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**Black holes tend (not) to exist! Some personal reflections about public dissemination on gravity**

About 10 years ago, when I was a perspective PhD student in theoretical gravitational physics, my spouse used to make fun of me with my old grandma: "He studies black holes", she would say, "objects that tend not to exist!". Systematically, my grandma would start crying at this and would beg me to look for "a real job". So many things have changed in the last 10 years: black holes are now more real than ever, and I found a proper job that allows me to keep studying these mysterious objects. However, the challenge of transmitting to the public the sense and the relevance of being engaged in such theoretical challenge remains, and it is now even more pressing as people come into contact with these topics and are genuinely fascinated by them. Ironically, my current research interests are focused on quantifying the observational evidence for black holes and on studying possible alternatives. In this talk, I will discuss success and challenges related to some recent outreach activities, in particular the experience of the Italian TV show "Life of a Researcher", the interactions with the Italian astronomy association "Astronomiamo", participation in the events "Pint of Science" and the "European Researchers' Night", and an ongoing visit program to high schools.