



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Bradley M. Pfaff, Secretary

“Alice in Dairyland” Request Form and Instructions

Thank you for your interest in having Alice in Dairyland attend your event. These instructions were created to guide you through the request process and to assist you in preparing a tentative event itinerary for ‘Alice.’ Alice in Dairyland is a one year contractual public relations, marketing, and communications professional employed by the Wisconsin Department of Agriculture, Trade, and Consumer Protection. As Wisconsin’s Agricultural Ambassador, she plays an important role in ensuring a bright future for the agricultural industry through media interviews, speeches, and educational presentations. Our goal is to involve ‘Alice’ in events and appearances that utilize her as a professional and knowledgeable spokesperson for the State of Wisconsin. In an effort to achieve this goal, we need your cooperation in adhering to the following guidelines while Alice is involved in your event:

- Speaking opportunity:** Alice must have at least one opportunity to speak at your event. The speech topic should allow Alice to share some aspect of agriculture. Events like parades are not considered an effective use of Alice’s time, as there is no chance to share a message to benefit agriculture.
- Speech Length:** Limit the requested length of Alice’s speeches to no longer than 15 minutes. Exceeding that length of time will tend to lose the attention of the audience.
- Mingling time:** Limit meet and greet/mingling time to less than two hours for event under 250 people.
- Education or Classroom:** presentations are approximately 30 minutes to one hour depending on the age of students. Please limit the maximum number of classroom/grade presentations per day to five (5). *Because of high demand and limited time availability, we request that all invitations for Alice to visit allow her to engage with at least 100 students. This could be through multiple classroom visits or one all school/grade assembly. Smaller schools could partner with nearby schools to schedule same day visits.*
- Mapping a Healthy Wisconsin:** *Fourth grade “Mapping Out a Healthy Wisconsin” curriculum is now available through an online video presentation, email for more information.*
- Special events should arrange for Alice to have interviews with as many media representatives as possible. This allows her to share key messages with an even larger audience, bringing greater value to her time at the event.
- We ask that you avoid having Alice in Dairyland give a cooking demonstration. If asking her to discuss the uses or nutritional benefits of Wisconsin commodities, we request Alice talk about “finished” ingredients or products (still in a package or already prepared,) work with a chef/cook partner, or hand out recipes rather than prepare a dish in front of the public. Alice serving food tents to hold up the line, she is more effective greeting in lines rather than serving.
- Please adhere to the times pre-arranged for Alice’s arrival and departure at the event. We ask that you make every effort to avoid having Alice speak at appearances that were not pre-arranged with our office.
- Due to scheduling conflicts, Alice may not be available for your event even though she has attended previously.
- Event requests will be reviewed the Monday (or first business day of the week) following submission. If you have questions about your application or would like to check Alice’s availability, please contact:
 - Alice in Dairyland Program Director, WI DATCP
 - 2811 Agriculture Drive, P.O. Box 8911
 - Madison, WI 53708-8911
 - Ph: 608-224-5115 **E-mail: DATCPAlice@wisconsin.gov**
- A press photo and bio of the current Alice in Dairyland are available at your request. Please send digital copies of media coverage including Alice in Dairyland that is published before and after the event.

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer

REQUEST FOR ALICE IN DAIRYLAND

- 1) Event contact person's name, title, address, phone, **cell**, and e-mail:

- 2) Event Details
 - Event name:
 - Sponsor(s):
 - Event Address:
 - Date:
 - Time requested for Alice's attendance:

- 3) Parking Instructions and Directions/Landmarks to event from main road:

- 4) Where and to whom should Alice report to upon arrival?

- 5) Detailed itinerary of Alice's schedule during event
 - Arrival and departure times (not to exceed 4 hours, unless pre-approved):
 - Requested speeches (time, length, topic):
 - Any other special requests of her time:

- 6) Please name specific media you plan to invite and indicate any planned media interviews for Alice:

- 7) Brief description of the audience (demographics and estimated number of attendees):

- 8) Purpose of event and purpose of requesting Alice. How will Alice's attendance bring more value to your event?

- 9) Has Alice attended your event in the past? If so, when?

- 10) Any other relevant information?