



Podcast and video for
science communication.

Writing the Pitch

- Matteo Virelli

IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
(D.D. n. 130/2022 - CUP B53C22002150006) Funded by EU - Next Generation EU PNRR-
Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



Finding the Idea and Writing the Pitch

Key Elements for Podcast Success and Engagement:

Relevance of the topic: Main factor influencing listening (75%)

Narrator's voice and creator: Voice (53%) and author/creator (51%) are key for engagement

Seriality and originality: Original content and research-based storytelling matter

Audience understanding: Know your target audience well

Production quality: Clear audio is highly valued

Emotional connection: Strong emotional link increases engagement

Reasons for dropping podcasts: Boredom, irrelevant content, poor quality

Why is a Pitch Important?

- 🌐 To clearly, concisely, and engagingly present the podcast
- 🌐 To quickly communicate the main idea and spark interest
- 🌐 To convince listeners, sponsors, or collaborators to support the project
- 🌐 To define the target and goals of the podcast

Pitch Examples

Short Pitch:

"A 10-minute weekly live podcast that sarcastically selects a few key news stories about politics, pop culture, and current events – designed for Gen Z."

Full Pitch:

"Settimana Grezza is a 10-minute weekly podcast for Gen Z. Each week, it selects and discusses just a few news stories – but the truly important ones – using irony and sarcasm. Born from the belief that too much information needs filtering, it uses light humor to make news easy to understand and remember."



Pitch Examples

Short Pitch:

"A weekly podcast on the latest developments in electric and sustainable mobility, curated by Matteo Virelli for GreenStyle."

Full Pitch:

"Zero Emissioni - Auto Elettriche is GreenStyle's weekly podcast, hosted by Matteo Virelli, offering listeners a comprehensive overview of the latest innovations and trends in electric and low-emission mobility. Each episode explores electric vehicle models, emerging technologies, and sustainable strategies – delivering up-to-date, reliable info for a greener future."



Guidelines for Writing an Effective Pitch:

Essential components:

Clarity and conciseness

Value proposition for the audience

Personalization

Introduction (title, host, summary)

Target definition (age, interests, needs)

Unique Selling Proposition (USP)

Format and structure

Content plan (topics, episode structure, release frequency)

Identifying and Analyzing Your Niche:

Define your audience:

Age, gender, key interests
Informational or entertainment needs

Why should they listen to your podcast?:

Unique value compared to similar podcasts
Specific features that meet a clear listener need

Pitch Writing

Exercise: Write Your Own Pitch

Identify your podcast's main theme

Clearly define your target audience

Choose the tone and style

Craft a concise, impactful message that sums up your podcast



THANKS!

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