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**POV's 'Girl Model' Lifts the Veil on the International Modeling Industry,
Revealing a World of Deceit, Exploitation and Lost Innocence,
Sunday, March 24, 2013 on PBS**

“Supply Chain” of Underage Girls and Their Unwitting Families Stretches from Russia to Japan
to the United States

“A haunted glimpse into exploited youth.”—John Anderson, *Variety*

MEDIA ALERT – FACT SHEET

National Dates: A. Sabin and David Redmon’s **Girl Model** has its national broadcast premiere on **Sunday, March 24, 2013**, at 10 p.m. on PBS (check local listings), as a special presentation that concludes the 25th season of the award-winning **POV (Point of View)** series. The film will be available for sneak previews on PBS’ [mobile video app](#) for iOS devices (iPad, iPhone, iTouch) and Kindle tablet from March 18-24 and will stream on POV’s website, www.pbs.org/pov from March 25-April 23.

The Film: **Girl Model** strips away the façade of the modeling industry by following two people whose lives intersect because of it. Ashley is a deeply conflicted American model scout, and 13-year-old Nadya, plucked from a remote Siberian village and promised a lucrative career in Japan, is her latest discovery. As the young girl searches for glamour and an escape from poverty, she confronts the harsh realities of a culture that worships youth — and an industry that makes perpetual childhood a globally traded commodity.

In **Girl Model**, Ashley is a link in the supply chain that provides Siberian models to the Japanese fashion market—where a pre-adolescent, doe-eyed “Russian look” is all the rage. On behalf Russia’s largest scouting agency, she attends makeshift rural beauty pageants, where girls, usually accompanied by anxious parents hoping for better futures for their families, compete in droves for modeling contracts. Each of Ashley’s recruits gets a ticket to Tokyo, where she will work for one of Japan’s biggest modeling agencies, and a contract that guarantees her a minimum amount of photo shoots and money and a shot at a big-time modeling career. It’s a girl’s dream come true—or is it?

Girl Model is a production of Carnavalesque Films, Inc. in association with American Documentary | POV.

Embed a trailer, download press materials and learn more at www.pbs.org/pov/pressroom.

Online: <http://www.pbs.org/pov/girlmodel/> POV’s Webby Award-winning website offers a broad range of exclusive online content to enhance the broadcast of **Girl Model**. Watch the full film online for free following the broadcast (March 25-April 23, 2013), explore an infographic about the international modeling industry, view a video interview with the directors, download a discussion guide and other viewing resources and join a live chat with the directors soon after broadcast.

Outreach: POV works with educators, public television stations and national and community groups across the country to foster dialogue around the issues presented in our films. For a list of upcoming screening events, go to www.pbs.org/pov/outreach. POV and nationally recognized media educator Dr. Faith Rogow develop discussion guides with background information to help event organizers facilitate conversations. The **Girl Model** discussion guide includes U.S. modeling industry facts and figures, prompts for dialogue and a list of educational resources. Cari Ladd, M. Ed., has developed a lesson plan to accompany the film that asks students to examine the demand in the advertising industry for thin, young models and the impact that this practice has on the body images of consumers. Event organizers may email POV at events@pov.org to request a free loaned DVD to screen at their event.

Filmmakers' Statements: "We wanted to show that when 12- to 15-year-old girls are placed inside a marketplace that treats them as disposable goods, there's infinite potential for the situation to go awry," says Redmon. "We were producing the film in a constant gray area."

"This is the first time we made a film where the idea came to us from a primary subject," adds Sabin. "I was approached by Ashley Arbaugh, the recruiter in **Girl Model**. After long conversations we decided that this was a story that needed to be told."

Filmmaker Bios: [David Redmon and A. Sabin \(Co-directors/Co-producers/Cinematographers\)](#)
David Redmon and **A. Sabin** have produced, directed, edited and photographed seven feature documentaries: *Mardi Gras: Made in China* (2005), *Kamp Katrina* (2007), *Intimidad* (2008), *Invisible Girlfriend* (2009), **Girl Model** (2011) *Downeast* (2012) and *Kingdom of Animal* (2012). Their intimate and intricately crafted documentaries have won a variety of film festival awards, and their work has aired on television stations throughout the world. Redmon received his Ph.D. in sociology from the University at Albany-State University of New York and is a former Radcliffe Fellow at Harvard University. Sabin received her bachelor's degree in art history from the Pratt Institute.

Related Stories: "Inquiries, Interest Increase in Child Modeling Industry," *Tucson Citizen*, Feb. 26, 2013, <http://tinyurl.com/b8dyqcw>

"Viewpoint: Do models need more rights?" by Zara Ziff, *BBC News Magazine*, Nov. 28, 2012. <http://www.bbc.co.uk/news/magazine-20515337>

"Was Kate Moss exploited as a young model?" by Emine Saner, *The Guardian*, Oct. 31, 2012. <http://www.guardian.co.uk/lifeandstyle/shortcuts/2012/oct/31/was-kate-moss-exploited>

"Room for Debate: Sweet 16 . . . and a Runway Model," opinion articles by Sara Ziff, Lisa Machoian, Peggi Lepage, Carre Otis and Ashley Mears, *The New York Times*, Sept. 13, 2012. <http://www.nytimes.com/roomfordebate/2012/09/13/sweet-16-and-a-runway-model>

"Fashion Week and Exploitation," by Jennifer Sky, *Guernica*, Sept. 10, 2012. <http://www.guernicamag.com/daily/jennifer-sky-fashion-week-and-exploitation/>

"Rachel Khona Asks: Are models truly ever victims?" by Rachel Khona, *New York Press*, May 14, 2012. <http://nypress.com/rachel-khona-asks-are-models-truly-ever-victims/>

Credits:
Co-directors/Co-producers: David Redmon, A. Sabin
Cinematographers: David Redmon, A. Sabin
Editors: David Redmon, A. Sabin, Darius Marder, Alan Canant

Original Music: Matthew Dougherty, Eric Taxier

Running Time: 86:46

POV Series Credits:

Executive Producer: Simon Kilmurry
Co-Executive Producer: Cynthia López
Vice President, Programming and Production: Chris White
Series Producer: Yance Ford
Coordinating Producer: Andrew Catauro

Awards/Fests: POV | Alpha Cine Award, 2011
Marc'Aurelio Award for Best Documentary and ENEL Cuore Award, Rome International Film Festival, 2011
Toronto International Film Festival, 2011
International Documentary Film Festival Amsterdam, 2011
Full Frame Documentary Film Festival, 2012
SXSW Film Festival, 2012
Stranger than Fiction, 2012
Docaviv International Film Festival, 2012
Göteborg International Film Festival, 2012

Pressroom: Visit POV's pressroom, www.pbs.org/pov/pressroom, for press releases, downloadable art, filmmaker biographies, transcripts and special features.

POV: Produced by American Documentary, Inc. and celebrating its 25th season on PBS in 2012, the award-winning POV is the longest-running showcase on American television to feature the work of today's best independent documentary filmmakers. POV has brought more than 325 acclaimed documentaries to millions nationwide and has a Webby Award-winning online series, *POV's Borders*. Since 1988, POV has pioneered the art of presentation and outreach using independent nonfiction media to build new communities in conversation about today's most pressing social issues. Visit www.pbs.org/pov.

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