

Pitch

Dear PsyOmics,

My name is Mariana Gemes and what I would like to present to you is my idea of a radio show that will for sure interest you and other UK radio listeners. I know that with the help from your company we will be able to achieve something great for our target audience, as well as increase the popularity of the company and create a good image. The idea that I would like to pitch you with is of a radio show that focuses on mental health, and more importantly, on mental health during the Covid 19 ongoing pandemic and during lockdowns. I consider this a perfect topic for all radio listeners at all hours, as it will provide information on the matter, as well as some solutions on how to deal with these difficult moments.

Therefore, there are many relevant examples that attest that during lockdowns the rates of mental health issues rise consistently (Guerriero et al., 2014). Rajkumar (2020) states that during the Covid 19 outbreak 16-28% of mental health cases experienced symptoms like anxiety and stress, and they are often associated with disturbed sleep. With this in mind and thinking of the entire population of the UK who is also a listener of radio shows, our premise that this radio show will benefit the consumers but also the company is solid. Thinking of the major impact that we can have and the importance of transmitting valid information to others in a fun way makes us excited for the idea of the show.

With this in mind and reviewing some of the literature that focuses on the consequences of the Covid 19 pandemic and the lockdown that have been instituted in all countries, we can map out the content for the radio show. After presenting some general information upon the symptoms and reactions of our mental states in these critical situations, we can also focus on some of the queries of our listeners. This way, we can offer both general, standard information, but also focus on the realities of some of the people who pay attention to us, as well as brining in guests such as psychiatrists and other specialists in this domain.

Hence, Bao et al. (2020) state that these types of infectious outbreaks are the primary causes of mental distress and psychological instabilities. Moreover, Yang et al. (2020) demonstrate the necessity of psychiatrists to know what types of treatments to offer to their patients, and how important it is to be aware of how to manage their patients and the other population's needs in the search of finding precautionary measures to also protect them from the spreading of the virus, as people who suffer from mental illnesses are much more likely to suffer from infectious illnesses as well (Yao, Chen & Xu, 2020). In correlation to our show, we can use the knowledge and the experiences of such psychiatrists to inform other of how to handle their mental illnesses, as well as having them advice some of the listeners who are on air with us on the spot. This will for sure increase our number of listeners as for sure many of us experienced similar outbreaks when the lockdown was installed.

In addition, the importance of this radio show is also highlighted by specialists who have stated that during the pandemic, for example, medical workers, not only they have exposed themselves to the virus and have experienced anxiety and stress thinking of their health and those around them, but they have also been overworked and constantly tired (Kang et al., 2020), leading to a vulnerability in their system which ultimately represents causes the outbreak of many multiple illnesses that can be overlating and have an irreversible tool on their mental health. This is why, our radio show will also bring awareness and offer support for these workers who found themselves in such situations or are still stuck and confronting these issues.

I believe that this radio show can represent the start of many other projects that focus on mental health during a pandemic, and in the context of a new lockdown which is around the corner, this idea means a one time opportunity that I confidently think you will take.

References

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