

November 14, 2008

National Eating Disorders Association
603 Stewart Street
Suite 803
Seattle, WA 98101

Geraldine Laybourn, CEO
Oxygen Media, LLC
75 9th Avenue
New York, NY 10011

Dear Geraldine Laybourne,

I am writing to you on behalf of the National Eating Disorders Association (NEDA) to express our concern about the television show, *Janice Dickinson's Modeling Agency*. The words spoken by Janice to the young impressionable models on the show may not only cultivate eating disorders among them, but among the audience, as well.

The media exerts an enormous amount of pressure on young men and women to be thin by using unhealthy, unnaturally skinny women to represent their ideas. In contrast, this television show blatantly tells these young, beautiful models, who are already very thin, that they must lose weight. By constantly berating the models, this program is not only cultivating eating disorders among the models, but sending an unhealthy message to young men and women that are watching.

Body dissatisfaction is a prominent issue among young men and women. Over ten million young women and one million men are currently suffering from eating disorders. This show promotes eating disorders and places value on the attainment of emaciation. We urge you to use your authority in the media to send positive messages to viewers that promote health and body satisfaction.

At NEDA, we are trying to reduce the prevalence of eating disorders by increasing awareness and helping those who are affected by eating disorders. This letter is being sent to you as part of the NEDA Media Watchdog program. Watchdogs are volunteers at NEDA who bring attention to ads, commercials, and media that promote body image issues or have products and slogans that could promote negative body image or eating disorders. Watchdogs also write letters of praise to those that instill positive messages about the body.

We urge you to reconsider the negative message that this television show sends to its audience. Our CEO, Lynn Greffe, is also happy to discuss ways your show can promote healthy eating and living patterns. Feel free to contact us at any time.

Sincerely,

Jenni Janett
Media Watchdog
National Eating Disorders Association