
AATB BULLETIN

American Association of Tissue Banks
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November 9, 2007

No. 07-63
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TO: **Designated Representatives**
 AATB-Accredited Tissue Banks

FROM: **P. Robert Rigney, Jr., Esq., Chief Executive Officer**

SUBJECT: **National Geographic Program on Organ and**
 Tissue Donation – Sunday, November 11

I am writing to remind you that the National Geographic Channel will air a program this Sunday entitled, "Explorer: Inside the Body Trade."

On October 29, I sent a *Bulletin* notifying our membership that The National Geographic Channel was planning to air a documentary on organ and tissue donation on **Sunday, November 11th at 10:00 p.m. (ET)**. It is our information that the program will re-run on **Wednesday, November 14th at 8:00 p.m. (ET)** on the National Geographic Channel. (See *AATB Bulletin* No. 07-57.)

We understand that the hour-long show will focus on "transplant tourism," touching on many international and domestic transplantation and donation topics. The show will include details from the BTS scandal and the funeral home indictments. There is a segment about people selling their kidneys in India, and interviews about the donation and transplant issues in China. A copy of National Geographic's news release is attached to this *Bulletin*.

Parts of the show will also center on the importance of organ and tissue donation. Journalist Lisa Ling, who hosts the show, and her video crew recently filmed at LifeNet Health in Virginia Beach, Virginia, for a segment that is dedicated to the "modern wonder of medicine," highlighting the importance of tissue grafts.

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In addition, filming was done at the facilities of Science Care in Phoenix, Arizona, to show the importance and uses of non-transplantable donation. Fire fighters were shown learning life-saving techniques, including how to perform a cricothyrotomy. Dr. John Gallagher, EMS Medical Director for the Phoenix Fire Department, was interviewed to discuss the impact that whole-body donation has made in training paramedics.

We have also learned that the National Geographic crew filmed at Inova Health System in Fairfax, Virginia, in a reenactment scene showing an organ recovery process.

Finally, Lisa Ling has taped a PSA that will air during the National Geographic program on Sunday night. It encourages the listening audience to become donors and references www.donatelife.net. A copy of the PSA is also attached to this *Bulletin*.

If you have any questions regarding this, please feel free to contact the AATB Office.

Enclosures (2)
cc: Board of Governors