



International Alliance of Equestrian Journalists
Alliance Internationale des Journalistes Equestres
Internationale Vereinigung der Pferdesportjournalisten

...and photographers

International Alliance of Equestrian Journalists – *The need of the specialised press*

- What is IAEJ?
 - The International Alliance of Equestrian Journalists (IAEJ) was created over 50 years ago to promote and maintain contacts among equestrian journalists of all nations and act as a conduit to the International Equestrian Federation (FEI).
- Our purpose
 - The IAEJ represents the interests of the equestrian media, works to improve conditions for the media at equestrian events, furthers the communication between the FEI and the media, and provides a forum through which show organizers, sponsors, competitors and the media can communicate with each other.
- Who are we?
 - We have members in 25 countries from the US to Japan and many in between. You apply for membership after being recommended by two current members and supplying proof and quality of work. All applications are reviewed and voted on by our board.
- IAEJ – truly – represent the specialised equestrian journalists and photographers



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- What do we do?
 - We liaise with the FEI ahead of championships and specific matters like policy documents that affect the working media
 - Work with major organizers to improve conditions
 - At championships and competitions, we establish that basic functions are place
 - After events we evaluate the working conditions
 - Members and non-members come to us for assistance in case of unfair treatment



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- Examples of collaboration, acute problem solving and hands-on approach
 - Post Tokyo Olympics 2021 – many meeting with FEI press team to keep our members informed
 - Creating WhatsApp groups during events for fast information when organizers fail us
 - Acting as support for mistreated press representatives during events

But most of all....

We report on the sport without a blindfold on



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How do specialised press make a difference?





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- We have knowledge and can show all aspects of the sport





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How do specialised press make a difference?

- Our role is to both unveil and document – the good, the bad and the not yet judged
- With knowledge about horses, the sport, the science – specialised press can provide balance

SoMe Content
from
Riders, influencers
Organisers
brands

Equestrian media
Cover equestrian sport, horse
life, management, breeder
stories, science projects and
studies etc

SoMe Content
from
Activists, animal
rights groups, non-
fans of equestrian
sport



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Presence, transparency and commitment is key



”Content not available”





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Transparency and commitment is key

GOTHENBURG HORSE SHOW

Events Warm-up Studio Mixed Zone English

Uppvärmningsarenan

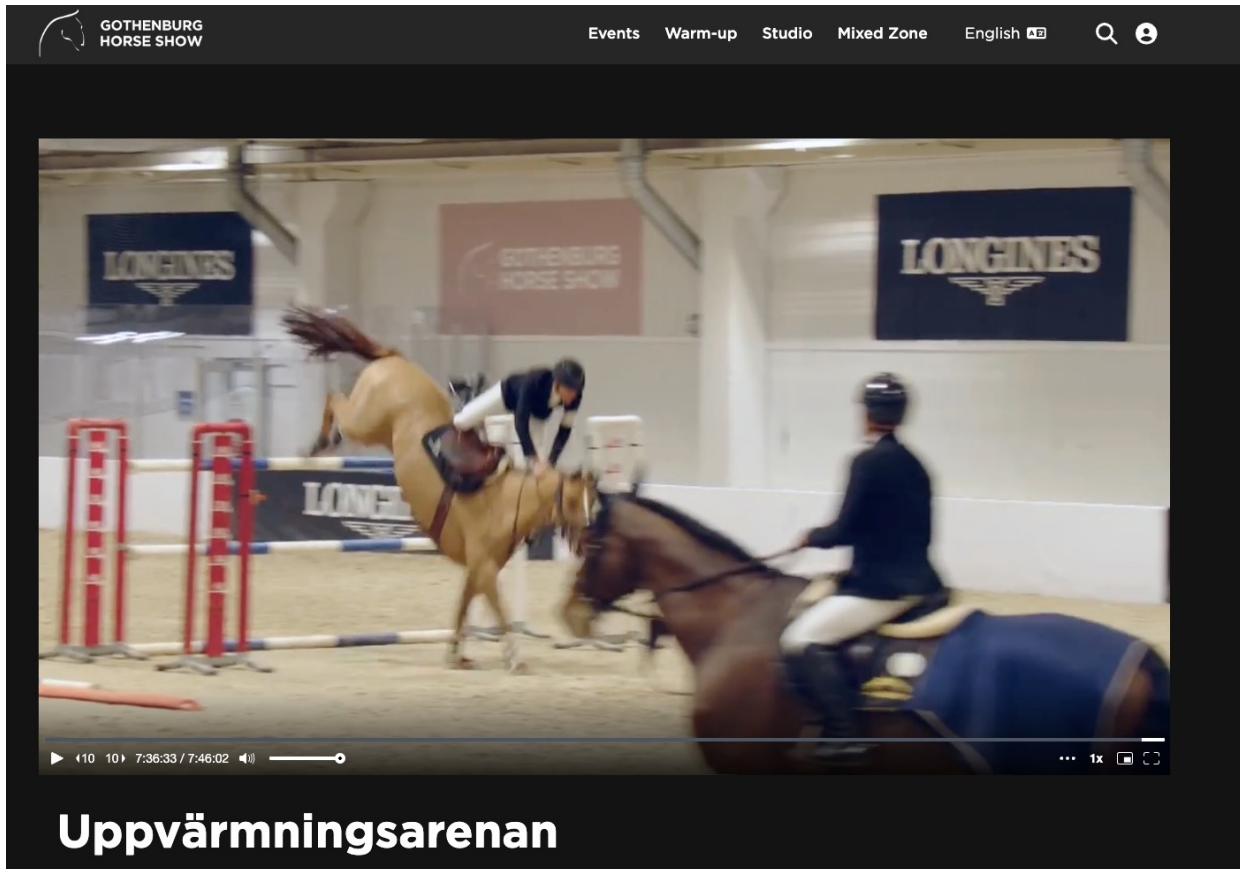


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From the warm-up,
live-streamed from
Gothenburg Horse Show



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Commitment is key – longevity is crucial

GRANDPRIX

St.GEORG

HORSE&HOUND

**THE CHRONICLE
OF THE HORSE**

PFERDEWoche

DIE UNABHÄNGIGE UND AKTUELLE WOCHENZEITUNG RUND UM DAS PFERD.

EN EVENTING
NATION

**DRESSAGE-
NEWS**

from Around the Globe to You

Ridsport

WORLD of SHOWJUMPING





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Good stories – we all love them – easy work

...but SoMe algorithms' loves drama,
foul language and strong emotions





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...but when it smells it needs to be aired out..... even in the media



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The specialised press is not the enemy



Less of this



More of that



Equestrian sport needs a good “house cleaning” => horse friendly



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Most of all, we love horses, we love equestrian sport

When it's done in partnership with the horse

**After all, this is our livelihood,
we are committed to its success**



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Thanks for
listening,
don't hesitate to
contact any of
us with a good
story ;)

Kim C Lundin, secretary of IAEJ
board