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Bread for the World/Washington, DC

Summer 2012

During the summer of 2012, I worked as a media relations intern at Bread for the World in Washington, D.C. Bread for the World is non-profit organization that defines itself as a collective Christian voice that urges our nation's decision makers to end hunger at home and abroad. It works to change policies, programs, and conditions that allow hunger and poverty to persist, and it provides help and opportunity far beyond the communities where we live. Bread for the World is a 501(c)4 organization.

At Bread for the World, I worked in the communications department under the direct supervision of the media relations specialist and the media relations manager. My everyday duties included assisting with media list development, assisting with media outreach, helping with Facebook updates and to develop blog posts as instructed, and mostly monitoring and tracking media placements, including circulation numbers. For media list development I helped create lists of reporters on software such as Meltwater Press to send out press releases or media advisories. For example, I helped draft a media advisory for an event in Alabama that was titled *Bread for the World Teams with Local Anti-Hunger Organizations to Teach Students that "Hunger is Not a Game."* The purpose of the media advisory was to inform the press that there was going to be an event in Birmingham, AL on August 22nd, with Bread for the World team members and local student organizations talking about anti-hunger advocacy. I helped draft the media advisory, and I helped create a media list to send the advisory to reporters in Birmingham. On a daily basis, I would also follow up with reporters on the phone to make sure they received our press release or media advisory that we just sent out, and to see if they were going to run our story in their newspaper/magazine/TV show/radio show, etc. I also helped with Facebook updates by making suggestions to the communications team, and researching famous quotes about hunger insecurity

for the communications department to post on its Facebook and Twitter pages. I also developed blog posts for the communications department, which was by far the most rewarding part of my internship. I wrote five blog posts for the Bread for the World website, which was very exciting for me. It took me about a week to develop my first blog titled [Breaking Out of the 'College Bubble'](#), but I got better and faster at writing quick blog posts by the end of my internship.

The biggest part of my daily duties was monitoring and tracking media placements. To track media placements I used a software called Meltwater Press, and tracked media hits for key words that Bread for the World would be associated with such as Circle of Protection, David Beckmann, Bread for the World, Scaling up Nutrition, and World Food Prize. I kept track of how many times these key words showed up in the news everyday and tracked them in a huge spreadsheet. Another part of tracking media hits was posting news to the Bread for the World website. I had to use my discretion to decide if a story or op-ed was relevant enough to post to the website, and would use the software Convio to post it to the Bread for the World website. During my internship I became very familiar with the Bread for the World website, and how to use Convio to post things to the site because I posted news clips and press releases on a daily basis.

My internship experience was extremely enlightening and educating, and I had an amazing summer. Bread for the World is a remarkable organization, and I'm glad I had the opportunity to work with such a motivated group of people that work hard to protect food programs in the United States and abroad. Bread for the World encourages its members to lobby Congress to stop making cuts to food programs such as SNAP and WIC, and tax credit programs for the poor such as EITC in the United States. Through Bread for the World's lobbying efforts I learned a great deal about the legislative process in the United States. I also learned a lot about how non-profits work, and where non-profits get their funding from.

I had a ton of remarkable experiences at Bread for the World, but a few opportunities in particular stand out more than others. One of the most amazing experiences that I had during my internship was when I was given the chance to go to the White House to sit on a Presidential

press conference. The White House invited Bread for the World to come to a press conference concerning tax cuts, and my supervisor allowed me and another intern to come with her to take notes, and write a follow-up blog about the President's speech. I have never been to the White House before so the experience was really special for me, and it was really neat to hear President Obama speak in person. I spent about two hours total going through security, walking through the White House to the East Wing, and waiting in the East Wing of the White House for the President to come out and speak to the reporters and us about tax reform. I also wrote a blog about the President's speech for the Bread for the World website titled [Will Widening the Circle of Opportunity Cost Poor and Hungry People?](#) Another opportunity I had to go to Capitol Hill was to attend an event to launch a project that Bread for the World has been working on called A Roadmap to End Hunger. The event was held in the Russell Senate Office Building Kennedy Caucus Room. A Roadmap to End Hunger is a five-year plan that a coalition of U.S. non-profit organizations including Bread for the World launched to improve U.S. food aid and agricultural development programs. This event was particularly interesting because there were really neat guest speakers including the CEO of Save the Children. In addition, I also had the opportunity to go to the Hill to listen to the President of Bread for the World, David Beckmann, speak at Russell Senate Office Building. David Beckmann joined other Christian leaders to urge Congress to defeat a bill that would extend tax cuts to the rich, and reduce EITC and CTC benefit levels. This was a really neat opportunity because I got to hear the President of Bread for the World speak on behalf of the organization. I took pictures for the Bread website, and wrote a blog titled [Faith Leaders Encourage Representatives to Love Their Neighbors Through Just Tax Policies.](#)

My internship gave me a lot of real world experience that will assist me in getting a job in the future. Most importantly, I learned a great deal about media relations, and the role of a media relations specialist. I helped draft press releases and media advisories on a daily basis, which made me feel comfortable about writing press releases on my own. I spoke to reporters on a daily basis to follow up about press releases and media advisories, which gave me a great deal of

experience talking to people over the phone. I also did a lot of administrative duties for the communications department including scheduling meetings, scheduling conference calls, and contacting people to schedule meetings. My administrative experience will definitely help me in a future office setting. Bread for the World is an amazing organization, and the people that work there love their jobs and continually feel inspired to come to work. I am inspired by the work that Bread for the World does, and I am therefore encouraged to look for a job at non-profits in Washington, DC. I am also looking for a job in communications because I learned so many skills in media relations during my time at Bread for the World.