

Media Prep

The Soul of a Horse

Interviews with Joe Camp

"Joe Camp gives the kind of interview journalists dream of. Camp is not only what I call 'notable and quotable,' he has a palpable honesty that makes readers, listeners, viewers sit up and take notice. In fact, I told a fellow correspondent that Joe Camp is verbal, visual Velcro."

*Dr. Marty Becker
Syndicated Radio Talk Show Host
Best-selling author of several "Chicken Soup for the Soul" books
Popular veterinary contributor to ABC's "Good Morning America"*

"Joe is as nice a guy as I would expect the creator of Benji to be. What a pleasure it was to speak to him for a half hour."

*Larry Whitler
Host, AM Ocala Live
WOCA-AM*

"Joe Camp is the genuine breath of fresh air Hollywood has needed for years and years. If he's got any presumptive airs about him, they are as invisible as his ego - remarkable for a true gentleman who's accomplished all he has on a wing, a prayer and an unbelievable friend named Benji. When you speak with Mr. Camp, you speak with pure class."

Thor Tolo, Host, "Live From Seattle", KGNW

"Joe Camp is a terrific interview! Encounter the work of Joe Camp and you'll have a changed heart."

Kevin Harris, Morning Host, KWRD-FM Dallas

Suggested Interview Questions about *The Soul of a Horse*

- 1. There are thousands of horse books on the market. Why did you write another one?**
- 2. You are the creator of the very successful Benji series and now, in this newest venture, *THE SOUL OF A HORSE*, you have leapt into horses with both feet. What similarities have you found between dogs and horses?**

- 3. Why do you think there is such a disparity between the traditional thinking about horses and what you think it should be?**
- 4. What about the subtitle: Life Lessons from the Herd? What does that mean?**
- 5. You say your book will change the traditional thinking about horses forever. What of the traditional thinking does your book challenge?**
- 6. What do you say to those who say the so-called domestic horse and the wild horse are not even the same species anymore, the wild genetics have been bred away?**
- 7. How should horses be living?**
- 8. What about the way that race horses are bred and raised is potentially damaging to a horse's health and length of life?**
- 9. Does that follow in other high-performance categories like dressage, jumping, racing, cutting?**
- 10. Are race horses bred to become genetic aberrations?**
- 11. How can breeders help horses live the life they are genetically programmed to lead?**
- 12. The cost of raising horses - is the money spent on the right elements for raising a healthy horse?**
- 13. Some say your book is more a memoir than a challenge to traditional thinking. How can storytelling effect change?**
- 14. What can the general public do to help?**
- 15. What about Benji? Have you just left that sweet little dog forever?**
- 16. What do you hope the main takeaway will be for people who read THE SOUL OF A HORSE?**