



USC ANNENBERG

## School of Journalism

### FALL 2017 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.**

**PAT MAIO**, Public Relations Writing Coach/Media Center Text Coach

Location: Media Center (ANN 102)

Email: pmaio@usc.edu; Phone: 951.283.2184

Office Hours: Tuesdays, 1-4 p.m.; Wednesdays, 1-4 p.m.; Thursdays, 1-5 p.m.

*Please contact Pat in advance to ensure that you will get time with him.*

Pat Maio has held various reporting and editorial management positions over the past 25 years, having specialized in business and government reporting. He has held reporting jobs with the San Diego Union-Tribune, Orange County Register, Dow Jones News and other newspapers in Ohio, West Virginia, Maryland and Washington, D.C. In San Diego, he won writing awards for his investigations of farm worker shortages, a recovery in welding jobs following the Great Recession, and high honey prices caused by an unknown disease decimating local honey bee populations. He also has held business editor positions with several mid-size newspapers, including the San Bernardino Sun / Inland Valley Daily Bulletin, The Desert Sun in Palm Springs and North County Times in San Diego. He also was the bureau chief of the Dow Jones News Service in Los Angeles where he directed coverage of electricity deregulation in California and the western United States, and regularly contributed stories to the Wall Street Journal. A native of Cincinnati, Ohio, Maio is a graduate of the University of Cincinnati where he earned a Bachelor of Arts degree in history in 1980. In 1982, he earned a master's degree in journalism at Ohio University in Athens, Ohio, where he wrote a thesis examining the effects of union leadership on the United Mine Workers Journal during the Tony Boyle and Arnold Miller administrations.

**BARBARA PIERCE**, Broadcast Writing Coach

Location: Media Center (ANN 102)

Email: bh Pierce@usc.edu; Phone: 213.999.5217

Office Hours: Mondays, 1-2 p.m.; Tuesdays, 1-2 p.m.

*Please contact Barbara in advance to ensure that you will get time with her.*

Barbara Pierce has been teaching graduate and undergraduate journalism courses at USC since 2011. She's also a writing coach for ATVN (Annenberg TV News). For more than 25 years she was a producer for CBS News, working primarily for the CBS Evening News. She also produced segments for Sunday Morning, CBS This Morning, and 60 Minutes II. She covered breaking news and produced

investigative reports as well as features. She was Senior Producer on the documentary “The Lavender Scare” about the persecution of gays in government. She received an Alfred I. DuPont-Columbia University Award and two National Emmys for Investigative Reporting. She has a Master’s Degree from Columbia University Graduate School of Journalism and a Bachelor of Arts from Williams College.

**SHAYA TAYEFE MOHAJER**, English Language Assistance Text Writing Coach

Location: Media Center (ANN 102)

Email: [tayefemo@usc.edu](mailto:tayefemo@usc.edu); Phone: 323.440.5310

Office Hours: Tuesdays, 1:30-4:30 p.m.; Wednesdays, 10 a.m.-2 p.m.; Thursdays, 1:30-4:30 p.m.

*Please contact Shaya in advance to ensure that you will get time with her.*

*Students who need assistance with English as a second language should meet with Shaya.*

Shaya Tayefe Mohajer has worked as a reporter and editor for major news organizations, including spending nearly a decade at The Associated Press where her assignments spanned a wide gamut of topics, and included covering poverty in Appalachia, political chaos in the Middle East, and breaking news in Los Angeles. Most recently, Shaya has written media criticism for The Columbia Journalism Review, discussing topics of gender and equality in newsrooms and coverage. Shaya is currently co-producing a documentary on Iranian-Americans and the so-called Persian Palaces of Beverly Hills—which she wrote about in long-form for Curbed. Shaya worked as an editor covering social justice, race and gender issues for TakePart.com. A Southern California native, Shaya holds bachelor's degrees in English and political science from the University of California, Irvine, and a master's degree in journalism from New York University.