The Humane Society of the United States

Princeton Internships in Civic Service 2019

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Class of 2022
Hilary Joel was my alumni partner. Interestingly, her husband Alex is also a Princeton alum! Hilary was a great resource throughout my internship. She works as a leadership coach for leaders that work in the nonprofit sector. She is involved in numerous nonprofits, and is a regular donor to the HSUS. It was also great to get to know Alex, and learn about his career. My favorite trips with them were to the National Museum of African American History and Culture along with the International Spy Museum. The alumni partner aspect of my internship was a great opportunity for me to network, and I am really grateful that Hilary and Alex were so welcoming.
Day to Day in the Office

- Media lists: I built lists of relevant contacts for particular pitches.
- Clips round up: I compiled all the media coverage of a specific topic.
- HSUS News Twitter: I tweeted about Kitty Block’s blog, press releases, and articles that mentioned the HSUS.
- Meltwater and Muck Rack: I used the two software systems as search tools to find relevant contacts, articles, and sources.
- Follow-up calls: I checked in with stations and reporters about media advisories.
My highlight was participating in the animal transport of approximately 120 dogs and cats from Louisiana to the Manassas airport. The transport made room in shelters before Tropical Storm Barry made landfall. I helped unload animals from the plane, and brought them to their specific shelter vehicle.
One of the follow up calls I made resulted in an article and interview on WJLA. This instance was a great example of how follow up calls can be effective.
To conclude, I am very appreciative that I got to learn about public relations, especially in a topic I am passionate about. Also, I am excited to work with the HSUS again in the future at one of their direct care centers, hopefully as a veterinarian! I want to thank everyone in the PR department for teaching me, and I especially want to thank my supervisor Kirsten for going out of her way to help me work on things I am most interested in.