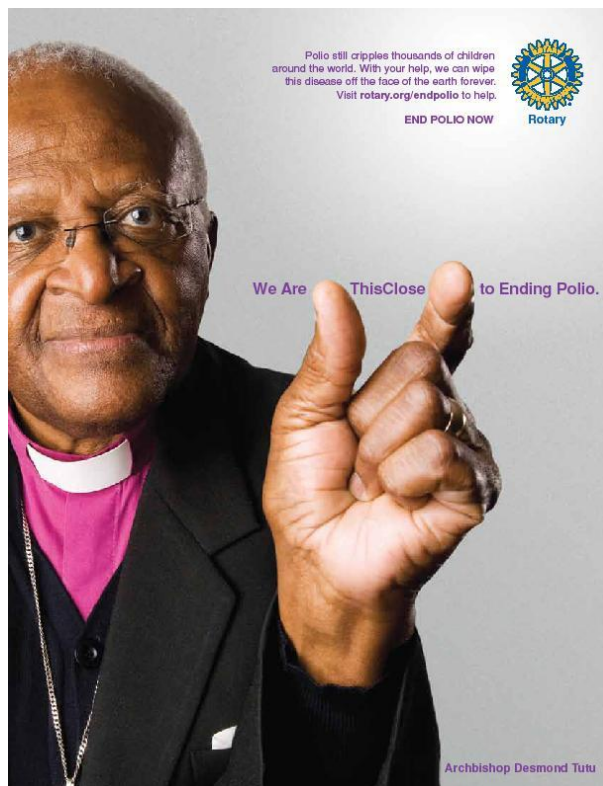
HOW TO CREATE A “THIS CLOSE” PUBLIC SERVICE ANNOUNCEMENT

In order to encourage further public support for its effort to eradicate polio, Rotary International is welcoming a select group of A-list celebrities and other major public figures into a new public awareness campaign called "This Close."

These public service announcements (PSAs) emphasize that Rotary is 99 percent toward its goal to eradicate this crippling childhood disease. The PSAs encourage the public to support the effort to finish off the final one percent. The campaign's tagline is: "**We're *this close to ending polio.***"

The top tier of participants thus far includes such notables as Nobel Peace Prize Laureate Desmond Tutu, actor Jackie Chan, violinist Itzhak Perlman, Grammy Award winner Angelique Kidjo, Queen Noor of Jordan, golf great Jack Nicklaus, and environmentalist Dr. Jane Goodall.

Another grouping consists of notable figures who are well known nationally or regionally, especially in polio-threatened countries, such as Indian actor Amitabh Bachchan, and African singers Zeynab Abib (Benin), Staff Benda Bilili (DRC), and Dan Maraya Jos (Nigeria).



This is a step-by-step guide to producing your own “This Close” print and video PSAs.

Identify a suitable candidate. Choose someone who is recognizable in your region, and particularly those notable figures with a connection to polio or Rotary-- who might be willing to participate in this campaign by having their photograph taken while making the same "this close" hand gesture and lending their name/image to the PSAs.

PRINT

Have a professional photographer take a photograph (from the chest-up), with the person holding their **left** thumb and index finger in a “this close” gesture. Also take a few shots of the person holding both index fingers in the same manner.

- a. As you know, the words, “**We’re ‘this close’ to ending polio**” will be inserted, so attempt to make the fingers as horizontal as possible.
- b. Have the notable pose with their fingers separated various distances so that editors can pick the image that will make the best fit for the words. A pen cap is a good guide to help determine the proper distance for the fingers.
- c. Please provide 10-20 final selections, with a range of facial expressions and finger positions.
- d. Preferred facial expression is a positive look, but not a full smile.
- e. Please provide these files as raw files (preferred), TIF images, or high quality JPEG files. The minimum quality for JPEG files are 300dpi by 8 x 12

2. Photo Tips:

- a. Please be waiting for subjects when they arrive since their time is limited. Test lighting with test subjects and take as many shots as possible.
- b. Take photos in portrait orientation with a fixed focus 85mm lens or as close as possible.
- c. Do not use a wide angle lens for individual portraits.
- d. For lighting in previous photos, a soft-box was used on the left of the camera with a hair light shining on the back of the subject’s head approximately 5-7 feet to the right behind the subject.
- e. Use a white seamless background for the photos

3. Guidelines for Group Photos:

- a. Take the photos of the group gathered closely. Keep in mind the lettering of the campaign, and how it must fit onto the page.
- b. Make sure to take individual photos of all group members and of the group leader making the “This Close” gesture with their hand
- c. Provide several photos of all members and of the group

Please contact the Rotary International Public Relations Department to receive an EPS version of a “This Close” PSA at: pr@rotary.org . A graphic designer can remove the existing figure and insert your notable figure.

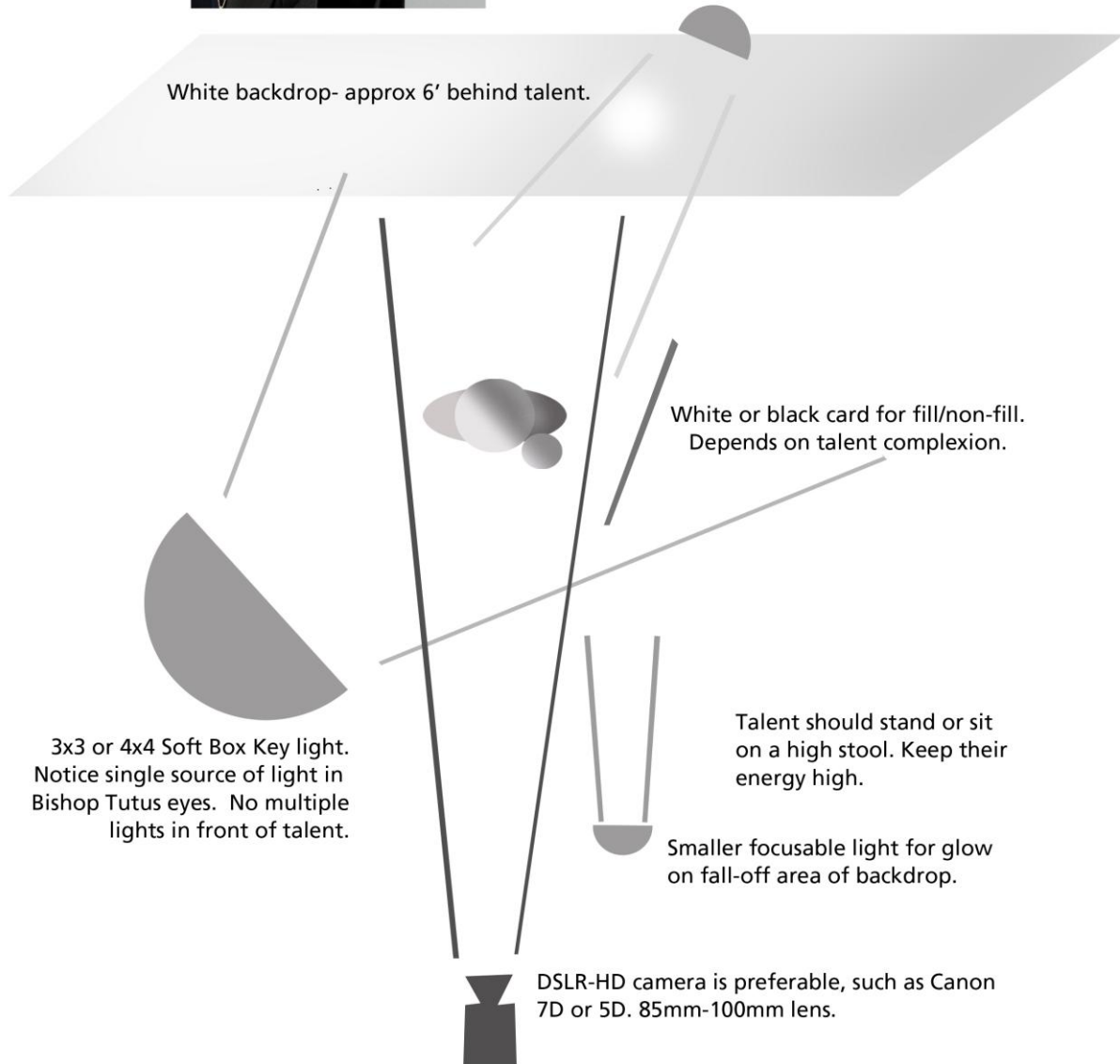
Upon obtaining a proof of the photograph, please share it with the celebrity/notable figure, and get their approval, by signing a release form, giving you permission to use the public service announcement.



- 3 lights needed
 - 1- large soft source- diffusion
 - 1- medium Frenel with doors, diffusion/screens
 - 1- small Frenel with doors, snoot, diffusion/screens
- White/black cards for fill/negative-fill as needed

White backdrop

Smaller focusable backlight, high back 3/4.
Control with diffusion- depends on complexion and hair color of talent.



VIDEO

To customize the “This Close” television PSA, ask your notable figure read the following script:

We are this close to making history.
This close to changing the world.
We are this close—**this close**—to making sure no child suffers from this crippling disease ever again.
We are this close to ending polio.
All we need is you.

Also obtain the following video images:

Notable standing still with fingers in the “this close” gesture.

Notable holding fingers in the “this close” gesture, saying “*This Close*”

Download a broadcast quality copy of the existing PSA from www.thenewsmarket.com/rotaryinternational for editing.

Upon completion of the edited PSA, please share it with the celebrity/notable figure, and get their approval, by signing the **release form** (on final page) which allows Rotary to use the public service announcement.

RADIO

To customize the “This Close” radio PSA, use the following script:

VO: After thousands of years. After crippling millions of children, polio will soon be stopped forever.

All over the world people are joining the men and woman of Rotary to end polio now.

People like Jackie Chan and Jane Goodall.

Chan: We are this close.

Goodall: This close.

VO: People like Archbishop Desmond Tutu

Tutu: This close.

VO: People like you.

Be a part of history. Help Rotary end polio now at rotary dot org slash end polio.
We are this close.

PHOTO AND VIDEO RELEASE

I, _____, hereby grant permission to Rotary International and The Rotary Foundation of Rotary International, their agents, successors, and assigns, for the use of my name, likeness and/or voice by any recorded means for still photograph, motion film, digital, video or audio tape for publicity and program purposes in connection with *Humanity in Motion/End Polio Now Public Service Announcements* (PSAs) for use by Rotary International and/or The Rotary Foundation of Rotary International (Rotary).

I grant Rotary the right to publish and/or display my name, likeness or voice at its sole discretion in association with reproduction, distribution and/or sale of the above mentioned PSAs. I agree that Rotary will be the exclusive owner of all right (including, without limitation, copyright), title and interest in any such recording and will therefore be entitled to all the exclusive rights of a copyrighted work, including, but not limited to, the right to reproduce the work, to distribute copies thereof and to display the work publicly. I hereby release Rotary from any liability pertaining to the use of my name or likeness for use in the above mentioned PSAs.

It is further understood that nothing herein obliges Rotary to include my name, likeness and/or voice in the above mentioned production.

I understand that the permission given herein is royalty free and that I will receive no payment in return for my participation in the Recordings. I acknowledge that this Release is governed by Illinois, U.S.A. law. Nothing herein may be construed to make me an agent of RI.

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Printed Name: _____

Address: _____

City/State/Zip: _____