



Show Notes

Season 5, Episode 12:

What DO editors want? We chat to editorial director Kerrie McCallum from delicious. and Escape

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to editorial director Kerrie McCallum about her job at the helm of delicious. and Escape and what she looks for from freelancers pitching to her brands

About Kerrie

Kerrie is the editorial director of premium food and travel at News Corp and Editor-in-chief of Escape. She is also the editorial director of *delicious.*, the leading premium food and lifestyle brand in the Australian market.

She's responsible for the *Escape* and *delicious.* brands across all platforms, including weekly and monthly print, digital and social across the News Corp metro network, including the *Sunday Telegraph* and the *Sunday Herald Sun*. She oversees key initiatives such as the Delicious 100, the Delicious Produce Awards, and launched American Express Delicious Month Out in Feb 2020.

She is a mother of two, and supports a diverse network of organisations, including Women in Hospitality, Thankful for Farmers, the Feed Appeal, and the JDRF (Juvenile Diabetes Research Foundation).

In the episode...

- What it's been like leading a hospitality and a travel brand in a pandemic
- Given so many mags have folded, how has delicious. stayed in the game?
- How the role of an editor has changed and evolved in the past five years
- The day to day workload of an editor where there's lots of late nights and being the 'face' of brands such as delicious. and Escape

Got a question? Email us at thecontentbyte@gmail.com



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- How brands are becoming multi-platform and what that means for editorial
- Pitching to delicious. and Escape – does Kerrie have a stable of writers she relies on, and how can you break in?
- What she looks for in a freelancer beyond a great pitch
- Do contributors to brands like these have to have some sort of public profile
- And much more!

More info

- Escape <https://www.escape.com.au/>
- delicious. <https://www.delicious.com.au/>
- Connect with Kerrie <https://www.linkedin.com/in/kerrie-mccallum-6221a0107/>

That's it for this episode. Thanks for listening!

Cheers, Rachel and Lynne