



Podcast and video for
science communication.

Podcast writing: Trailer

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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”






Key Concepts:

 **Writing for listening is different from writing for reading:** it requires shorter sentences, simpler vocabulary, and immediate clarity.

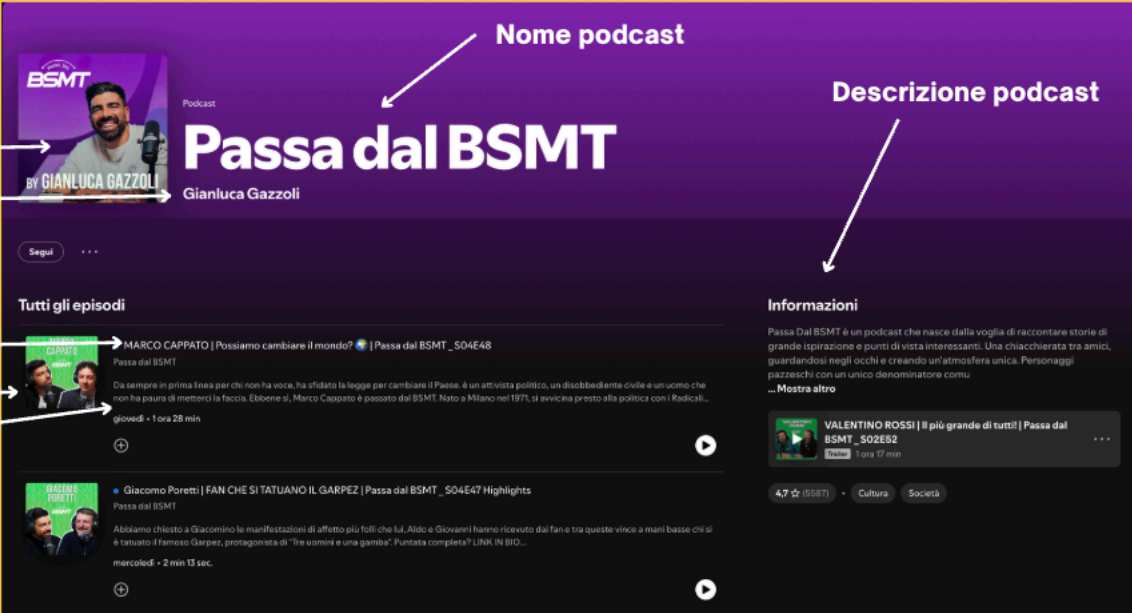
 **Lightness, rhythm, and engagement:** a good podcast script sounds natural when read aloud. Use a conversational tone (adapted to the topic), manage pauses, and vary the pace to maintain attention.

Key Concepts:

-  **Audience-centered:** Always imagine your typical listener and “speak” directly to them. Ask questions, give examples, and create sonic images to help them follow effortlessly.
-  **Adapt your style:** Adjust based on format (narrative, interview, tutorial, etc.). Make sure it's coherent with the experience you want to offer.
-  **Read aloud:** The best way to check for clarity and flow. Simplify tricky spots and polish the script until it sounds smooth.

Podcast Structure and Trailer Creation

 **Spotify home page:** how to write a main description after your pitch?



The image shows a screenshot of a Spotify podcast page for 'Passa dal BSMT' by Gianluca Gazzoli. The page is annotated with labels and arrows pointing to various elements:

- Immagine podcast:** Points to the podcast cover image.
- Nome canale:** Points to the channel name 'Gianluca Gazzoli'.
- Nome podcast:** Points to the podcast title 'Passa dal BSMT'.
- Descrizione podcast:** Points to the main description text under the 'Informazioni' section.
- Nome episodio:** Points to the episode title 'MARCO CAPPATO | Possiamo cambiare il mondo?'.
- Immagine episodio:** Points to the episode cover image.
- Descrizione episodio:** Points to the episode description text.

The screenshot also shows a list of episodes under 'Tutti gli episodi' and a 'Mostra altro' button. The background of the slide is yellow.


What is a Podcast Trailer?

 A short audio (30 seconds – 2 minutes) that introduces your podcast, previews content, and invites people to listen.

Why is it important?

It acts as your podcast's business card to attract new listeners and position your show on platforms

Effective Trailer Structure:

 **Introduction** – Who you are and the podcast's name

 **Content** – What it's about and why it matters

 **Call to Action** – Ask listeners to follow and say where to find it



THANKS!

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