



Podcast and video for  
science communication.

## Writing the Pitch

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(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”



# Introduction to Podcasts

## **What is a podcast?**

A podcast is a digital content, typically audio (but sometimes video), distributed via the internet, on demand, through specialized platforms or websites. The term, coined in 2004, comes from the fusion of “iPod” (Apple’s media player) and “broadcast”.

# Brief history of podcasting

## **2000s – New Possibilities:**

The convergence of key technologies like broadband internet and MP3 format enabled the growth of podcasting.

## **2004 – Birth of Podcasting:**

Adam Curry and Dave Winer developed a system for automatically downloading audio files using RSS feeds — still the standard technology for podcast distribution.

# Brief history of podcasting

## **2005 – Podcasting Arrives in Italy:**

The term “podcast” begins circulating in Italy. Mainstream media like RAI 2 introduce the concept, calling it "radio of the future".

Enthusiasts like Franco Solerio (Rockcast Italia) publish independent podcasts.

Prof. Massimo De Santo (University of Salerno) organizes the first Italian podcaster meetup.

Apple integrates podcasting into iTunes, making them accessible to the general public.

# Brief history of podcasting

## **2014 – The Second Golden Age:**

In the U.S., the release of “Serial” transforms the way stories are told in audio, sparking global influence.

## **2016 – Professionalization in Italy:**

Journalist Carlo Annese founds Piano P, Italy’s first journalistic podcast publisher.

## **2017 – Mass Popularity with “Veleno”:**

Pablo Trincia’s true crime podcast for *La Repubblica* brings widespread attention to the medium.

# Brief history of podcasting

## **2018 – Platform and Audience Expansion:**

Audible adds growing podcast collections. Newspapers like *La Stampa* launch journalistic podcasts. The format begins integrating with mainstream Italian media.

## **2019 – Listener Growth:**

7 million monthly podcast listeners in Italy.

## **2020 – Pandemic and Peak Interest:**

COVID lockdowns drive podcast interest to 8.5 million listeners by May 2020.

# Brief history of podcasting

## **2021–2023 – Post-Pandemic Growth:**

2021: 9.3 million listeners

2022: 11.1 million and a 21% rise in podcast ad revenue

2023: 11.9 million monthly listeners; 39% of Italians listened to at least one podcast in the past month

# Brief history of podcasting

 **2024 – One in Three Italians Listen to Podcasts:**  
By September 2024, 17.2 million Italians are podcast listeners (Sky TG24)

# Modern definition of a podcast



Now considered an on-demand communication medium that builds and sustains connections between people with shared interests, forming real communities.

# How a Podcast is Structured

## Types of Podcasts:

- **Talk Podcast**  
Informal, spontaneous conversation, interaction between host and guests.  
*Examples: Tintoria, The Rest is Politics, The Joe Rogan Experience*

# How a Podcast is Structured

## Types of Podcasts:

- **Documentary Podcast**  
In-depth narration, including interviews, research, and original material. Covers True Crime and investigative journalism.  
*Examples: Veleno, West Cork, Serial*

# How a Podcast is Structured

## Types of Podcasts:

- **Storytelling Podcast (Narrative/Monologue)**

A narrator leads the story, often emotional and engaging, with careful writing and pacing.

*Examples: Non hanno un amico, Cerno Lungo, The Daily*

# How a Podcast is Structured

## Types of Podcasts:

- **Anthology Podcast**

Self-contained episodes connected by a common theme.  
Examples: Demoni Urbani, Death in Ice Valley, Radiolab

**Fiction Podcast (Audio Drama)**

Scripted stories acted out by voice actors, with immersive sound design.  
*Examples: Batman Unburied, The Magnus Archives, Welcome to Night Vale*

# How a Podcast is Structured

## Types of Podcasts:

- **Educational/Didactic Podcast**  
Structured explanations to aid learning and comprehension; clear and direct pace.  
*Examples: Barbero Podcast, Coffee Break Languages, Hardcore History*

# Finding the Idea and Writing the Pitch

## Key Elements for Podcast Success and Engagement:

Relevance of the topic: Main factor influencing listening

Narrator's voice and creator: Voice and author/creator are key for engagement

Seriality and originality: Original content and research-based storytelling matter

Audience understanding: Know your target audience well

Production quality: Clear audio is highly valued

Emotional connection: Strong emotional link increases engagement

Reasons for dropping podcasts: Boredom, irrelevant content, poor quality

# Why is a Pitch Important?

- 🌐 To clearly, concisely, and engagingly present the podcast
- 🌐 To quickly communicate the main idea and spark interest
- 🌐 To convince listeners, sponsors, or collaborators to support the project
- 🌐 To define the target and goals of the podcast

# Pitch Examples

## Short Pitch:

"A 10-minute weekly live podcast that sarcastically selects a few key news stories about politics, pop culture, and current events – designed for Gen Z."

## Full Pitch:

"Settimana Grezza is a 10-minute weekly podcast for Gen Z. Each week, it selects and discusses just a few news stories – but the truly important ones – using irony and sarcasm. Born from the belief that too much information needs filtering, it uses light humor to make news easy to understand and remember."

# Pitch Examples

## **Short Pitch:**

"A weekly podcast on the latest developments in electric and sustainable mobility, curated by Matteo Virelli for GreenStyle."

## **Full Pitch:**

"Zero Emissioni - Auto Elettriche is GreenStyle's weekly podcast, hosted by Matteo Virelli, offering listeners a comprehensive overview of the latest innovations and trends in electric and low-emission mobility. Each episode explores electric vehicle models, emerging technologies, and sustainable strategies – delivering up-to-date, reliable info for a greener future."

# Guidelines for Writing an Effective Pitch:

## **Essential components:**

Value proposition for the audience

Introduction (title, host, summary)

Target definition (age, interests, needs)

Format and structure

Content plan (topics, episode structure, release frequency)

# Identifying and Analyzing Your Niche:

## **Define your audience:**

Age, gender, key interests  
Informational or entertainment needs

## **Why should they listen to your podcast?:**

Unique value compared to similar podcasts  
Specific features that meet a clear listener need

# Pitch Writing

## **Exercise: Write Your Own Pitch**

Identify your podcast's main theme

Clearly define your target audience

Choose the tone and style

Craft a concise, impactful message that sums up your podcast



# THANKS!

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