



78th Alice in Dairyland Applications Open through January 31

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MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds individuals with a passion for promoting Wisconsin agriculture to apply for the position of 78th Alice in Dairyland through January 31, 2025.

In this highly visible and fast-paced position, Alice in Dairyland serves as a full-time spokesperson, cultivating relationships with media outlets throughout the state, writing and delivering speeches at events, using social media to tell the stories of Wisconsin agriculture and more. Additional responsibilities are outlined in the position announcement.

Alice in Dairyland applicants should have an interest in Wisconsin agriculture; at least three years of experience, education, or training in communications, marketing, education, or public relations; and public speaking experience. Applicants must also be female, residents of Wisconsin, and at least 21 years old.

This one-year, full-time contractual position starts July 7, 2025. The chosen candidate will travel extensively throughout the state and have required weekly in-person office time at DATCP's Madison office. The annual salary for Alice in Dairyland is \$45,000 and includes holiday, vacation, and sick leave, and use of a vehicle while on official business. Reimbursement is provided for professional travel expenses and an individual health insurance premium up to \$450 a month.

To apply, provide a cover letter, completed application form, resume, and contact information for three professional references to DATCPAlice@wisconsin.gov by 4:30 p.m. on January 31, 2025. Application materials are available at <https://www.aliceindairyland.com/becoming-alice-in-dairyland>.

Qualified applicants will participate in a preliminary interview on February 22, 2025, at DATCP's Madison office or via Microsoft Teams. The resulting Top Candidates will attend a two-day program briefing and press announcement March 7-8, 2025, as well as the three-day final interview process May 15-17, 2025, in Crawford County.

Questions about the position or application process can be directed to DATCPAlice@wisconsin.gov. For more information about the Alice in Dairyland program, visit <https://www.aliceindairyland.com/> and follow Alice online on [Facebook](#) and [Instagram](#).

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