

Hi everyone! This is the AskAnnie Podcast horse girl reviews on products you use!

We feature a special guest on this episode and would like to thank Nichole Chirico, managing editor of Horse&Rider and content creator and producer of Horse&Rider OnDemand for being a part of this week's episode.

Hi Nichole! Thank you for being on the AskAnnie Podcast today, can you tell us a little bit about your background and life prior to Horse&Rider OnDemand? Hi Annie, yea I can! I've have been on a horse since I was like 6 months old, literally before I could walk, I was already riding. When I was three, I entered my first horse show in the lead line division and is just kind of snowballed from there. I was a youth rider I was really fortunate to have parents who would let me show all over the country. I competed at some of the largest AQHA shows that are out there. I was third at the World Show and I've won the All-American Quarter Horse Congress. This kind of led me to Oklahoma State University where I was on their NCAA Equestrian team. I got a scholarship to be a d1 equestrian, which I didn't even think was something that would happen because that was a really new program when I was going into college. I kept going from there and got my journalism degree and writing and photography are my passion, and I get to do that with horses. It's made a lot of sense to involve horses, working with horses, working for Horse&Rider and Horse&Rider OnDemand and all of that into my career. I had been living and working in Oklahoma and moved to Colorado and at the time I was actually running equine, producing equine events, horse shows, for different quarter horse competitions when Mallory Beinborn, who is the owner and photographer for Impulse Photography, she does a ton from Horse&Rider for several years now and I actually knew her, and she posted the job description for Horse&Rider's assistant editor. I just happened to come across that on Facebook and so I was like well I'm already living in Colorado and this sounds like something that works perfectly for what I do. I decided to join the Horse&Rider team that way. That's awesome and meant to be for sure! So, you have a lot of experience helping riders live their best Western horse life through the print magazine, Horse&Rider, how does your role with Horse&Rider help you enhance the Horse&Rider OnDemand platform for riders? Yea so Horse&Rider for those who are not familiar with the brand, is, our goal is to be your friend at the barn who might know a little more than you do, might have a couple more years of riding experience than you do, and are able to offer advice to you to help be successful in your horse life. Whether it is just learning basic horsemanship skills, going to competitions, or just knowing more about horses in general. So, when we decided to OnDemand it was a really cool way to be able to modernize our brand so people can literally have us wherever they go. Not many people are carrying their magazines around when they go to the barn, so they aren't able to look at our how-to advice while they're riding and learn what they're trying to learn. But with Horse&Rider OnDemand we are an app, you can access us through your iPhone, through your computer, tablet, anywhere. You could do it in the tack room, in the saddle, if you have a horse that's sane enough to stay still! It was a really cool way to modernize the brand and really give you how-to advice from two of the top professionals in their disciplines and it just is a great way for people to learn more and for people to have access to trainers they might not have access to. Not everyone is able to go to clinics or have horse trainers nearby that they can work with. This was a way for people to continue to learn. Definitely! You kind of hinted at it but can you explain to us what exactly Horse&Rider OnDemand is beneficial to riders? Yea! It is a subscription video platform, and we provide two new videos a week from our experts, Brad Barkemeyer and Bud Lyon. Brad Barkemeyer is a reining and cow horse guy. Bud Lyon does the reining and the ranch riding so they both come from different backgrounds, but our biggest thing is we want to provide great horsemanship with these guys who have

worked for some of the top people in the country and these are the up-and-coming trainers in the industry and who we're seeing out there now. So, we chose Brad and Bud because people that we have worked with in the magazine for several years, for those who are part of the Horse&Rider magazine subscription you've seen Bud Lyon on the cover of the magazine, and you've seen Brad Barkemeyer in private lesson for probably the last five or six years. We wanted to do a subscription video platform that provided training, everything from horse care, tack and training aids, basic horsemanship skills, more specific stuff like reining, ranch riding and cow horse event specific stuff. But I think the great part of the OnDemand thing is that it's not too specialized. I think that barrel racers, trail riders, everyone can take a look and learn from it and learn how to become a better horseman from it. Yea and really meeting people where they are and being accessible at any point in the western horse life, like you said, from amateurs to professionals, there's definitely something for everyone. How important is it to Horse&Rider OnDemand to offer so many different streaming types and make it so accessible to riders? Well, I think we're in a digital world now and people really want content right there, right then, right on their phone. I think it's a really great way that we're able to reach more people and not just the people that have the magazine. Like I said earlier, we've chosen two professionals that are great for any type of rider and we're trying to make content that is great for beginners to the people that have been riding, like myself, that have been riding for years and years but still aren't professionals and want to learn more. I think that with the change in our life where we're more digital it just brings more content to people more immediately. You don't have to wait for your magazine to come in the mail and you can actually see what's going on. Yea, and right at your fingertips! Can you walk us through how a rider would progress through Horse&Rider OnDemand, sort of what's available to them? So, we're actually in the process of building up our library. this program has been going on for about 7 months now, so we're still really new, but we offer new videos every week and we're trying to do more series. So, you start on episode 1 and then as you finish that you gradually build and keep going down the line. For example, in one of our up-and-coming series we did some lessons for people that have never done the ranch riding and for people who have never done the cow horse events and we kind of take you through and here are the steps to just starting this event. With the cow horse, you start and make sure you're comfortable guiding your horse around the arena without a cow, then you go and do the flag work, then some exercises that you're going to want to work on when you're doing the flag work. Once you're comfortable doing that then you're going to start working a cow, but you aren't going to be doing it like you see the guys doing it in the cow horse in the show pen, you're going to do these different exercises that are going to help build your confidence and help build your horse's confidence. It's really going to take you step by step how you get to the point to where you're comfortable doing the cow horse boxing event at a horse show. Also, we offer a lot of horsemanship stuff and we try to make it to wear you start in one section, say you're just learning how to turn your horse around well as you get more familiar with getting your horse to move his body around and push his hips over and his shoulders, well then you can start adding speed. Then you're going to go to the video that adds speed, and you'll want to make sure you're doing it perfectly and Brad and Bud are there to show you what they do to make sure that they're not just taking their horse and going. They're making sure their horse is properly moving under them while advancing that skill. I think it really, you never stop learning, we're always trying to provide more stuff that helps you advance as our program advances if that makes sense. Yea it definitely does, and we mentioned horsemanship and ranch riding in particular, but what disciplines and trainers are available on Horse&Rider OnDemand? We have a library that is available for those that join Horse&Rider OnDemand, and we have video footage from Al Dunning who is a very very well-known name in the

Horse&Rider audience. He's done a lot for the reining, cow horse, and the cutting industry, and not to mention he is just a fabulous horseman that has a lot of great advice for any rider. We also have some stuff from Amberly Snyder who is a barrel racer who is paralyzed from the waist down. She offers a lot of great tips when it comes to confidence and just building and learning how to ride when you have to make adjustments. She had to make a huge adjustment when she was in a car accident. We also have some stuff from Ken McNabb. He offers a lot of trail riding advice. However, those are in our library, but we offer two new videos a week from Brad Barkemeyer and Bud Lyon and those are our kind of our Horse&Rider OnDemand experts. We work with them all the time and all of our new videos are releases from them and that's who we are doing all of our future video shoots with too. So, you'll see a ton of content coming in from Brad Barkemeyer and Bud Lyon. Great! And you're the one who gets to plan these video shoots and meet all of these incredible trainers. What's that like and how do you select what gets featured on Horse&Rider OnDemand? So, yea I am very fortunate, I get to work with these amazing trainers. I have you know, I've been with the Horse&Rider brand for about four years now and I was part of the decision to start this thing and you know picking who we were going to work with, but I have so much respect for Bud Lyon and Brad Barkemeyer who have like I said are both experts in their disciplines, but not only that they're just amazing horseman. You can learn so much from it, so I was extremely excited to work with them because I come from the all-around industry but in the last couple years, I've decided I don't want to stay in the all-around industry, I want to venture out and learn from something new. Something like this was perfect for me and I just love the idea of having those two! when it comes to selecting what gets featured on Horse&Rider OnDemand we've done a lot of research and we've talked with our audience to see what they truly want to see more of. In the end, we want to create content that our readers and our followers actually care about. Horse training is always the number one thing people want to see more of and not even that, but problem solving. So, I work with Brad and Bud both on a personal level to come up with a video shoot idea on what kind of content we can produce, and you know shoot. For example, on our recent shoot Brad Barkemeyer came to Colorado where we're based out of, so we did a lot of stuff at Janiejill and Bill Tointon ranch, so he wasn't riding his own shot, he wasn't in his own arena, so we did a lot of stuff around working with horses that you've never worked with before and just working with horses that might have different strengths and weaknesses than what he has in his barn, so that really is also something that we focus on, is what do we have available and kind of base our shoots around that. We've done a lot of surveys and we've done a lot of research to figure out what our audience looks for and horse training, problem solving, and horse care seem to be really huge hits with our readers and viewers. Yea and in addition to that growing library there's a lot of other member perks that I found on Horse&Rider OnDemand. For example, you get a free subscription to the Horse&Rider print magazine. How is this addition of the print magazine so beneficial to Horse&Rider OnDemand members? Well I think Horse&Rider's brand, we've been around for more than 55 years, I can't remember the exact number, but you know we have a really large audience and our brand is definitely something a lot of people recognize and so we want people to know that this is, the OnDemand video series, is not a replacement for Horse&Rider, we're still producing lots of great content, lots of health stuff, lots of training stuff that is different from what Brad and Bud do so it's a great way to throw in some extra content for people because I believe there's a back, it goes back several years so somebody who just started getting the magazine two months ago can see it on our website like issues from years ago and on top of that now they're going to be getting a print subscription every month as long as their members of the OnDemand program, You're really like part of the whole brand then, you're able to get our video content, and you're able to have our magazine

content which is really the core of our brand and who we are. Yea and you mentioned the print magazine and the digital issues. What other benefits can the members expect from Horse&Rider OnDemand? You know we're growing every day and so I know that were going to start putting up podcasts because we want people to be able to listen to our interviews. I know we've done some interviews with Brad and Bud and just learning more about who the Horse&Rider editors are and the people who are behind these programs. We don't want to just be a brand we want people to know that behind that brand are people who have grown up around horses and have the same problems that you do when you're riding and just want to learn more to be better horseman. So, we want to include the podcast, but as of right now you have the print membership, I'm sorry the digital magazine that you get and then the podcasts and then the print subscription as well. Awesome! And you mentioned that you've recently did a shoot with Brad, can you give us a little insight on what we can expect from Horse&Rider OnDemand as far as new videos? Yea so just recently we had our, by recently I mean it's already been two months, but we had our summer shoot with Brad and Bud Lyon. Bud Lyon also came to Colorado, it just seemed to work out best. Bud lives in Texas and Brad lives in Arizona and both of those areas of the country are extremely hot in the summer so we thought we'd bring everybody to Colorado. But with Bud, he does a lot on working with a horse that he's never had before and kind of testing them to see what they would be good at and maybe figuring out their vices are and what they need to work on. He also works on a rider who has never done the ranch riding and a horse that has never done the ranch riding and kind of help them get prepared so they can start working on getting to the point where they can show. So, he does lessons there and on top of that some great just regular training advice, just what to do with a horse that doesn't like to backup, what to do with a horse that likes to keep going when you ask for a shut-down, for a spin, different elements in the reining and the ranch riding, just issues that come up whether it be a shutdown or maybe getting a horse to extend the trot without breaking into the lope. Then, with our Brad video shoot we had a, well actually I was the rider in these videos, where we're working with a rider who may have experience riding in other events but has never worked a cow horse. We got through the steps to a person that is novice in the cow horse events, how Brad would start helping them and different exercises that he would work on with them before putting them on a cow to make sure everyone is safe because when you put a cow into the arena you know you're adding a whole other element, you know you aren't just paying attention to the horse, there's another animal in the arena you know that probably doesn't want to, or listen to you like your horse does so you have to learn how to read him and know what he's going to do. It's totally different, I had a blast as part of that video shoot, I learned so much from Brad. Then we also included some great groundwork stuff, I know Brad has some really awesome clips about getting a horse to pick up his feel and you know how to get a horse to respect you when you're in the round pen and stuff like that. We cover all sorts of stuff this time around because I want to make sure we have a well-rounded video library so that people from all disciplines can get something out of it. Definitely, I'm so excited to see you be featured and all of those topics seem extremely applicable to every western rider so that will be really exciting to see. Right now, if listeners go to [ondemand.horseandrider.com](http://ondemand.horseandrider.com) we have a free 7-day trial going on, so for anybody who does find this really interesting and want to learn more, we do offer a 7day free trial so people can get in an idea of what kind of video content we have before joining, but year I think it's really exciting and I'm really excited to be part of this new way of bringing Horse&Rider to a new audience. Definitely, well thank you for being on the podcast and thank you for sharing that free trial without listeners. Yea thank you!

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