



Podcast and video for science communication.

Podcast writing: Episode zero and structure

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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”



Writing Episode Zero

What is Episode Zero?

An introductory episode that presents the podcast's content, goals, and structure

Why It's Important:

- 🌐 First impression – acts as a calling card
- 🌐 Orientation – sets expectations
- 🌐 Retention – helps convert curious listeners into regulars

Episode Zero vs. Trailer

 **Episode Zero:** Full episode introducing your podcast in detail

 **Trailer:** A short, catchy clip to hook listeners

What to Include in Episode Zero:

- 🌐 Host intro – who you are and relevant background
- 🌐 Podcast overview – themes, format, release schedule
- 🌐 Target audience – who it's for and what value it offers
- 🌐 Call to Action – invite to subscribe, rate, share

How to Structure Episode Zero:

Why a structure helps:

- Avoids awkward silences or rambling
- Ensures logical flow and consistent pacing
- Helps with editing and narration rhythm
- Gives a clear beginning and end

Outline vs. Script:

 **Full Script (Rigid)** – great for narrative or technical content needing precision

 **Outline (Flexible)** – lists key points and segments, good for interviews/
conversations

Questions to answer:

- 🌐 What's the main topic and message?
- 🌐 What tone and style will you use?
- 🌐 Who is the target audience?
- 🌐 How long is the episode?
- 🌐 Are there guests? Sound effects? Sponsored messages?
- 🌐 What's the hook at the beginning?
- 🌐 How will it start and end?
- 🌐 What transitions connect each part?

Basic Episode Outline Example:

- 🌐 **Hook/Teaser** – Grab attention in the first few seconds
- 🌐 **Intro** – Host intro, podcast overview, topic announcement
- 🌐 **Main Content** – Segment 1, Segment 2
- 🌐 **Interview** (optional) – Guest intro, questions
- 🌐 **Call to Action** – Invite interaction, subscriptions, links
- 🌐 **Outro** – Summary, thanks, teaser for next episode, contact info, closing music.



THANKS!

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