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The Freelance Remuda Podcast Launches Episode 46, Prepares for American Horse Publications Conference

The Freelance Remuda hosts Abigail Boatwright and Kate Bradley Byars launched the latest episode in the long-running, award-winning equine media-focused podcast showcasing the facets of freelance media, this time focusing on children's book author Liz Hughey in "Episode 46: Self-Marketing for Success." In the segmented podcast, Hughey followed by the upcoming American Horse Publications Equine Media Conference are the stars of the show. Both hosts have been tapped to present on panels at the conference as well as moderate a freelancer-focused self-marketing session.

Episode 46 brings listeners into the world of freelance experiences, from Boatwright's wildlife photo shoot to Byars' recent story-gathering trip to South Dakota and Montana before turning to Hughey. A self-published author with four books available for children, including a three-book series about backcountry packing that harken back to Hughey's own packing days, the second segment gives insight into following one's dream to publish work.

"I loved hearing how Liz's passion for mule packing and empowering girls has driven her to create these beautiful and equine-accurate books," Boatwright said. "And her determination to distribute her books to as many hands as possible is inspiring!"

In segment three, the hosts focus on the June Equine Media Conference presented by American Horse Publications. In addition to being the site of the annual Freelance Remuda Meet-Up, where freelancers from across the country can get face-to-face for camaraderie, the conference offers two full days of educational sessions. The 2023 event includes a devoted track for freelancers where Boatwright will offer knowledge on the panel "Podcasting Tips for Freelancers," and Byars will sit on the panel "Best Business Practices for Freelancers."

In addition, the hosts will co-moderate the "Self-Marketing for Freelancers: The Magic Ingredients" panel that includes photographer Chris Dickinson, marketer Ashton Kirkeide, author Carly Kade, and author and rancher Mackenzie Kimbro.

"When Chris Brune asked us to co-moderate a panel, Abigail and I were more than excited, we couldn't wait to put together some varied freelancers to offer up ideas to the AHP attendees," said Byars. "With this wide array of panelists, we can't wait to see what they offer by way of ideas for self-marketing. Our question-and-answer time in this session is sure to be lively! This conference's focus on the freelance business track is going to provide a lot of quality information to a growing section of the equine media industry and we are thrilled to be part of it."

The American Horse Publications Equine Media Conference will be held June 22 through 24 in Tempe, Arizona. Following the event, the session co-moderated by Boatwright and Byars will be available on freelanceremuda.com and AHP members.

The Freelance Remuda podcast is produced every other month, with a blog post produced on the off months, thus providing equine media members with robust information to help navigate the industry. Additionally, an archive of podcast episodes provides a great resource for those wanting to understand how to forge a path through the horse industry with ease and professional grace.

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About The Freelance Remuda Podcast

The Freelance Remuda is a podcast about navigating the equine media frontier. Co-hosted by seasoned freelance professionals Abigail Boatwright and Kate Bradley Byars, the podcast explores the trials and triumphs surrounding life as a freelancer in equine media, while sharing valuable tips from equine media editors and creatives doing what they love. The dictionary lists a remuda as: *re•mu•da (noun): a herd of horses that have been saddle-broken from which ranch hands choose their mounts for the day.* The Freelance Remuda’s mission is to help train up a herd of professionals specializing in horses, from which editors and businesses in equine media can hire to do great work. Find and subscribe to the podcast wherever you choose to listen, and for more information, go to freelanceremuda.com.

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