USC ANNENBERG
School of Journalism
SPRING 2016 WRITING COACHES

HELPING GOOD JOURNALISTS AND PUBLIC RELATIONS PRACTITIONERS BECOME GREAT — JOURNALISM & PUBLIC RELATIONS WRITING COACHES

From basic skills to fine-tuning, USC Annenberg’s School of Journalism writing coaches are available to assist journalism and public relations students of all levels. Students may schedule sessions to consult one-on-one about their work and tips on how to make improvements. Contact the writing coaches by telephone or email to set up an appointment, unless if noted otherwise.

Note: The role of the coaches is to review and give explanations on pieces that have already been graded. Coaches are not allowed to work on assignments that have yet to be submitted.

JENNIFER FLOTO, Public Relations Writing Coach and Grammar/Punctuation Coach
ASC 324A
Email: floto@usc.edu
Office Hours: Fridays, 10 a.m. to 2 p.m. Mondays by appointment only.
Please email in advance to ensure that you will get time with her. Email is preferred communication mode.
Note: Jennifer also will help journalism students and has special expertise to help PR or Journalism students (graduate and undergraduate) for whom English is a second language.

Jennifer Floto is a veteran public relations practitioner and PR writing professor. With her extensive corporate and agency background, Jennifer has over 40 years of writing experience. For TRW, she wrote and edited five on-going publications for customers, employees and legislators. Her agency work included creating and writing publications and press materials for such prestigious organizations as GTE (now Verizon), Xerox, Mattel, the California State Lottery and Acura. She has taught writing courses at Annenberg since 1992 and frequently conducts writing workshops for local public relations agencies. She has served as thesis editor for the Strategic PR program for 18 years, having reviewed more than 400 theses during that time. She has won numerous writing and teaching awards.

LARRY PRYOR, Print/Text Writing Coach
Location: ASC 326E
Phone: (213) 740-9083; Email: lpryor@usc.edu
Office Hours: Wednesdays, 11 a.m. to 12 p.m. and 1 to 3 p.m.; Fridays, 11 a.m. to 4 p.m.
Please email in advance to reserve day and time.

Larry Pryor is on the Journalism School faculty and teaches newswriting and environmental journalism.

He was formerly a reporter for The Louisville Courier-Journal and, later, a staff writer and editor for the Los Angeles Times. He held various writing and editing positions at the Times, including as an environment writer and specialist topics editor and editor of latimes.com.
Pryor conducts research on climate change communication and related issues dealing with global ecological decline. He examines ways that visual information and Internet discourse can influence public perspectives on the environment.

KINGSLEY SMITH, Broadcast Writing Coach
Location: Media Center (ANN 102) or ANN 306
Phone: (310) 975-9218; Email: kingsles@usc.edu or kingsley@kingsleydigital.com
Office Hours: Mondays and Fridays, 9 a.m. to 12 p.m.; Thursday by appointment
Please email in advance to arrange a day and time.

Undergrad students need to bring a hard copy of the piece they want help on to the appointment, as well as the instructor’s notes or comments.

Kingsley Smith, an award-winning broadcaster, is the former News Director for KTTV in Los Angeles. He’s currently a Senior Producer for the NFL Network. For 25 years he’s worked in newsrooms in Dallas, St. Louis, Philadelphia and Los Angeles leading, creating, producing and managing news and information programs for on air and online. He also operates his own custom video production and marketing company creating original brand journalism and related content for small and large business, individuals, corporations and organizations.