



Here Are a Few Story Ideas. . .

When Shoes Fall into the Wrong Paws ...

Those shoes are definitely worse for the wear. But remember, all dogs chew. It's not a behavior they'll outgrow and it's not something they do because they're teething. They chew because they're looking for some kind of mental stimulation, and besides, it helps keep their teeth and jaws strong and healthy. The challenge is to make sure they don't sink their teeth into your favorite sneakers or the living room recliner.

Story Ideas:

Shoe substitutes: What are some of the best chew toys and why

- Positive distractions: Learn some tricks of the trade from our training experts.

When Talk is Cheap ...

You and your dog are headed for some relationship issues. Start with the basics – sitting (not you, but your dog). Think about it, when your dog is sitting he's not chewing, and probably not barking or jumping.

Story Ideas:

- Back to school: Bring your dog to class.
- Matchmaker, matchmaker: Finding the best dog for you and/or your family.
- Puppy love: The many benefits of canine interaction.

When the Bark Is Worse Than the Bite ...

Pet parents and their dogs – and quite possibly the entire neighborhood -- become exasperated. In fact, excessive barking is the number one behavior that results in dogs being turned in to shelters. But usually barking is prompted by something specific like fear, lack of attention, frustration or boredom, stress, being too hot or too cold or feeling hungry and/or thirsty. What's a pet parent to do? Once the cause is determined, it's easy to get on the right track to solving the problem.

Story Ideas:

- My dog's louder than your dog: But no matter what the decibel level, discover ways to tame the savage beast.
- Reading between the barks: What is your dog trying to tell you?

When the Scoop is Poop ...

No one is happy. So, keep a close eye on your dog and learn the different signals he gives when it's time to go.

Story Ideas:

- Pet training 911: Horror stories to success stories.
- Praise the pooch: Positive reinforcement methods.
- Know your options: Different scooping techniques.