

HONEST TO dog

The Series

Dogs can change lives

"Dog owners think Jeff and Liz are there
to help them understand their dog, when really they're there to
help them better understand themselves."

Teaser' →

Watch the teaser for the
Honest to Dog pilot episode



Jeff

Mentor + Coach



Baker

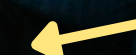


Lezz

**Your favourite dog
trainer**



Blue



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SERIES DETAILS

Format: broadcast/streaming series

Length: 40-60 min

Country: Canada

Production Company: Digital Sabbath Film Company

Synopsis: Hosts Liz Foley and Jeff Gadway come to the rescue of owners of poorly behaved dogs. However, these owners are in for a life-changing experience when they discover that changing their dogs behaviour starts with unpacking their own issues.

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ABOUT THE HOSTS



Liz Foley
Dog Trainer

@yourfavouritedogtrainer

Liz is one of the leading behaviour based dog trainers taking a mindful and holistic approach to training dogs and enabling their owners. Liz pioneered Canada's first structured dog daycare built on the principles of Dog Psychology - that is working with nature (not against it). Through in-person and online training and workshops that are the first of their kind, Liz coaches dog owners (mostly women!) on how to build strong and fulfilling relationships with their dogs . She also works with dog professionals across Canada and the United States to optimize their businesses. Liz has learned from and worked with some of the leading dog trainers in the world including Cesar Millan (the Dog Whisperer), Cherri Lucas, and many others...

"Training is a lifestyle, not a diet. If you want to see changes in your dog's behaviour, first your relationship with your dog needs to change."

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ABOUT THE HOSTS



Jeff Gadway
Mentor and Business Coach

Jeff is an entrepreneur and communications professional who coaches people to achieve their full potential. After building and leading marketing teams at global companies and high-growth startups, Jeff co-founded the largest network of freelance marketing and communications pros. Driven by curiosity, passion and a yearning to give, Jeff thrives on helping people uncover and share their authentic narrative as a way to unlock value in their personal and professional lives.

Being a mentor is like being an archeologist. The best mentors help uncover the authentic truth buried under the surface and bring it into focus.

"Love is a four-legged word"



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THE PILOT

Ep. 1: Confidence Over Coddling



During a tough time in her life, Pamela got Kimchi as a cuddly companion that could help her cope. A year later, the weight of Pamela's personal struggles have manifested as Kimchi's antisocial behaviour. Now Pamela must face her past in order to help her, and her dog, move on.

52 min

Watch the teaser trailer for Ep. 1: Confidence Over Coddling

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EPISODES

THE FOLLOWING EPISODE SYNOPSES ARE REAL STORIES AND EXPERIENCES FROM PEOPLE WHO HAVE APPLIED TO BE ON THE SHOW.

Ep. 2: To the Rescue!



Savannah and her husband Steve brought Bosco into their family as a rescue. Together, they worked with a trainer on Bosco's reactivity and aggression towards other people and other dogs. After Steve passed away suddenly last year, Bosco's reactivity seemed to get worse. Savannah needs help to push through her grief and build confidence so that she can be a trustworthy example for Bosco to follow.

43 min

Ep. 3: Major Anxiety



When Erin adopted Major, she hoped he'd be a companion pet for her daughter to help her manage her anxiety. What they quickly learned was that Major had anxiety issues of his own, resulting in bite marks and scars for the whole family. Now Erin and her family are prisoners in their own home, unable to have guests and unable to leave Major alone. Can this family create the calm and structured environment Major needs before it's too late?

40 min

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EPISODES

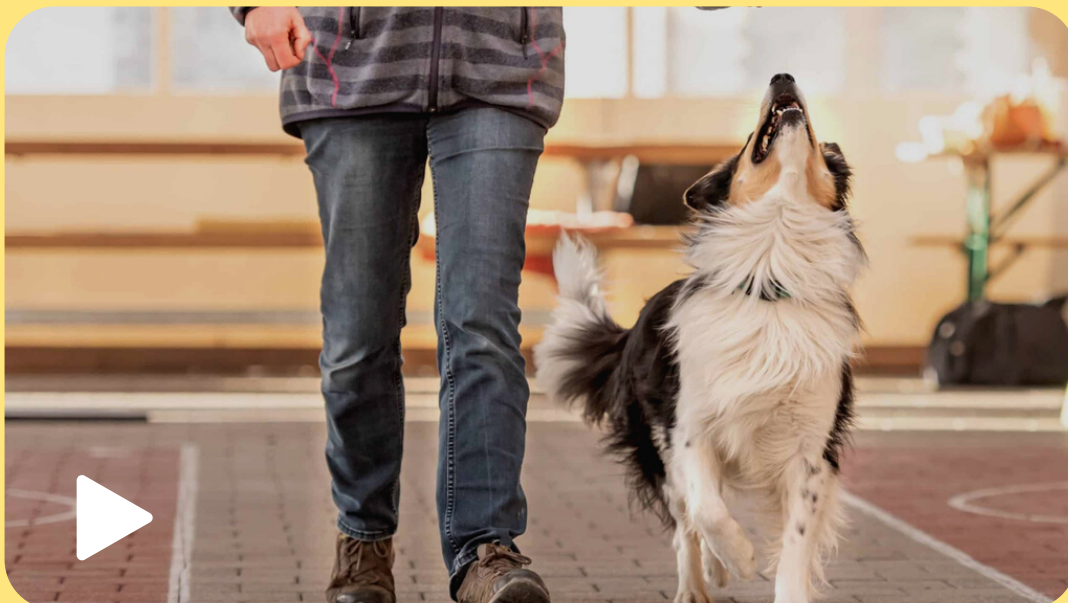
Ep. 4: Barking Bad



Katie and Michael are globetrotting, tech-worker newlyweds who just returned to Canada from living Spain with a furry new addition to the family in tow. Four-year-old Toro is struggling to adapt to his new family life. He is aggressive towards other dogs and nervous around children, a particularly stressful concern now that Katie is expecting their first child. Can Katie and Michael guide Toro to become the loving family dog they had hoped for?

45 min

Ep. 5: A Dog's Breakfast



Emma is concerned about her dad, Ron, and his dog, Sunny, a 4 and a half year old Border Collie who has gotten so overweight that she can barely walk. Emma believes that Sunny's weight gain is largely due to her dad showing his dog love through food. Sunny's emotional reliance and separation anxiety has even caused Ron to reduce his hours at work drastically so he can stay home with her. Can Ron help get Sunny's behaviour under control so he can get back to work?

50 min

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EPISODES

Ep. 6: Just the Two of Us



Helen and her partner got their dog Banner together, but since separating, Helen has been left to raise Banner on her own. Banner is a large, 90 pound dog and Helen struggles to manage him physically. She's concerned he's going to get away from her or injure her on walks. But more than anything, she's desperate to define her new sense of independence and her dynamic with Banner as they move into the next phase of their lives, just the two of them.

49 min

Ep. 7: World of Wonder



Wonder, a partially blind and deaf double Merle, was returned to the breeder by 3 different families before Nadine adopted him from a rescue shelter. While Nadine loves to foster, but Wonder's unpredictable behaviour - lunging, growling and snapping- is keeping her doing the things she loves, including entertaining friends and hosting those in need. Nadine needs to improve life for Wonder so she can continue to serve her purpose of providing a safe, loving home for as many dogs as she can.

45 min

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EPISODES

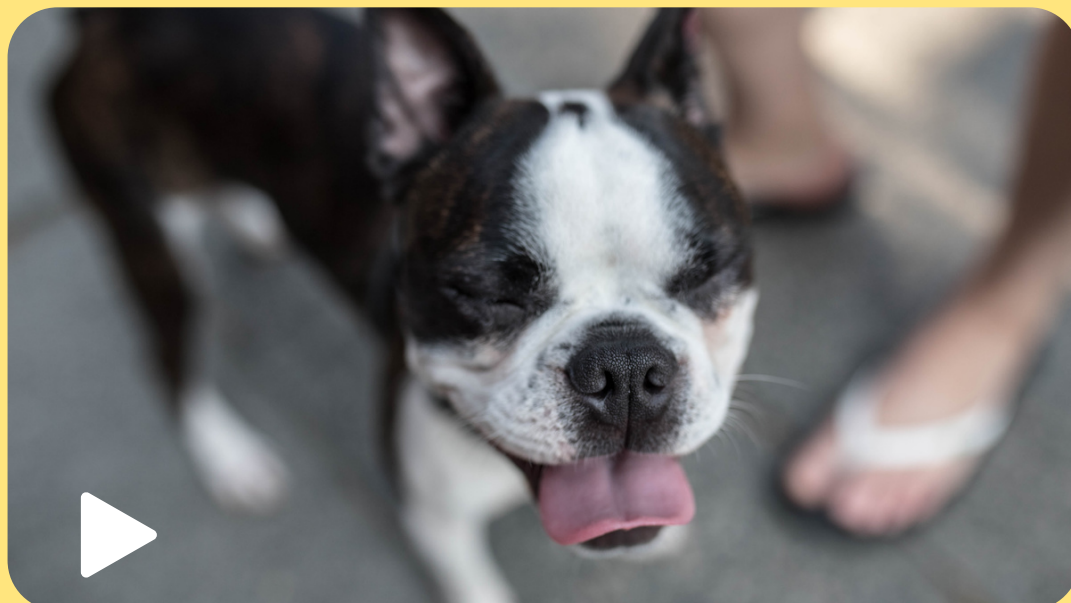
Ep. 8: Bring it Dawn!



What happens when the whole family isn't on the same page with training? Dawn is feeling the impact first hand with her 21-month old dog, Darcy. Dawn understands a lot of the concepts for how to lead Darcy, but her ability to be consistent with training is undermined by the fact that her husband and children don't help. Dawn is trying her best, but is doubting herself, getting frustrated, and giving up. Is the lack of alignment and consistency in the household the cause of the low confidence and anxiety felt by both Dawn and Darcy?

42 min

Alternate episode: Young and Restless

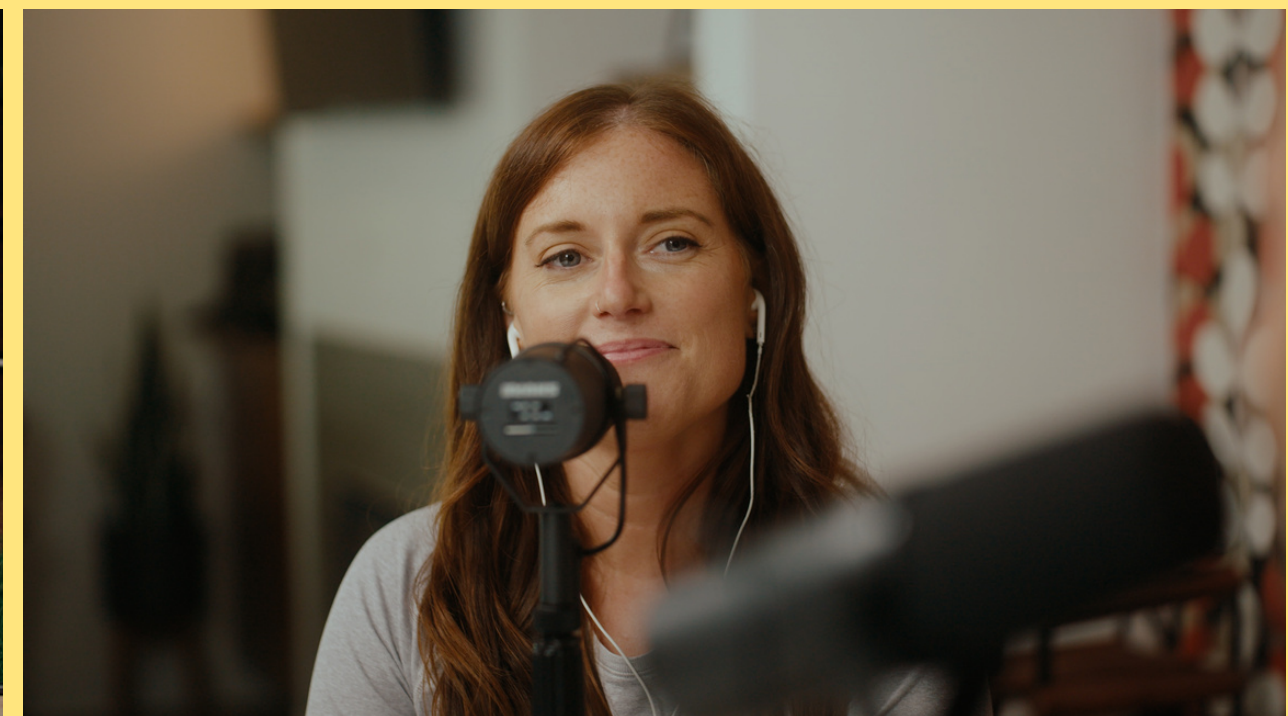
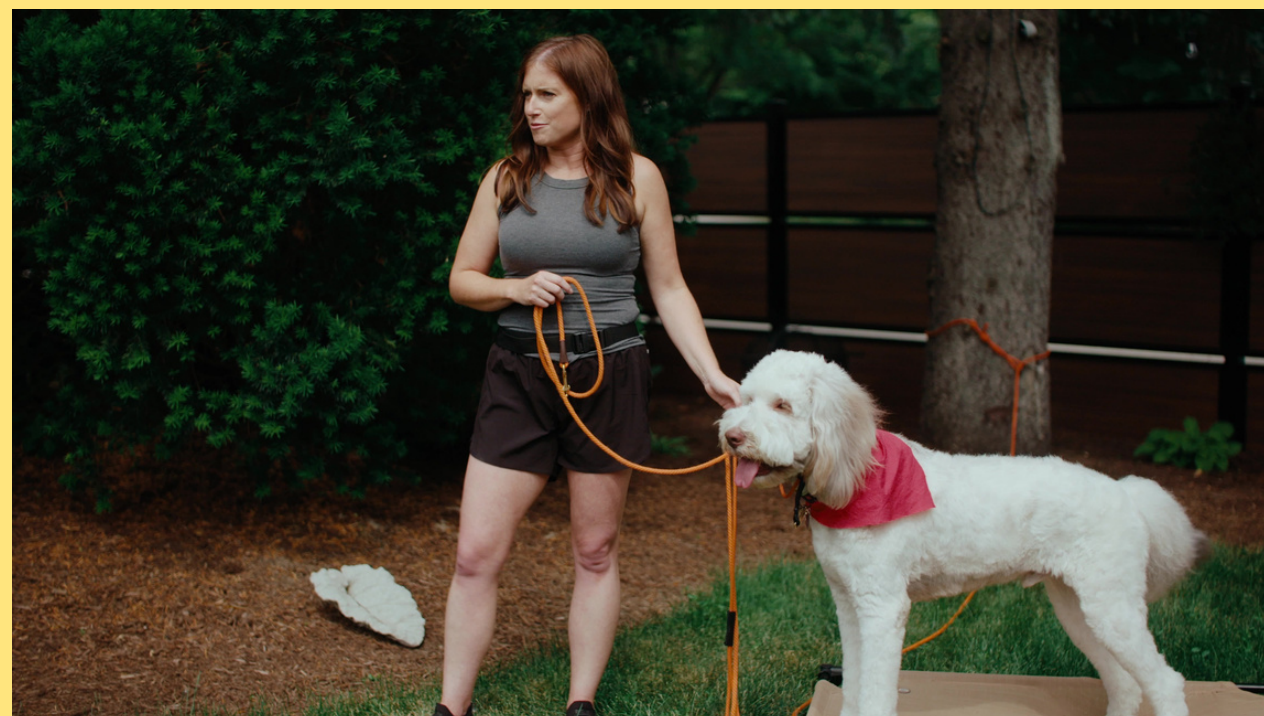


Breanne's 10 year old dog Tuesday is a dream. But when she added 2 month old Boston Terrier Luna to the mix, everything changed. Luna jumps up, has bitten, and can't settle. Luna's energy is so high that Breanne has to keep her in a separate room from Tuesday. Could Breanne's high expectations for little Luna to have the same same temperament and personality as Tuesday be holding everyone back?

41 min

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TARGET AUDIENCE

The Honest to Dog Podcast is a successful podcast that Liz and Jeff have been hosting and recording since January 2020.

The podcast has a loyal following of dog lovers from around the globe.

THE PODCAST



4.8/5 Rating based on 66 reviews (Apple Podcasts)

100+ episodes

More than 120,000 downloads

#2, Apple Podcasts: United States: Pets & Animals

#4, Apple Podcasts: Canada: Pets & Animals

#1, Apple Podcasts: New Zealand: Pets & Animals



THE AUDIENCE

Podcast Listeners

70% American 25% Canadian 1.5% Australian

Listeners in 36 countries

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Instagram Followers

@honesttodogpodcast

Age 25-34: 44%	89% Female
Age 35-44: 29%	11% Male
Age 45-54: 16%	

Follower Location: 54.1% United States, 37.2% Canada

COMPARABLES

GET ORGANIZED WITH THE HOME EDIT

Netflix

Get Organized with The Home Edit is an American reality television series. It follows Instagram-famous professional organizers Clea Shearer and Joanna Teplin as they help celebrity and everyday homeowners improve their lives by organizing their homes.



2 Seasons, 16 Episodes
88% Rotten Tomatoes

Watch: [Get Organized Trailer](#)

QUEER EYE *Netflix*

Queer Eye is an award-winning American reality television series. In each episode, the Fab Five spend a week applying their expertise to help that episode's "hero" improve their lifestyle and achieve greater satisfaction in their life.



29 Emmy nominations and 8 Emmy wins
8.5/10 IMDb rating

Watch: [Queer Eye Trailer](#)

TIDYING UP WITH MARIE KONDO

Netflix

Tidying Up features renowned Japanese organizational consultant Marie Kondo as she uses a psychology-based approach to helping people create calm and organized spaces.



6.6/10 IMDb rating
81% Rotten Tomatoes
1 Season, 8 Episodes

Watch: [Tidying Up Trailer](#)

TEAM

Executive Producers

Kyle Sawyer
Taylor Jones
Jeff Gadway
Liz Foley

Producers

Ryan West
Katie Billo

Contact

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Producer

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Digital Sabbath is committed to reducing carbon emissions on set and offsetting the rest.

Teaser' →

Watch the teaser for the
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[LINK](#)

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