

Pitch to Press:

For maximum fulfilment of this brief, there was a recognition in the benefit of utilising a pitch to local bath news or media outlets in hopes they would publish our interview and portrait series.

Looking at the Trello board, I noticed the producer had commented on some links for local bath news outlets she recommended we use. I decided to choose Bath Echo as after exploring their website page, I took a liking to their featured articles and the overall tone and narrative of the brand resonated with The Photography Movement where 'photography is for life not likes'.

Similarly, when browsing the sites interface, I noticed a lot of traffic was been allocated to community pages which I think represents the community cohesion building the movement encourages as well as giving a more insightful opportunity to its readers by focusing on politics, health, education which other news sources may tailor differently to their target audience.

In order to create a successful pitch to press, I decided to write mine in the style of which perhaps a blog would be written about the movement in order to give the pitch a personal feel which I think is very important when considering topics of mental health which I think the movement and client we are working for would appreciate.

I shall be following suggestions and tips from a company meeting on blog writing which I have previously linked on the trello board as well as (*Kerry Butters, 2014*) *F-shape formula* and references throughout of Jacob Nielsen

2015:<https://docs.google.com/document/d/1q9xbEbuU6RS408QvevlxZCSJaHqfwT9CyEfWCYOpJnE/edit?usp=sharing>

See Next Page for Pitch:

The disarmingly wholesome photography movement which proves the youth ISN'T wasted on the youth!



*Presented by Show and Tell #photographyforlifenotlikes
The Photography Movement*



Times have changed since we were young, especially since this persistent pandemic has decided to rear its way back into our lives in its new form, Omicron. Even the name is terrifying, but, behold, The Photography Movement is changing our perceptions on health anxieties, environmental anxieties and just our general day- to- day anxieties because there are enough of them. How, you may ask? Well through photography of course! And did I mention it's done by children? (Although not limited to)

The Photography Movement is a non-profit organisation founded to help human-kind express their mental health, feelings and emotions through the medium of photography. Bath Spa's creative media students working in collaboration with ArtsWorkMedia have had the lucky experience to have been invited to participate in its latest project, Show and Tell, exhibition which encourages the 3 C's; compose, connect and communicate.

Have you seen this hashtag before:
#myphotomyfeeling? Well if you haven't, be prepared to see it trending a lot more, because the hashtag represents the largest youth-led photography exhibition in the UK which reveals how young people across the nation are feeling today.

Which is where we bring in Bath Spa students who were challenged to create a set of 8 photographs which documented a response of a selected young person responding to a set of questions ranging from how they felt, and how perhaps nature and creativity could be linked to reducing eco anxiety?

The movement encourages youngsters to alleviate their stress and anxiety which as we get older, we become burdened with adversities perhaps we didn't face when we were younger. So, this project utilises young people at their prime where nature and creativity has no boundaries; which is why you will be stunned to see photographs such as FEAR by Caitlyn:

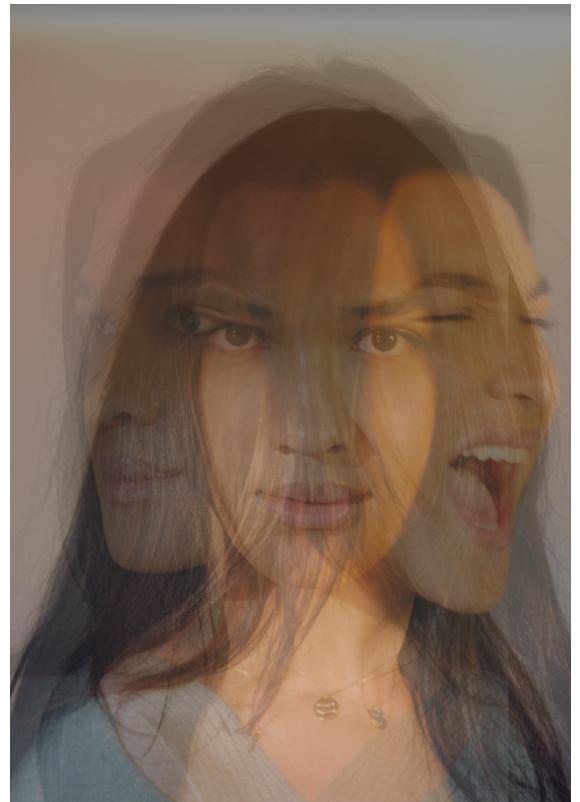


FEAR, Caitlyn, age 18

Bath really is home to some talent, as The Photography Movement presents Bath Spa's Show and Tell exhibition:



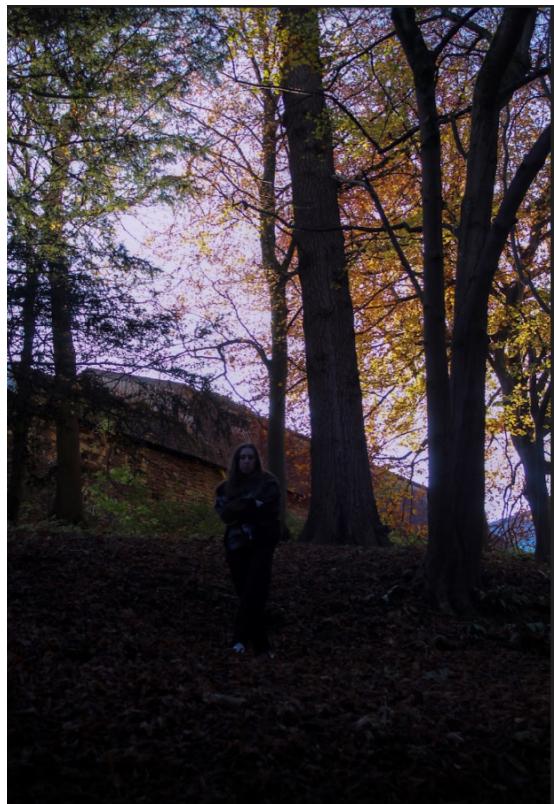
Chloe by Lily representing: anticipation



Vin by Lily representing: Torn



Issy by Belle representing: Isolated



Jade by Jade representing: lost



Luke by Fern representing: Intense



Ben by Lauren representing: uncertain



Nicel by Freddie representing: outcast



Ellis by Jack representing: Quick!



Not only that, student's at Bath Spa university created a short snippet of a video for social media which details a creative flair on the traditional BTS tape whilst answering "I feel..."

Vincent, a 22 year-old business and management student revealed she believes eco-anxiety to be best described as torn. We should have guessed considering that beautifully depicted portrait!

Lily with Vin, Left from right

It's not all doom and gloom however, as Vin has described her current state of mind as "excited as we are changing the world for the better". Such great revelations and boundaries The Photography Movement is, and continuing to breakthrough.

Such as Ellis, a 20 year old COVID-19 vaccine worker who described the show and tell photography experience as "never a thing i've used to express myself before [with] but after today, I am definitely open to the concept [as] it seems like a fun idea"



Jack with Ellis, left to right

"The House of Imagination supports young people to express their ideas and develop creative skills for life. Forest of Imagination, in partnership with Bath Spa University, shines a light on the importance of nature, creativity, imagination and wellbeing in all of our lives."
Kate, House of Imagination

They are delighted to support the Show and Tell project, with further information and feature interviews on the Forest of Imagination website: <https://www.forestofimagination.org.uk>

House of Imagination: <https://houseofimagination.org>

The Photography Movement/ Show and Tell: <https://www.thephotographymovement.com>