



# From Lab to News: Introduction to Science Journalism for Scientists

## Practical Exercise: Writing a science news article. Part 2

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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”



# Procedure

- ④ Choose one of your **recent or ongoing research project or publication.**
- ④ Thinking from the PIO's perspective identify the **key findings, potential impact, timeliness, and the novelty and relevance aspects** of the chosen work.
- ④ Write a draft of an **executive summary.**

# Pitch Template for PIO



## Subject:

## Email Body:

Dear [PIO's Name],

I hope this email finds you well. Our latest research at the [Environmental Research Center]...

## Key Findings:

- ABC
- ABC
- ABC

## Why It's Newsworthy:

- **Novelty:** ...
- **Relevance:** ...
- **Timeliness:** ...

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]

# Bibliographical references

🌐 Angler M. W. (2017), *Science journalism. An Introduction*, Routledge, London and New York;

🌐 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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