



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, 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. 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:

- Alice must have at least one opportunity to give a speech 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.
- 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. Classroom presentations are approximately forty-five (45) minutes. Please limit the maximum number of classroom visits per day to five (5).
- 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) and/or hand out recipes rather than prepare a dish in front of the public.
- 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 following submission. If you have questions about your application or would like to check Alice’s availability, please contact:
Becky Paris, Alice in Dairyland Program Manager
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 copies of ALL media that is published before and after the event.

Agriculture generates \$88 billion for Wisconsin

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Please return your request to Becky Paris, Alice in Dairyland Program Manager, by Email: DATCPAlice@wisconsin.gov;
Mail: PO Box 8911, Madison, WI 53708-8911

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):
 - 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) Itinerary of Alice's schedule during event
 - Arrival and departure times (not to exceed 4 hours, unless pre-approved):
 - Requested speeches (time, 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?