



***Through a Dog's Ear* Shelter Program Overview & Application**

The *Through a Dog's Ear* Shelter Program offers two hours of clinically tested classical piano music free to non-profit dog advocacy groups, such as animal shelters and dog rescues. The music provided is *Music to Calm Your Canine Companion*, Vols. I-II. The qualifying factor for free CDs is a non-profit facility that temporarily houses five or more dogs for adoption or placement that has a music system of moderate quality or better.

The 2002 research of noted animal behaviorist, Deborah Wells, Ph.D. (Belfast, N. Ireland), proved that classical music had the strongest relaxation effect on shelter dogs when compared to other musical styles.

The research results of Dr. Susan Wagner's *Through a Dog's Ear* study (2004-05), conducted with 150 dogs, showed that the psychoacoustically designed classical piano arrangements on these CDs induced calmness in 70 percent of dogs in shelters or kennels and 85 percent of dogs in households. ([Click here for further research](#)). Based on these findings and our love of dogs, we believe that this music, and other appropriate soundtracks, should be in every shelter in America.

The Through a Dog's Ear Shelter Program – 3 Phases

I. **Music for the shelter.** We provide two hours of clinically demonstrated music to be played in the shelters to reduce stress for dogs, visitors, and shelter staff.

II. **Music for adopters.** If requested and approved, we also provide an initial number of free 1-hour CDs (25-200) specifically to be included in adopter packets. Please look at this initial donation as the seeds of a long-term program.

III. **Adoption packet continuation.** We encourage your organization to continue the adoption packet inclusion of *Music to Calm Your Canine Companion* after the initial donated allotment has been distributed. Sounds True, our most generous publisher, will provide additional CDs at a \$2 per unit approved non-profit shelters. (This is about 25% of wholesale. Retail is \$15.)

Given that behavioral issues are one of the primary reasons that adopted dogs are returned to shelters, we believe *Through a Dog's Ear* music can reduce this return rate in two ways:

1. *Dog's Ear* music has been clinically demonstrated in homes to be twice as effective as conventional classical selections for reduction of canine anxiety issues (separation, thunderstorm and noise phobias, excitement with visitors).
2. Although there is currently no clinical data on the effect of music and dog *return* rates, we believe that if the music is used in boarding facility *and* new home, it will provide a transitional sense of auditory familiarity and sense of comfort for the dogs.

(If your organization would like to participate in future studies, please note on application or contact us directly.)

Tracking System – How Many Dogs Come Back to the Shelter?

In order to track how many of the dogs that have used this music in their new homes are returned for behavior issues—as compared with dogs that went home previously without the music—we are looking for an efficient tracking system. Your suggestions are encouraged.

Contact us at ShelterProgram@ThroughADogsEar.com.

We believe that favorable statistics will help your organization gain corporate or community sponsorship to underwrite the cost of additional CD's, in order to make music an ongoing piece of the adoption process.

Program Particulars

- The Shelter CD sets (two hours of music) are free. Because our goal is to place free CDs in thousands of shelters, there is a fee of \$8.00 (per set) to cover materials and shipping/handling.
- There is a PDF application to be downloaded, filled out, and then mailed to us directly with a check payable to BioAcoustic Research & Development. We will be back in touch with you within two weeks of receipt.
- By accepting these donated Shelter Program CDs, you agree that the CDs are to be used in your facility only and will not be copied. If your shelter receives CDs earmarked for adoption packets, you agree that they will be provided to adopters at no cost. These CDs are not for resale. If you would like to arrange for *Through a Dog's Ear* CDs for fund-raising events, we can help arrange discounted pricing.

Contact for *Through a Dog's Ear* Shelter Program

BioAcoustic Research & Development
80-Q N. Cabrillo Highway, #228
Tel: 650.726.5119
Half Moon Bay, CA 94019 USA
Email: ShelterProgram@ThroughADogsEar.com

The *Through a Dog's Ear* Shelter Program Shelter Program is one component of our community outreach, designed to bring new and important "sound awareness" into the dog culture. I look forward to working with you to make this a successful program.

Musically Yours,

Lisa Spector, pianist

Through a Dog's Ear Music Series

Through a Dog's Ear Shelter Program **Application for free music recordings**

The qualifying factors for free CDs are non-profit facilities that temporarily house five or more dogs for adoption or placement. Facility must also have a music system.

Organization name

Executive Director

Email for E.D.

Contact person

Email for contact

Position

Address of facility

Telephone

FAX

Best time for contact

Days/Hrs of operation

Non-profit status

Type of PA system

Current music in facility [] yes [] no

What styles of music

How often played

Observed results

of dogs in facility _____ # adopted per month _____

buildings with sound system _____

We are interested in CDs for shelters only []

We are interested in CDs to be given to adopters []

We are able to track return rates []

We are interested in future research and study projects at our facility []

Payment:

Number of Phase I (music played in your facility) 2-CD sets requested

[] Check enclosed for \$5 per 2-CD set payable to BioAcoustic Research & Development. (Please note: This fee covers material and S/H costs only. There is no fee for Phase II Adopter CDs other than S/H.)

We will contact you within two weeks of receipt of this application to discuss your organization's involvement with the *Through a Dog's Ear* Shelter Program.

Please return this application via mail with enclosed check. If for any reason your application is not accepted, your check will be promptly returned.

Agreement:

By accepting the donated *Through a Dog's Ear* Shelter Program recordings, we agree that the CDs are to be used in our designated facility only and will not be copied. If our shelter receives CDs earmarked for adoption packets, we agree that these CDs are not for resale and will be provided to dog adopters at no cost.

Executive Director

Date

Mailing address:

BioAcoustic Research & Development Tel: 650.726.5119

80-Q N. Cabrillo Highway, #228 Fax: 650.726.5171

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