



Drs. Feinberg and Sklansky, after their appearance on Joan Rivers' WOR Radio, which resulted from the following pitch letter (2 pages):



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Ms. Marilyn Cutler
Producer
The Joan Rivers Show
WOR-AM 710
1440 Broadway
New York, NY 10018-2301

Dear Ms. Cutler:

"God gave us plastic surgeons and the brains to do it, so why not?"

No less an expert than your own program host, Joan Rivers, made this sage observation in a recent issue of *Allure* Magazine. Since Ms. Rivers is a well-known proponent of plastic surgery — and refreshingly candid about her own cosmetic enhancement — callers to *The Joan Rivers Show* would have every reason to trust her input on the subject (even Oprah Winfrey — who surely can talk to anyone she wants! — chose to confess her own plastic surgery yearnings to Joan on a March 14 program). And if Oprah has questions — and knows she can turn to Joan Rivers for an honest, forthright reply — it's a sure bet Ms. Rivers' listeners feel the same way.

With that in mind, we propose the following idea for Joan Rivers' show: *"How Do You Get the Significant People in Your Life to Support Your Decision For Cosmetic Surgery?"* The angle is new; the approach is well-suited to a phone-in format; and the topic acknowledges Ms. Rivers' stance as a firsthand source of expertise. It also allows a popular subject that is primarily visual (most often demonstrated in before-and-after photos) to be effectively addressed in a non-visual medium.

The decision to seek plastic surgery is clearly a personal one — yet the change it initiates can affect spouses, parents, and other significant people in the patient's life. Often, members of this support network aren't sure of the best way to lend support; sometimes, too, they're grappling with their own concerns. Such as:

"Am I doing the right thing by letting my teenager get a nose job? Should I take her for counseling before agreeing to the procedure?"

"The truth is, I think my daughter's new nose will make her look less ethnic...and less like me. And I'm not sure how I feel about that."

"All of a sudden, my spouse will look a lot younger than I do. Will that make me look really old?"



"How am I supposed to react to my wife's breast reconstruction? To me, it's like they're not the real thing."

Dr. B. Donald Sklansky and Dr. Joseph Feinberg, two top cosmetic surgeons from Manhasset, New York, known by their patients as "*The Bod Squad*", stand ready to discuss these kinds of issues — and anything else about cosmetic surgery — with listeners of *The Joan Rivers Show*.

To address the emotional aspects of cosmetic surgery, the doctors have recently begun producing a special information package directed specifically to the significant others in their cosmetic surgery patients' lives: It answers commonly asked questions, offers insights into what patients may need (emotionally and otherwise) in the days following surgery, and will even include a greeting card suitable for sending to the loved one!

Dr. Feinberg and Dr. Sklansky are affiliated with New York Hospital-Cornell Medical Center, among many other esteemed institutions; their media credentials include *New Woman*, *Family Circle*, *Harper's Bazaar*, *Health*, *US Magazine*, and the *New York Daily News*, plus WABC and WCBS TV and radio.

I've attached an overview of their practice, along with a biography of the doctors. They are warm, congenial, and comfortable with media interviews. They would be more than happy to provide your listeners with information about the topic proposed above or any other issues surrounding cosmetic surgery.

I will call you next week to see what you think about this idea for your show. Thank you so much for your time and consideration.

Sincerely,

Susan Nielsen
Vice President