Broadcast-ready media resource: The "life-saving opportunity" of donating cord blood

Soundbites with:

Dr. Sarah Prager Alexes Harris

Obstetrics & Gynecology, UW Medicine Received Cord Blood Transplant University of Washington

Downloadable video/audio files:

Download soundbites with Harris & Dr. Prager

Download soundbites audio only

Download tracked patient story audio only (*cleared for broadcast)

<u>Download b-roll of cord blood processing & Harris</u> (*See credit information in opening slate)

Download soundbite log

*The below items are for embedding only, as some package b-roll is not licensed for broadcast:

<u>Download social media video</u> <u>Download social media video with captions</u> YouTube link

PLEASE READ: Terms of appropriate use of file downloads

- News reporters and news organizations may freely republish and distribute videos, still images and audio files produced by UW Medicine and the University of Washington School of Medicine. If you are not a reporter working for a bona fide media organization, please email us with your request.
- All republished works must be attributed and credited appropriately (for example, "UW Medicine" as denoted in the file). See our style guide for media.
- These visual and audio files may not be used to exploit or misrepresent UW Medicine or the University of Washington, nor used for commercial purposes.
- UW Medicine often licenses still images and video clips from Getty Images for which we cannot grant republishing rights. You may not republish single image files or video clips credited to Getty Images.
- Logos of UW Medicine and the departments, institutes and centers of the University of Washington School of Medicine may not be republished without explicit permission. Contact us by phone or email: 206.543.3620 or mediarelations@uw.edu.