



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



AMY BARRILLEAUX

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Amy Barrilleaux directs media relations and public outreach for Madison Water Utility in Madison, Wisconsin. She has worked to develop a communication strategy that uses creative content, storytelling, and digital and traditional media to engage the public around major conservation and public works initiatives. Amy's background is in broadcast and print journalism, a skill she leans on to

communicate the value of water and highlight Madison Water Utility's role in building a safe, productive, and healthy community.