

# To Rotary Clubs in District 1120

Artwork to support the End Polio Now campaign – *it's easy*

To encourage further public support for its effort to eradicate polio, Rotary International is welcoming a select group of celebrities and other major public figures into a new public awareness campaign called "This Close." The campaign is a unique way to promote Rotary's End Polio Now campaign and its second \$200 Million Challenge (to match a \$355 million polio eradication grant from the Bill & Melinda Gates Foundation), see [www.thisclose.net](http://www.thisclose.net)

This campaign emphasizes that Rotary is 99 percent toward its goal to eradicate this crippling childhood disease. The Rotary Clubs are to encourage their members and 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 centrepiece of the campaign is a print advertisement built around the tagline and a portrait photograph of each participant doing the signature "This Close" gesture with their thumb and forefinger, with display type providing the context. Club members can be featured, as can Tesco/Morrison/Sainsbury's/etc. store managers, local personalities, school heads, class teachers, etc., **i.e. wherever you take the campaign.**

The District 1120 Polio Team see this advert as the key to publicising our campaign: by making the advert easy to personalise. Anyone who can take photos and work with Word can produce reasonable artwork.

I attach the instructions on how to produce a low-tech version of the print, see overleaf.

To make it easy Clubs may also need the Word template to use as a base to produce their own artwork: contact me on [kemballcook@btinternet.com](mailto:kemballcook@btinternet.com)

This artwork should now be accessible to all Clubs.

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## How to put together the 'ThisClose' advert.

Now I'm not a computer buff and please use these instructions if you have not got a 'small child' who will, of course do it all in a flash. I looked at files offered by the site '[thisclose.net](http://thisclose.net)' but there was they recommend the use of designers, etc.

These are the various steps I took, I have a PC and I worked with *Word*.

1. Ask a Club member who is a keen photographer to take picture: it is better for one person to direct the picture taking and another to worry about depths of field, etc. Its best to have a strong general light behind the photographer giving an even light to the subject, this may well throw the background out of focus if there is a good distance behind the subject too. To avoid distortions, stand well back from subject and have some telephoto applied. Have the subject in the middle of the picture as you will crop later.

Stand the subject square on but have the hand forward from the body: the trick is to focus on the hand but get as much of the body in focus, too. The fingers need to be 2 or 3 inches apart. With luck the background should be out of focus: there may be confusing objects behind, but, remember the photo will be cropped and there will be text covering some of the background.

2. Download into your computer; it will come in via *Live Picture Manager* or something like that. I favour doing the following: *Open with* then select *Microsoft Office Picture Manager*. This allows you to crop to the image you will use, and to a certain extent, fix things. Save file as *ThisClose*.

3. Open up the *Word* document with the ThisClose advert I will make available. What you do next is to remove my picture and substitute your own. So highlight the picture's tags and delete my picture: it will look strange but remember some of the text is in white so it will not be visible!

4. With your cursor clicked on the Word sheet, go to *Insert*, then *insert pictures*, and it asks you to *browse*, so you select your own pre-prepared ThisClose picture and *Right Click*. You should now have your picture in place of the one I supplied.

5. Finally, pull and push the text boxes into correct positions, modify the subject's name and save the Word document. You may have to change the text colours depending on the backgrounds. Remember if you make a mistake you can always do 'Ctrl Z' to undo it!

6. I then emailed my Word files to a copyshop, who charged £4 plus VAT for an A3 image to be printed and mounted on polystyrene sheets.

Hope this is ok. My thanks to our Club member, Roger Bickerton, who took our pictures.

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