



Write Your Story!

# WRITING COACH

Special training helps you write at a winning level

Weak ledes? Dull quotes? Clutter? Jargon? Russell Frank can help. Frank, a former reporter and editor who has been teaching journalism at Penn State for 20 years, is available for newsroom-wide presentations and/or one-on-one coaching sessions on how to sharpen your newswriting.

Whether you give him works in progress or already published stories, he will work with you on crafting punchier ledes, selecting pithier quotes, deciding what to include and what to leave out and how to organize it all. The best way to proceed would be to send him a packet of stories to edit before he visits your newsroom, but other arrangements are possible.

*Frank has published in The New York Times, the Washington Post, the Los Angeles Times and other newspapers and magazines, and is the author of two books: "Among the Woo People: A Survival Guide for Living in a College Town" and "Newslore: Contemporary Folklore on the Internet."*

## Donation to Foundation requested for coaching services

It's simple and it's inexpensive. Through the generous support of the Donald P. Bellisario College of Communications at Penn State University, Russell Frank will visit your newsroom for a donation to the PNA Foundation. You must be a member in good standing of the Pennsylvania NewsMedia Association. Contact Melinda Condon of the PNA Foundation at [melindac@pa-news.org](mailto:melindac@pa-news.org) or (717) 703-3002 to schedule your coaching session and to discuss your tax-deductible donation.

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