Job Description

- Wrote and proofread articles in English and French for publication on WWF Madagascar’s website
- Remodeled the format of the website and updated outdated content using the content management system
- Updated various databases for internal use: contacts, publications, and photos and videos
- Traveled to a field office to cover a conservation-themed festival: took pictures, conducted interviews, and wrote an article which was sent out in a press release
- Changed the format of the monthly newsletter to make it more visually attractive
Communication with Impact

- Most rewarding coverage: telling people’s stories
  - Wrote an article about a man who farms seaweed instead of fishing as a part of a WWF initiative to decrease overfishing
  - Covered the Baobab-Fosa Festival and used first-hand accounts drawn from interviews to describe the success of festivals that promote ecotourism
    - The article was sent out to many Malagasy newspapers as a WWF press release, and the local media republished photos and fragments from the article
Baobab-Fosa Festival Field Trip

A picture I took of the festival

The article that I wrote as it appeared on the WWF website
Impact on WWF Madagascar

- Reduced the burden on the small and over-extended Communications Department
- Supported a culture of quality journalism
- Made the website easier to use
- Set up smoother internal affairs by updating the different databases
Work Environment

Celebrating the end of the fiscal year with coworkers

The WWF office
Impact on Academic Life

- Strengthened my resolve to pursue conservation and get other Princeton students involved in it
- Showed me the importance of studying languages
- Inspired me to get more involved in journalism on campus
- New interest in EEB as a possible major
Impact on Personal Life

- Learned important skills like budgeting, securing housing, and cooking
- Grew in my knowledge of French
- Immersed myself in a completely new culture and language
- Got to see the amazing natural wonders of Madagascar!