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A Veterinarian Majors in Media



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**PET CARE INFORMATION
OVER THE AIR WAVES**

Good morning, this is Dr. Marc Rosenberg 'Speaking About Pets', is heard every Saturday morning on Philadelphia radios. At 9:06 a.m. Marc A. Rosenberg, V.M.D. (V'71) begins a light-hearted, two-hour talk show which dispenses advice to pet owners in the Delaware Valley. "WCAU-AM took a big step when they opened the two-way radio format to a program solely devoted to pet care," he said. "Ten years ago, a major station wouldn't have heard of it. Now it is a popular program. We get between 1,000 and 2,000 calls per show."

Dr. Rosenberg is no stranger to the microphone. His media career, or sub-specialty, as he calls it, began in 1977 when he auditioned for *Evening Magazine*, a 30-minute TV show. "They needed a veterinarian, so I took my dog, Labbie, a box of baking soda, and a toothbrush and demonstrated on camera how to brush a dog's teeth," he explained. "It was a success and Labbie and I were hired."

This was the beginning of a second career. Now Marc Rosenberg is not only a card-carrying member of the Screen Actors Guild and the American Federation of Television and Radio



Artists, but he has an agent, owns a company specializing in multi-media pet care information, and he is seen nationally as the veterinarian who provides pet care tips on dog food television commercials featuring Lorne Greene. While active in radio and television, he has maintained his position in a small animal practice in Cherry Hill, NJ, which he owns with two classmates, Charles H. Chase III and A. Hunter Wilcox.

Dr. Rosenberg attributes his media success to the philosophy that pet information can be presented with a light-hearted twist in order to attract listeners and viewers. "People are very receptive to an expert who is like the person next door," he said. "That's why I tell jokes and include animal-oriented puns in every piece I do. It is something I observed in veterinary school: there were lecturers who used a light-hearted approach when delivering their material and we students looked forward to it."

He studied English literature as an undergraduate and writes all of his own material. "I have always done it, starting when I worked on **Evening Magazine** and when I taped the Pet Care Reports for KYW. Now I write the pet care tips used in the dog food commercials."

As the pet care expert on **Evening Magazine** he put in 250 appearances. It was not his only television exposure. He and Labbie also appeared on **Garden State Tonight**, a public television show aired in New Jersey. His voice soon became familiar to Philadelphia-area radio listeners who heard his pet care reports several times a day on KYW radio. He taped 500 such reports and to date they have been aired 2,000 times. The South Jersey Veterinary Medical Association recognized the service he performed and named him "Veterinarian of the Year" in 1981. He serves on an advisory board for a major dog food company and is a consultant to a publisher of veterinary

books. He also has written a pet care column for Teletext, a video cable program produced by Time Inc. "There are three or four other veterinarians who work in the media," he said, "but none has worked extensively in radio, television, and the print media."

Dr. Rosenberg enjoys being part of radio and television. "It is hard work; sometimes it takes hours to tape a short spot. In fact, some of the ads had to be redone ninety times. However, I can reach many pet owners." He feels that his media work is important to the well-being of animals as he reaches a large public and provides information about pet care people can easily understand. "The goal is to communicate and to have the information understood by the listener or viewer," he said.

He also sees patients at the clinic in Cherry Hill. "You have to remain active in order to provide up-to-date information," he explained. "Besides, I enjoy practicing veterinary medicine and seeing clients." He teaches at the Veterinary School where he is an adjunct associate in medicine. His primary interest is the bond between people and their companion animals. He is a member of the Center for the Interaction of Animals and Society. A number of years ago he participated in a study of owners who had lost their pets and he now takes an active role in counseling clients whose pets have died. "This is an important supportive role for the veterinarian," he said.

Marc Rosenberg lives in Cherry Hill with his wife Karen and four children, Tom, Jane, Dan, and Samuel. A dog and cat complete the family.

Currently he is exploring the production of a public television program devoted to pets and their care. So don't be surprised if one day you turn on the television and hear "Good afternoon, this is Dr. Marc Rosenberg. . . ." Who knows, he may eclipse Julia Child. After all, in this country there are more pet owners than French cooks.

