



HVS- Sloan Communications Take Precautions to Shoot Video During Pandemic

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The video production company shot videos for Rady Children's Institute for Genomic Medicine earlier this month.

May 4, 2020, San Diego, CA - HVS-Sloan Communications (HVSSC) is an awarding winning video production company. With over 35 years of experience producing branded content, HVSSC was chosen to shoot the videos for Rady Children's Institute for Genomic Medicine (RCIGM). HVSSC performed three days of video production at the offices of RCIGM, on April 9, 10, and 13, 2020. The crew used precautionary measures as required by the COVID-19 alert. These measures included wiping down all equipment used on the shoot as well as all crew wearing masks and gloves.

RCIGM, as well as almost all medical services, is considered an essential service during California's Executive Order, which began on March 19. Needing material for RCIGM's educational program on genomic advances for discussion and training purposes, HVSSC shot videos of subjects using a green screen background. Scenes were added later in post-production. In keeping with safe procedures, each person that appeared on the video was given new personal makeup compact powder by Audio Tech and Lighting Grip

Derek Zedaker. The powder is used to bring out a person's natural features and avoid the high shine that is commonly seen on video under camera lighting.

In post-production, HVS-Sloan editors Bob Shroder and Jeff Landie, who was also the camera operator at the shoot, completed 12 videos for RCIGM's educational program, further validating their commitment to improving the lives of families with children suffering from diseases of unknown origin through genomic medicine. During the COVID-19 pandemic, RCIGM's operations are continuing without interruption.

"We have made adaptations to our shooting practices during the Coronavirus pandemic," says Jeff Landie, VP of Production and Director of Photography of HVS-Sloan Communications. "We are available to shoot commercials, corporate communications, or educational content like we did for RCIGM. Today is a perfect time for any of the essential open businesses to shoot video to communicate what they are doing during this time."

Rady Children's Institute for Genomic Medicine is located in San Diego. They provide state of the art infrastructure and expertise to provide rapid Whole Genome Sequencing (rWGS) to aid in the diagnosis of children with rare genetic diseases. They can be reached at <https://www.radygenomics.org/>.

HVS-Sloan is a four-time National Emmy winner based in San Diego. They are one of the nation's leading suppliers of professional camera crews and photographic expertise. Founded in 1979, HVS-Sloan Productions crews have traveled the world capturing images for television networks, public broadcasting, major corporations as well as independent producers and directors. They can be reached at <https://bobsloan.com/>

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