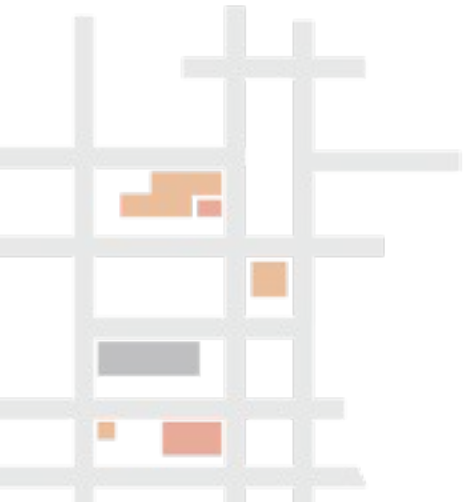


Hear, Here North

Request for Expansion & Capital Budget Funds



Ariel Beaujot
Professor, Public History
University of Wisconsin-La Crosse





Hear, Here Luxemburg (2022)



Hear, Here Guelph (2023)

How does *Hear, Here* work?



Hear, Here North: Timeline

Fall 2015:

- Met City Councilmember Ryan Cornett, agreed to do the project

Summer 2016:

- Oral History Program Review resulting in our first 30 stories

Summer 2023:

- Meet with Web Designers and Phone Designers,
- Apply for IRB (ethics) approval

Fall 2023:

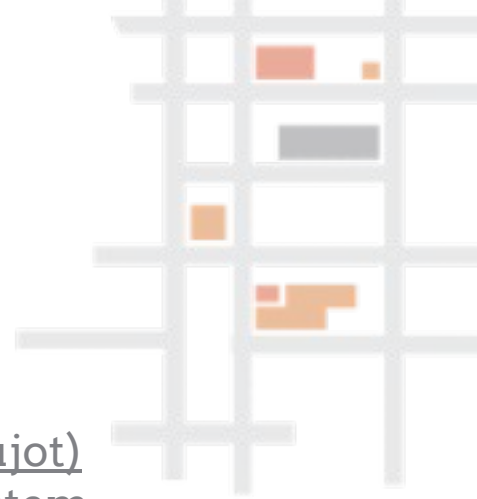
- Exhibition Development I class (Beaujot) = students interview current citizens generating 30-45 new stories, cut down interviews to 2 minutes, transcribe interviews, prep them for website

Spring 2024:

- Exhibition Development II class (Beaujot) = students upload stories to phone system and website, develop content for brochures, social media and print media inviting people to launch, organize launch event.

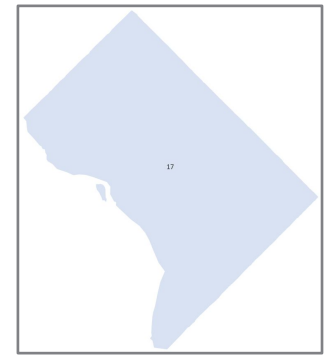
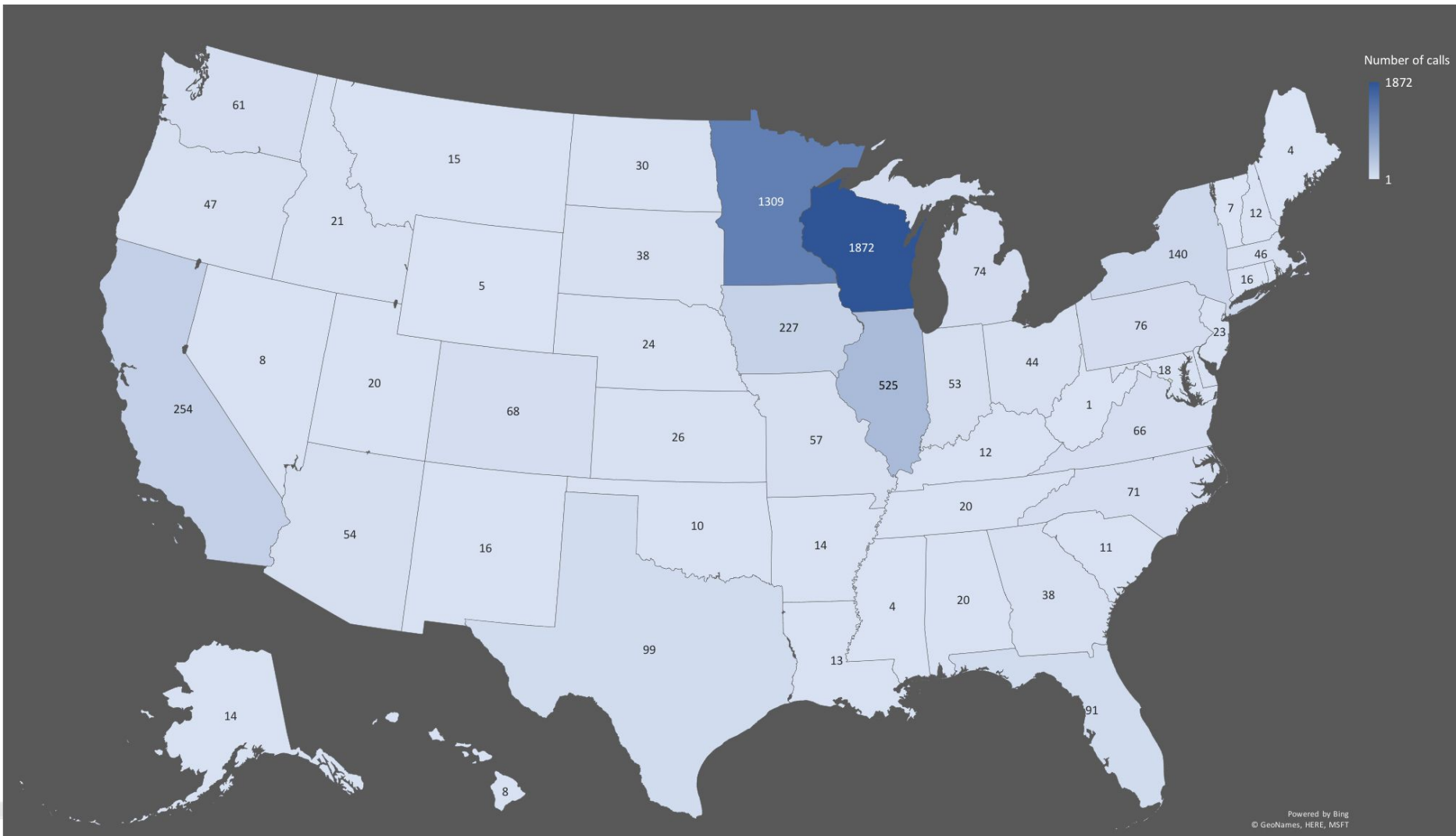
Spring 2024:

- Photography class (Hawkes) = take photos of interviewees and do narrative photography for all stories, included in website content, social media, and opening event..

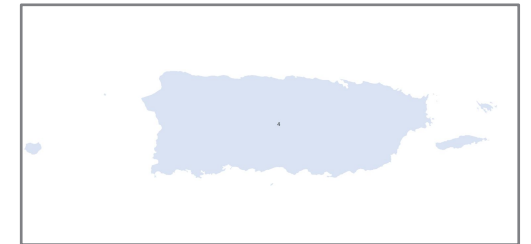


A detailed historical street map of the North Branch area in Chicago, showing a grid of streets, lot numbers, and building footprints. The map includes the North Branch of the Chicago River on the left and the main Chicago River on the right. A prominent title is overlaid in the center in a large, bold, orange font. The map also shows various street names such as St. Andrews, North La Crosse, Gould, Milwaukee, Bantam, and Commercial. A railroad line is visible crossing the area diagonally.

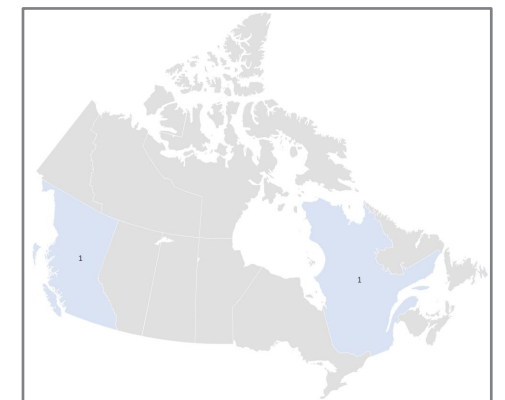
Benefits to the City: *Hear, Hear North*



District of Columbia, 17



Puerto Rico, 4

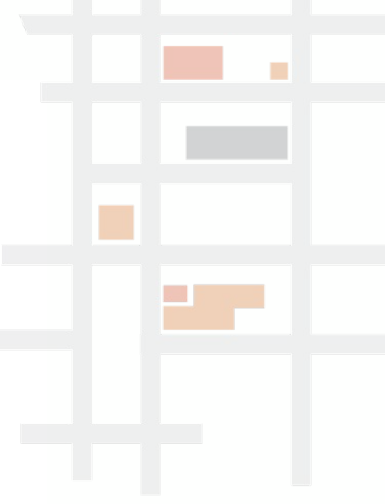
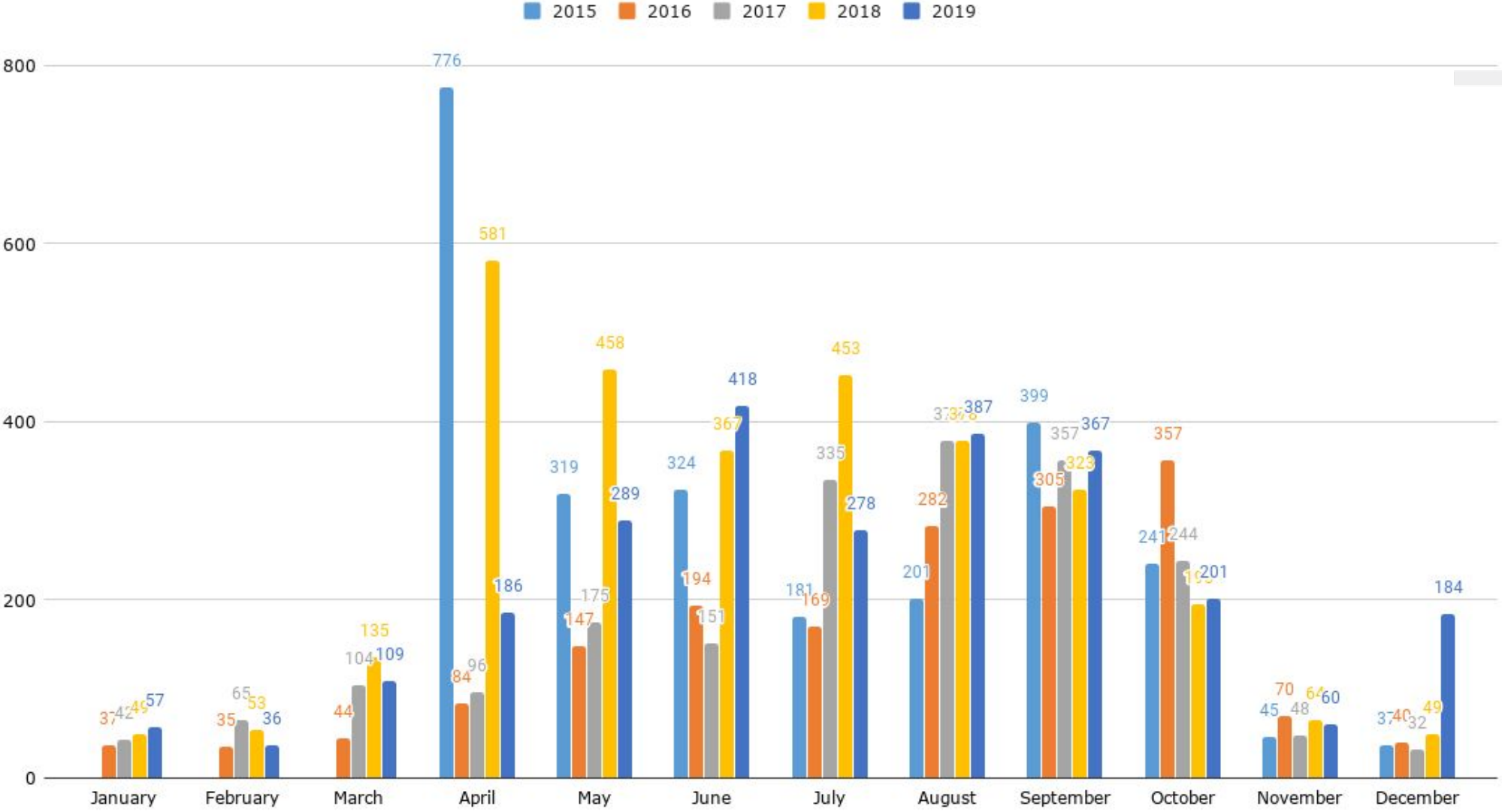


Canada, 2

* calls from 6 unknown callers, and 1 toll-free caller are unaccounted for on these maps.

Hear, Here La Crosse Data Collected from EZ Route

Call volume by month

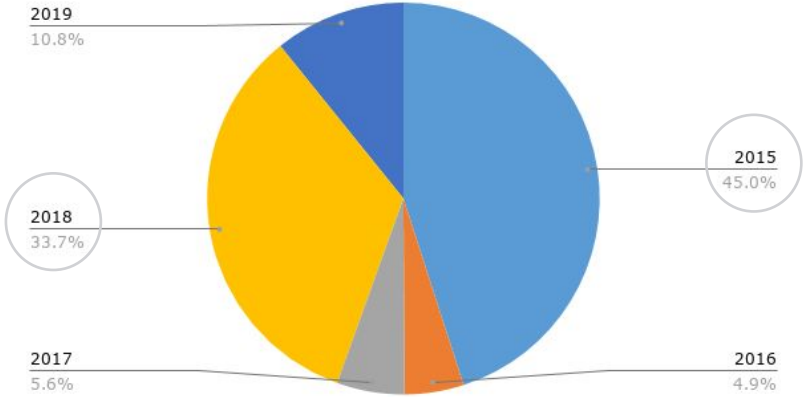


Hear, Here La Crosse Data Collected from EZ Route

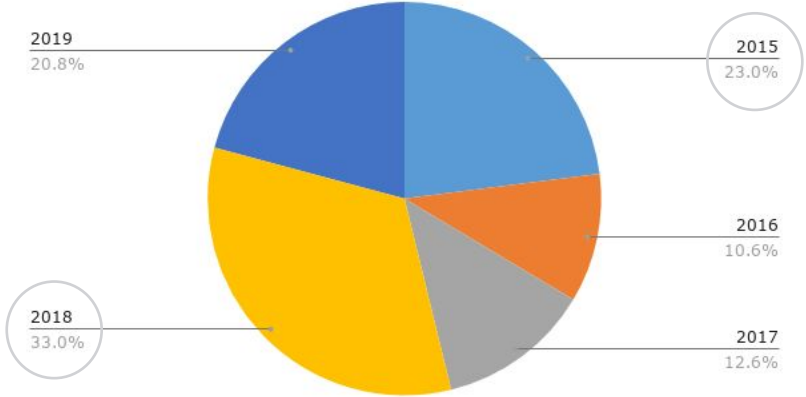
Annual usage in April, May, June



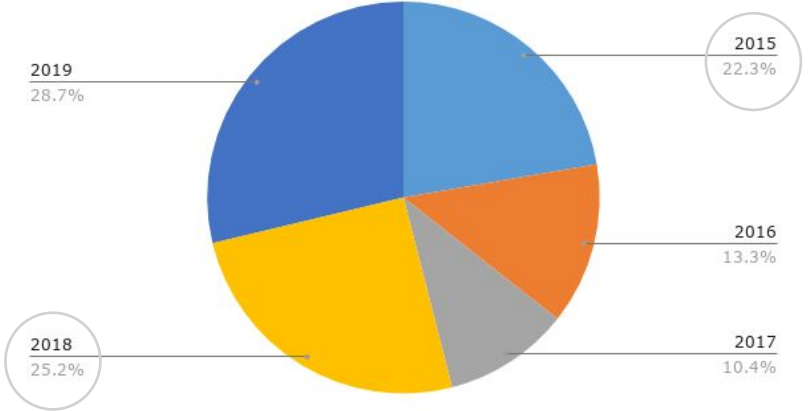
April call volumes, annually



May call volumes, annually



June call volumes, annually



Hear, Here North: Oral History Program Locations



Hear, Here North: Budget

- **Matching Funds:** \$55,764.28 (equipment UWL grants)
- **In-Kind Donations:** \$69,504.85 (mostly time)
- **City of La Crosse Ask:** \$33,850

TOTAL BUDGET: \$143,491.93



Hear, Here North: Budget—City of La Crosse

- **Phone Technician/Service:** \$2,842
- **NetKinetix Web Design:** \$4,450
- **Graphic Design all print materials:** \$6,240
- **Printing/postage:** \$1698
- **Signs & Brackets:** \$8,000
- **Photo Printing & Framing:** \$3,292
- **Audio Recording:** \$4,000
- **Launch Event** (venue, food, entertainment): 3,328

TOTAL: \$33,850



Hear, Here North: Launch (April 2024)

- 60-75 locations
- opening event
- website
- phone system
- signs

Permission needed for: add to capital campaign budget + put up signs





Thank You!

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