



European Society of Veterinary Clinical Ethology

Headquarters

National Geographic Society
1145 17th Street N.W.
Washington, D.C. 20036-4688

November 18th 2009

Dear Sir/ Madam,

The board of the European Society for Veterinary Clinical Ethology (ESVCE) would like to bring an important matter to your attention, which we believe to have an impact on both the ethical image and the commercial activities of your company.

We have seen that the National Geographics Channel promotes aversive dog training methods¹ that have been shown to rely on myths² and are known to induce aggressive responses in dogs³.

As the TV Channel National Geographics has a positive and educational mission, which is aimed to inspiring people to care about the planet, it is of great surprise to us that Nat Geographics has been part of this initiative. We would therefore urge the company to reconsider their support to these training methods.

Finally, we would very much like to take this opportunity to offer the services of ESVCE in order to improve understanding of the field of animal behaviour .

Yours sincerely

The ESVCE board

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¹ <http://channel.nationalgeographic.com/series/dog-whisperer>

² (2) BradshawJ, Blackwell E, Casey R (2009) Dominance in domestic dogs – useful construct or bad habit. Journal of veterinary Behavior (2009)4,135-14

³ Herron M., Shofer F., Reisner I. (2009) Survey of the use and outcome of confrontational and non-confrontational training methods in client-owned dogs showing undesired behaviours. Applied Animal Behaviour Science 117 (2009) 47-54