



Alice in Dairyland Application Period Now Open

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MADISON – As one of the most widely recognized communications professionals in Wisconsin agriculture, Alice in Dairyland educates Wisconsin children and adults about the value, economic impact and future of the state’s \$88 billion agricultural industry. Individuals interested in applying to become the next “Alice” – the 71st to hold the year-long position – are invited to submit applications through Thursday, Feb. 1, 2018.

In this highly visible and fast-paced position, Alice in Dairyland cultivates relationships with television, radio and print media outlets throughout the state; writes and delivers speeches at events large and small; and utilizes social media to tell the stories of Wisconsin agriculture. Additional duties include developing and executing marketing plans, delivering classroom presentations, and networking with industry professionals. Alice must also learn and retain information about the diversity of Wisconsin agriculture and be able to tailor that information to educate both urban and rural audiences.

Alice in Dairyland is an honored guest and speaker at many notable Wisconsin events including State Fair, World Dairy Expo, county fairs and dairy breakfasts, conferences and more. Alice manages hundreds of television and radio interviews each year, and has a daily presence on multiple social media platforms. This public relations position is the premier spokesperson opportunity for a professional eager to step into the limelight to promote Wisconsin agriculture.

“Serving as Wisconsin’s Agricultural Ambassador has allowed me to share the story of Wisconsin’s diverse agriculture industry to a multitude of various audiences across the state, which broadened my view and deepened my appreciation for the industry,” said Crystal Siemers-Peterman, 70th Alice in Dairyland. “If you have passion and excitement for agriculture, education, and communications, this position is a great opportunity to take those enthusiasms to the next level and to make long-lasting career connections in the industry.”

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 be female, Wisconsin residents, and at least 21 years old.

This one-year, full-time contractual position starts June 4, 2018. The position holder will be headquartered in Madison and travel extensively throughout the state. The annual salary for Alice in Dairyland is \$45,000 and includes holiday, vacation and sick leave as well as use of a vehicle for official business. Reimbursement is provided for an individual health insurance premium up to \$450 a month, as well as professional travel expenses.

To apply, submit an application form, cover letter, resume, three professional references and summary of qualifications to DATCP by 4:30 p.m. Thursday, Feb. 1, 2018. Application materials are available at https://datcp.wi.gov/Pages/Growing_WI/BecomingAlice.aspx

Qualified applicants will be invited to a preliminary interview Feb. 16. Top candidates will be required to attend a two-day program briefing and press announcement March 15-16, and the three-day final interview process at which the new Alice will be selected will be held May 17-19 in Adams County.

Questions regarding the position or application process can be directed to Alice in Dairyland Program Director, Ti Gauger at 608-224-5115 or Ti.Gauger@wisconsin.gov.