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. Thursday afternoons 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.

PHIL SEIB, Print/Text Writing Coach
Location: ASC 307A
Email: seib@usc.edu
Office hours: Wednesdays, 8 a.m. to 1 p.m., and other times by appointment. Please email to arrange an appointment.

Philip Seib is Professor of Journalism and Public Diplomacy, and Professor of International Relations. He was director of USC’s Center on Public Diplomacy, 2009-2013, and Vice Dean of the Annenberg School 2014-15. He is an author or editor of more than twenty books, including Journalism Ethics, Public Relations Ethics, Headline Diplomacy: How News Coverage Affects Foreign Policy; The Al Jazeera Effect: How the New Global Media Are Reshaping World Politics; and The Future of Diplomacy. He is also an attorney, and while teaching in Texas he worked as a television and print journalist: on-air political analyst for WFAA Television (ABC) in Dallas, and weekly op ed columnist for the Dallas Morning News.

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KINGSLEY SMITH, Broadcast Writing Coach
Location: Media Center (ANN 102) or ANN 415
Phone: (310) 975-9218; Email: kingsles@usc.edu
Office Hours: Mondays, 9:30 a.m. to 12 p.m.; Tuesdays, 5:30 to 7:30 p.m.; Wednesdays, 5:30 to 7:30 p.m.; Thursdays, 7:30 to 9:00 a.m. Please email in advance to arrange a day and time. Email is preferred communication mode.

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, overseeing production of NFL Total Access. 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.