

Beth Ostrosky Stern, wife of shock jock Howard Stern, pens book 'Oh My Dog' for pet lovers

By RUTH BASHINSKY Saturday, May 15th 2010



Harbus for News
Beth Ostrosky Stern's debut book 'Oh My Dog' provides advice from animal experts as well as her own insights from a being a longtime pet owner.

The model who tamed shock jock Howard Stern's bark wants to teach others how to turn any dog into a loyal pet.

Beth Ostrosky Stern, the animal-loving wife of the self-professed King of All Media, proudly pushed her debut book - "Oh My Dog: How to Choose, Train, Groom, Nurture, Feed and Care for Your New Best Friend" (Simon & Schuster, \$25.99) - at a Barnes & Noble on the upper West Side this week.

Stern's 500-page reference book, a "true labor of love" that took a year-and-a-half to complete, provides advice from animal experts as well as her own insights from a being a longtime pet owner.

Stern, who owns an English bulldog named Bianca and a special-needs cat named

Apple that she recently adopted, has been the spokesperson for the Port-Washington, L.I.-based not-for-profit, North Shore Animal League America (NSALA) for the last five years.

"There is so much misinformation out there. Automatically people turn to the Internet for answers. I was doing that for years, but every time I inquired about something, I would get 10 different answers for the same question," Stern said. "I have amazing, authentic experts in my life from my work with NSALA. They are educated, seasoned pros and the advice they give is extraordinary and plentiful."

A wide swath of fans attended the book-signing at the W.67th St. and Broadway branch, either to meet the author or holler their support for Stern's wild-maned husband.

"It's exciting. I saw the advertisement in the Barnes & Noble window that this event was taking place and I just had to come," said Nancy Stern of the upper East Side, who bought a second book for a friend. "Beth and I share the same last name, plus my girlfriend and I are huge dog lovers and fans of Howard and Beth."

Upper West Sider Ruth Pomerantz, who confessed that she is dog crazy, decided to attend the event with her 6-year-old miniature pinscher, Boo Boo, after reading about the event online. "Boo Boo is sometimes too 'yappy.' She freaks out when I cut her nails. And, I think she is overweight so I wanted to know the right diet for her," Pomerantz said. "Beth's book seems to have a lot of topics that I can learn something from."

As Wack Pack characters - High Pitch Eric, Double A, Mariann from Brooklyn and Eric, the Produce Guy - from Howard Stern's show milled about for moral support, Steve Kaufman rushed out the door with his two sons. The dad said he was a little disappointed with the evening's festivities.

"There was no Q&A and barely an introduction," he said. "We just got a puppy and we had so many questions to ask and we still have no idea what to do." As part of the signing, Stern, along with the NSALA, also brought in a few puppies and kittens with the goal of encouraging pet adoption. Stern, who is donating a portion of the

of the proceeds to the NSALA, is enjoying the media blitz surrounding "Oh My Dog."

In fact, she will soon begin work on her next reference book, "Oh My Cat." "Now that I've done the research to better the life of my dog, I really want to dive right in and make my cat's life the longest and most comfortable it can be," Stern said. "'Oh My Cat' does have a cute ring to it."