



Podcast and video for
science communication.

Podcast writing: Intro Jingle

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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”



Creating an Effective Intro Jingle

What a good intro contains:

 podcast name

 narrator/author

 key message

 target audience

 benefits

Why is the Intro Important?

 It presents the podcast briefly, orients the listener, and builds familiarity and recognition

Difference Between Intro and Trailer:

 The **intro** is a recurring element at the start of each episode

 The **trailer** is a standalone presentation for promoting the series

Core Elements of an Effective Intro:

- 🌐 Who you are – your voice and role
- 🌐 Podcast name and theme
- 🌐 Target audience – who it's for
- 🌐 Benefit – why they should listen

Tips for Making It:

- 🌐 Keep it short (10–15 seconds)
- 🌐 Use consistent music and text
- 🌐 Consider placing it after a short cold open to avoid sounding repetitive



THANKS!

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