

Science Communication Academy: Developing Your Pitch Activity Sheet

Objective: Develop a pitch for your research to communications professionals vs target audience.

Why do you care about your research? Keeping in mind the audience and purpose of your research, think about why **YOU** care about your research.

A few other things to keep in mind:

- It doesn't have to be perfect. Your university's communication team can help you craft a pitch for important interviews (local/national news outlets, for example).
- These teams can also help you prepare for more controversial topics by having mock interviews.

What do you know about your audiences

Target Audience	Communication Professionals

How would you pitch your research to these different audiences

Target Audience	Communication Professionals



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What's your hook? Why should your target audience care? How does this impact them? What about communication professionals?

Quick highlights of your research:

What do you want your target audience to do with this information? What do you want communication professionals to do with it?

Summarize the above information into one concise pitch: