

Dear Writing Project Colleagues,

The Smithsonian Photography Initiative (SPI) extends a special invitation to you to participate in “**click! photography changes everything**”—[www.click.si.edu](http://www.click.si.edu)—a newly launched and ongoing project investigating how photography influences our world.

The **click!** website features short essays written by specialists from a spectrum of professional worlds—innovators, image makers, writers, and public figures—who explore how photography has influenced the history, progress, and practice of their fields of interest. Current participants include:

- [Jennifer Sharpe](#), National Public Radio contributor, who tracked down the subject of photographs found in a dumpster to explore how we use photography to best represent ourselves
- [David Friend](#), director of creative development for *Vanity Fair*, who looks at photography’s central role in communicating and remembering the events of 9/11
- [Wendy Ewald](#), conceptual artist, who describes how photography helps refugee children settle into their temporary homes and dream about the future
- [Jeff Williams](#), collections manager in the Division of Fishes at the Smithsonian’s National Museum of Natural History, who writes about how photography is used to document new species of fish.

The second phase of **click!**, launching fall 2008, is designed to broaden the dialogue about photography’s impact by inviting the greater public to participate in this innovative project. Online visitors will have the opportunity to post their own photographs and statements about the ways photography changes their professional and everyday lives. Some of the public submissions received will be

uploaded to the central **click!** website and will be considered for future Smithsonian publications and public programs.

In preparation for this second phase of **click!**, SPI invites our National Writing Project colleagues to be our first public contributors. Please send us a short essay, approximately 600-750 words, written in response to a single photograph. You may write about a photograph you have taken, one you personally own, or one you choose from the Smithsonian Institution's online photography collections available at <http://photography.si.edu/SearchImage.aspx>.

Your contribution might take the form of a personal essay or a commentary on the ways photography has changed teaching, learning, or the particular academic disciplines you work in. As you consider what you might like to write about, keep in mind that the **click!** website features nonfiction pieces organized around six themes: photography changes who we are, what we do, what we see, where we go, what we want, and what we remember.

The deadline for submitting text and images is August 1, 2008. Please see the instructions below to submit an essay. A selection of pieces generated by National Writing Project members will be featured on the **click!** website to announce the launch of the second phase of **click!**.

We invite you to explore and enjoy the **click!** contributions we've collected to date, and to learn more about the project at [www.click.si.edu](http://www.click.si.edu). We look forward to hearing your thoughts about the central role photography plays in culture and our lives.

Sincerely,

The Smithsonian Photography Initiative

To submit a story about a Smithsonian photograph:

1. Choose a photograph from the Smithsonian's collections at <http://photography.si.edu/SearchImage.aspx>. Note the image ID associated with the image you choose.
2. Submit your edited 600-750 word essay, the photo image ID, and your contact information (name and email address) in a single document to [spi-webmaster@si.edu](mailto:spi-webmaster@si.edu). Please make the subject line of the email "NWP writes about **click!**"

To submit a piece about a photograph you have taken or personally own:

1. Sign and submit a release form which grants the Smithsonian Photography Initiative the right to post your photograph on the **click!** website. Your photograph should be in the jpeg format in a size that is large enough to fill a standard computer screen without getting distorted.
2. Submit your edited 600-750 word essay, the photograph, basic information about the photograph (title, photographer, and date if available), and your contact information (name and email address) to [spi-webmaster@si.edu](mailto:spi-webmaster@si.edu). Please make the subject line of the email "NWP writes about **click!**"