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### **The Freelancer's Guide to Content Creation Combines the Ultimate Backpack Journalism Teachings into One Retreat**

Are you looking for the ultimate Western media backpack journalism retreat? You've found it! Drawing from longtime Western writers and photographers Abigail Boatwright, Kate Bradley Byars, Jennifer Denison and Chris Dickinson, this intensive retreat will cover photography, gathering social media content, writing for print and web, and much more during the three-day retreat planned for March 21 through 24 in Fredericksburg, Texas.

"In today's equine media landscape, one content creator is in charge of multiple needs, from a written story for web to social media posts—it's truly reinvented the tools needed to be a backpack journalism," said Bradley Byars. "We four have seen this firsthand, no matter our specialty in equine media. We want to share what we've learned with others because as we say on The Freelance Remuda, 'when we help each other, everyone benefits.'"

With two full days of small group learning focused on photography, including editing and lighting, and writing basics, and interviewing tactics that work for writing and social media video gathering, attendees will join these four award-winning journalists for camaraderie and small group learning in Texas' wine country, providing a complete experience that will only bring out the creativity in participants.

Hands-on learning at a local horse trainer's facility allows for action and portrait photography, content gathering to craft social media posts, and attendees can tackle how to write for event coverage. Dickinson's experience hosting retreats will ensure that all attendees leave with portfolio materials and solid photography skills. Denison, Bradley Byars and Boatwright will focus on social media video and content, interviewing skills and writing basics, as well as aiding with photography lessons.

"There are writers and photographers, and then there are storytellers," said Denison. "This retreat is designed to help you learn to be a versatile, adaptable content creator, but also to get to the heart of a story and create work that makes an impact and reveals character."

This is a unique experience where attendees can pick the brains of four professionals in the equine and Western media industry. [Abigail Boatwright](#) is currently the editor of *Western Life Today* and contract edits several other magazines; [Kate Bradley Byars](#) is a full-time freelancer, social media manager and previously served as the NRCHA communications manager; [Jennifer Denison](#) served at *Western Horseman's* senior editor for 20 years before becoming a full-time freelancer in 2022; and Chris Dickinson has crafted a niche in Western photography that is unmatched in today's landscape. All have notched top honors for articles, photographs and offer a wealth of information.

There is room for 12 participants in this all-inclusive learning experience—lodging, food and instruction are included. All you need is your equipment and a way to get to the retreat! For more information and to register, visit [cdphotog.com](http://cdphotog.com) and select “2024 Photo Retreats.”