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DOCTORS IMPLANT A STRATA VALVE IN AN ADULT PATIENT.

Videotaping Surgical Procedures – A Case Study

Gordon Productions has videotaped dozens of medical procedures, from heart ablations to tonsillectomies. GP recently videotaped two medical procedures with very different patients, a premature infant and an adult male, each with a serious condition called hydrocephalus. Hydrocephalus is a build-up of too much cerebrospinal fluid in the brain.

Gordon Productions worked with Medtronic Neurologic Technologies to produce physician training videos on Medtronic's shunt systems, the Strata® II Valve and the Strata NSC Valve. The Strata Valves are adjustable flow valves that allow the

surgeon to change the performance settings and drain excess amounts of cerebrospinal fluid.

The baby weighed only 3.3 pounds at the time of the procedure. As with any surgery, maintaining a sterile environment in the operating room is critical, especially with a premature infant. The video crew needs to be aware of the sterile field at all times and not compromise it. "It's important to be adaptable when you videotape in the OR setting," says John Gordon, who produced the video and attended both surgeries. "You have to listen closely to the OR team to confirm where you can and can't

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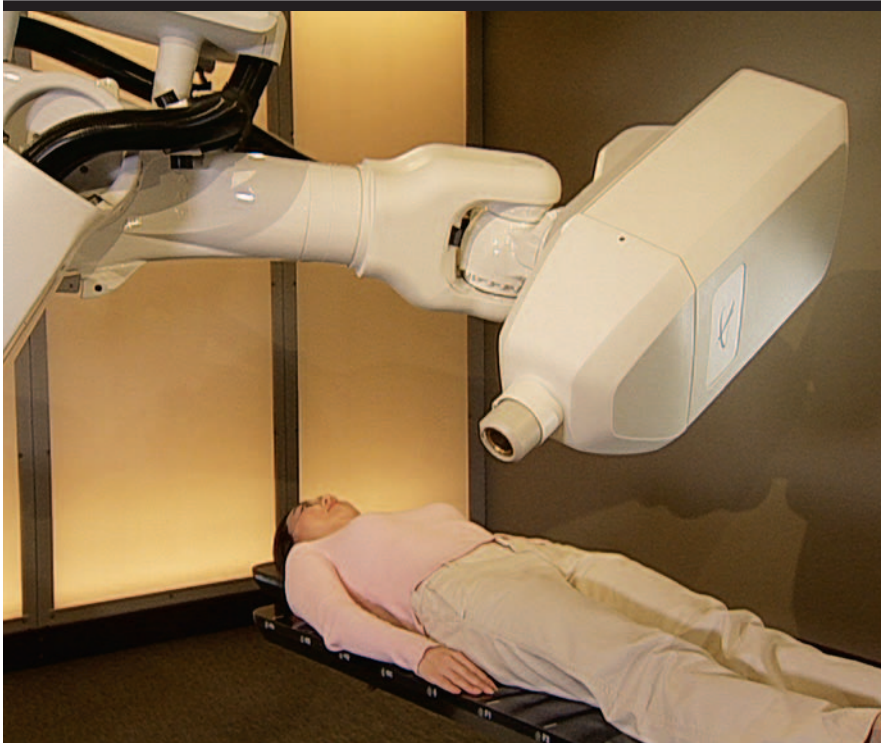
VNRs in the Newsroom: An Update

The number of airings that Video News Releases have generated in the past several years has dropped. The main reason: threats and actions by the FCC against TV stations that have aired VNRs without citing the source of the material. Finally, some encouraging recent events have taken place that may be tipping the scales in favor of increased VNR usage in TV newsrooms.

The FCC recently fined Comcast \$20,000 for running part of a VNR on its regional news channel, CN8, without identifying the source of the video. The Radio-Television News Directors Association (RTNDA) stepped up to the plate with a strong rebuttal that it has posted on its Web site and disseminated via press release. The RTNDA and a coalition of more than 70 media organizations filed with the FCC a statement of support for Comcast, arguing that the decision by the FCC is in clear conflict with journalists' First Amendment rights.

This is the strongest response that the RTNDA has issued to-date supporting VNRs. Their press release states, "the FCC has embarked upon an extraordinarily dangerous slippery slope toward

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THE CYBERKNIFE SYSTEM DELIVERS HIGH-DOSE RADIATION BEAMS FROM VIRTUALLY ANY DIRECTION.

How to Leverage VNR Footage for Sales and Marketing Videos

What is the best way to leverage video footage that is shot for a VNR into other presentations, such as sales and marketing? “The best thing to do is plan ahead,” says John Gordon. “If we find a client wants to create a 10 minute sales video after we’ve already finished shooting a VNR, it can be challenging to come up with enough footage to cover that longer script. If it’s possible to script the longer presentation prior to filming, or at least have an outline, it makes the end product better.”

Gordon Productions recently worked closely with Accuray to produce and distribute a VNR, along with a sales video, on the CyberKnife System, the world’s first and only robotic radiosurgery system designed to treat tumors anywhere in the body with sub-millimeter accuracy. Unlike conventional radiation therapy, which delivers

low-dose radiation in 30-45 treatments, CyberKnife radiosurgery delivers high-dose radiation in as few as 1-5 treatments.

Gordon Productions videotaped the CyberKnife System in-use at Accuray’s headquarters. The video crew captured a variety of system shots for both the VNR and sales video. A second day of videotaping included a series of clinician and patient interviews at an oncology conference, along with patient lifestyle footage. The interview questions were drafted for both a consumer audience for the VNR and a clinician/hospital audience for the sales video.

The variety of interviews that were videotaped allowed Gordon Productions to localize the VNR/B-roll so it included doctors and patients from a number of markets. “The patient sound bites we captured were especially gratifying,” says Nicole Amsler, senior director

of marketing communications at Accuray. “One patient described how the CyberKnife gave him his life back after he was diagnosed with advanced lung cancer. It was a great moment when we videotaped him playing tennis following his interview.”

Once videotaping was completed, the VNR was edited and distributed. A number of local markets aired the CyberKnife segment, as Gordon Productions’ media relations team set up doctor and patient interviews directly with TV health reporters. Network affiliate stations in New York, Boston, Washington DC, St. Louis, San Diego, and other markets ran stories that combined Accuray B-roll footage and animation with their own local experts and patients.

The sales video features a variety of sound bites from clinicians and patients, animation of how the CyberKnife works, and music and graphics. It includes a dynamic opening with sound bites from patients weaved in as the CyberKnife System animates to reveal its various components. The sales video is being distributed to hospitals around the world.

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— John Gordon

New Technology Advances at GP

Gordon Productions is now offering both field production and editing in high-definition, along with standard definition. HD offers superior image quality compared with conventional standard definition video. It utilizes broadcast standards that meet and exceed the upcoming FCC-mandated transition from analog to digital television.

Ken Merrylees, video engineer and consultant, installed Gordon Productions' HD system and wired GP's editing rooms and master control room. Merrylees says, "in the twenty-first century, the technology of the production world is changing rapidly. The equipment is no longer based on analog systems, but digital ones. While major companies are still battling the format wars and perusing various technologies, they're all moving from standard definition (SD) to high definition (HD)."

GP's new post-production suite featuring the Final Cut Pro HD system includes: editing with amazing clarity, texture and dynamic

images; native support for virtually any video format; and real-time special effects.

HD improves the "look" of videos for broadcast, trade shows, patient education, training, investor relations, and large scale projection. DVD, CD and Web versions made from HD material look sharper than standard definition. Please contact GP regarding pricing of HD versus SD.

Another technology update: Gordon Productions is now utilizing new software called Genuine Fractals that allows superior image quality when capturing still images from video. In the past, "screen grabs" from video had been only suitable for small Web images, and not for brochures or publications. The Genuine Fractals plug-in for Photoshop uses patented algorithms to re-size images without loss of detail. The still images shown in this newsletter utilize the Genuine Fractals plug in. Gordon Productions looks forward to hearing your feedback regarding the quality of the photos.

VNRs in the Newsroom: An Update

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government censorship, and it has imposed a chilling effect on the use of all types of third party materials that electronic journalists may independently decide are of interest or importance to their viewers."

"The FCC has embarked upon an extraordinarily dangerous slippery slope toward government censorship."

— The RTNDA

Gordon Productions is a member of the National Association of Broadcast Communicators (NABC), a membership organization consisting of VNR production and distribution companies. The NABC has also made its case with the FCC that broadcasters are free to accept or reject VNRs, to incorporate select footage into news segments they produce, and to craft the storyline or message that the stations air in any way they wish. Furthermore, all NABC members abide by a professional code that requires attribution and source information for all VNR material. All VNRs contain editorial contact information, just as press releases include contact information.

It is the NABC's hope that the FCC will realize the important role that professionally produced VNRs play in the newsroom and cancel the penalties it imposed on Comcast. If that action is taken by the FCC, it will allow TV stations across the country to air segments of VNRs without fear of repercussions. Stay tuned for more updates as this situation evolves.



THE FINAL CUT PRO STUDIO 2 SUITE INCLUDES DVD STUDIO PRO FOR AUTHORIZING AND DESIGNING DVDS.

Which Direction for the Economy in 2008?

There's been a lot of hand wringing lately about the status of the U.S. economy, and where we are headed in 2008. The price of oil, the subprime mortgage crisis, huge write-offs at major banks, and a lack of consumer confidence have made many uneasy and even caused the word "recession" to reappear in news headlines. With a steady drumbeat of negative economic news in the media, whose predictions on economic growth or retraction can you believe?

"I think the Fed has it right – slow growth for the economy of about 1.5% in 2008," says Professor Roger Craine, economics professor at UC Berkeley in a phone interview with John Gordon. A specialist in macroeconomics, Craine served as senior economist on the board of governors of the Federal Reserve System.

"There are fundamental problems that are very serious in the credit market", says Craine. "The problems started with subprimes but spread to credit markets in general. Subprime mortgages are really a drop in the bucket for the economy in terms of the dollars at stake, but once it spilled over into other financial markets it became more serious. Once a debt instrument goes into default, it's hard to recover. People don't play in markets that are hard to evaluate. They move into safer instruments, so some of these markets dry up. That's what has worried the Fed."

The bottom line is that it's difficult for economists to predict a

recession. Many investment bankers follow *The Economist*, which recently noted, "it is true that pessimists tend to predict recessions more often than they occur, but it is equally true that mainstream forecasters usually fail to predict those that happen. In both 1990 and 2001, Wall

"I think the Fed has it right — slow growth for the economy of about 1.5% in 2008."

- Professor Roger Craine,
UC Berkeley

Street's seers were predicting modest growth when the economy, it turned out, was already contracting. History also shows that America's economy can swing quickly from strong growth to contraction."

The *Economist* adds, "corporate spending is historically volatile, often helping to tip an economy into a formal downturn. In America's last recession, in 2001, plunging investment was the source of trouble, as firms worked off the investment excesses of the late 1990s. Today, corporate America is in much stronger shape. Overall, balance sheets are healthy and profits strong."

With U.S. exports showing growth and corporations remaining strong, it's difficult to predict a downturn just yet. Gordon Productions hopes that your New Year will be a prosperous one.

"Today, corporate America is in much stronger shape. Overall, balance sheets are healthy and profits strong."

-The Economist

Videotaping Surgical Procedures – A Case Study *(continued from page 1)*

place the camera. You may end up being blocked by the surgeon and can't capture the angle you need, so you have to be ready to move to a new angle quickly where you have an unobstructed view."

The adult patient who was videotaped suffers from normal pressure hydrocephalus, which generally occurs in people over the age of 60. NPH can be difficult to diagnose, as some of the symptoms mimic those of Parkinson's disease, osteoarthritis, and Alzheimer's disease. The shunt was successfully implanted in the ventricles of the patient's brain and abdomen, allowing the cerebrospinal fluid to be diverted.

Following both procedures, the surgeons were interviewed in their offices, where they described each case, their treatment methodology, and how they utilize the Strata Valve. Gordon Productions mounted a special mirror over the lens of the camera, allowing the doctors to look directly into the lens. The interviewer's face is projected into the mirror so the person being interviewed is more comfortable when he or she looks at the camera.

Medtronic is distributing each of the 15 minute videos to healthcare professionals worldwide. Normal pressure hydrocephalus may be responsible for approximately 5 percent of dementia cases in older adults. Hydrocephalus is also believed to affect approximately 1 in 1000 children. Shunts don't cure hydrocephalus, but can relieve symptoms and improve quality of life.



We welcome your comments on this newsletter. You can reach us via e-mail at: john@gpvideo.com