



From Lab to News: Introduction to Science Journalism for Scientists

Writing a pitch. Part 1


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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”



Pitching Your Environmental Research to the PIO: A Guide for Researchers

 **What is a PIO?** A bridge between research and the public/media.

 **Why Pitch Your Research?** To share your work with a broader audience, including journalists, policymakers, and the public.

Understanding Your Audience – The PIO's Perspective



🌐 PIOs think about broad audiences.

🌐 What appeals to media and the general public?

🌐 **Highlight Significance:** Why is your environmental research important *beyond* the academic field?

🌐 **Connect to Current Issues:** How does your research relate to current events, societal issues, or trends like climate change, pollution, conservation efforts?

Crafting Your Core Message – What's Newsworthy?

Highlight Newsworthy Aspects:

 **Novelty:** What's new or unexpected?

 **Impact:** How significant is the advancement?

 **Relevance:** Real-world implications for society or the environment.

 **Timeliness:** Why share this now?

Essential Pitch Components

- 🌐 **The Executive Summary:** A brief (1-2 paragraphs), jargon free summary.
 - Include: Background, Results, Implications, Broader significance for public communication.
- 🌐 **Suggesting Media Angles:** Help PIO frame the story.
- 🌐 **Supporting Materials:** Be ready with resources (full paper/abstract, graphs, images, quotes, data/facts).
- 🌐 **Remphasize Engagement:** How can the story be made visually appealing or easily understandable?
 - Think about videos, potential interviews, ecc.

Pitching to PIO: a good example



Subject: Groundbreaking Research Reveals New Way to Combat Urban Heat Islands

Email Body:

Dear [PIO's Name],

I hope this email finds you well. Our latest research at the [Environmental Research Center] has uncovered a novel strategy to combat the rising temperatures caused by **urban heat islands**—a pressing issue for cities worldwide. We believe this discovery has significant implications for **climate adaptation strategies** and **public health** in urban areas.

Key Findings:

- We've identified a **new material** that significantly reduces the absorption of heat by urban surfaces, such as roads and rooftops, and promotes a **cooling effect**.
- This material could lower urban temperatures by up to **4°C**, reducing the incidence of heat-related illnesses, such as heat strokes and respiratory issues.
- **Real-world impact:** This research could help cities reduce energy consumption (e.g., air conditioning costs) and mitigate climate change-related health risks.

Why It's Newsworthy:

- **Novelty:** This new material has **never been tested at such a scale** before and offers a **cost-effective solution** for urban heat mitigation.
- **Relevance:** With summer heatwaves becoming more frequent and severe, this is an urgent issue affecting millions of people globally.
- **Timeliness:** With heatwaves already impacting major cities and cities preparing for the summer season, this research is perfectly timed for public awareness.

I've attached a **summary of the research**, as well as **visuals** showing the material in action. If you think this would be a good fit for media coverage, I would be happy to discuss it further and provide additional details.

🌍 Best regards,
[Your Name]
[Your Title]
[Environmental Research Center]

Pitching to PIO: a bad example

Subject: New Research on Urban Heat Islands

Email Body:


Hi [PIO's Name],

I just wanted to let you know about some new research we've done on urban heat islands. We've been looking at how urban heat is affecting cities and how we might be able to reduce the temperature.

We have found that heat is getting worse in cities, and this is something we should be concerned about. The material we've tested seems to be able to help with that.

I believe this research is really important because **heat is bad** and this could help. I think it would be great if this was shared with the public so they know that heat can be reduced.

Please let me know if you need more information or if this should be sent to the media.

 Thanks,
[Your Name]
[Your Title]
[Environmental Research Center]

Characteristic	Good Example	Bad Example
Email Subject	Clear and descriptive (reveals the topic and importance)	Vague, doesn't explain what's new or relevant
Structure	Organized: Key Findings, Newsworthiness, Impact	Disorganized, lacks clear structure
Clarity and Conciseness	Clear, concise message that's easy to understand	Confusing, lacks details
Newsworthiness	Highlights novelty, impact, relevance, and timeliness	Doesn't explain why the research is interesting or relevant
Impact of the Research	Emphasizes real-world impact on public health, environmental policy, etc.	Doesn't explain how the research will affect the real world
Connection to Current Events	Connects research to recent events or ongoing discussions (e.g., heatwaves)	Doesn't link research to current events or relevant discussions
Supporting Materials	Offers summary, visuals , concrete data for media	No supporting materials like press releases or visuals
Professional Tone	Formal and professional, appropriate for PIO communication	Informal and unprofessional
Ease of Sharing	Easy for PIO to prepare a press release and pass along to media	Difficult to use or share, lacks clarity on how to proceed

Key Takeaways of the Lesson

- 🌐 **Focus on the Core Message:** Why is your environmental research important and newsworthy to a broad audience?
- 🌐 **Make it Engaging:** Help the PIO see how it will resonate.
- 🌐 **Be Clear and Concise:** Avoid jargon in the pitch summary.
- 🌐 **Provide Supporting Materials:** Have resources ready.
- 🌐 **Maintain Open Communication:** Be available for questions and follow-ups.

Effective pitching helps the PIO share your work with the public and media.

Bibliographical references

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🌐 Dunwoody, S. (2019), *Science journalism*, in A. Leßmöllmann, M. Dascal, T. Gloning (eds.), *Science communication*, De Gruyter Mouton, Berlin/Munich/Boston, pp. 417-438;

🌐 Pitrelli, N. (2021), *Il giornalismo scientifico*, Carocci, Roma.



THANKS!

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