

THE EDIT



moderator: **Brendan Kearns**



Pitch perfect: how to sell before you tell

Date and Time

Wednesday 4 March 2026
6pm for 6.30pm – 7.30pm

RSVP: COB Tuesday 3 March

Location

SYN Radio
RMIT University City Campus
Building 12, Level 3, Room
97/402 Swanston Street
Melbourne

Cost

\$15 students, \$25 members,
\$35 non-members
Refreshments will be provided

Book your ticket online at
melbournepressclub.com

Cancellations may be refunded
until 48 hours before event starts

The Edit is the Melbourne Press
Club's event series for *young*
and *early career* journalists.

How do you pitch an idea for a story to an editor, a chief of staff or even to the person you want to interview for the story?

What's the best way to prepare a pitch? How much should you know about the story before you make your pitch? And how do you find out who the best person at a media organization is to hear that pitch?

Come along to this Edit event and hear from those who have delivered the pitches and received a few of them as well.

Here's a unique opportunity to get the low down on a key skill for budding journalists and writers.

About our industry guests

Peter Hanlon has been a journalist for nearly 40 years, and his freelance career since 2016 has included ghost-writing footballers' autobiographies and writing for publications ranging from *The Saturday Paper* to *Company Director* magazine.

Amy Hetherington was editor of *The Big Issue* for nine years, receiving hundreds of pitches from keen writers and observers.

Anthony Templeton is the editor of *V Weekend* magazine and Chief of Staff at the *Herald Sun*. He has extensive experience in the Australian media and as a public relations professional, including on political campaigns.

Moderated by **Brendan Kearns**, *Herald Sun* journalist.