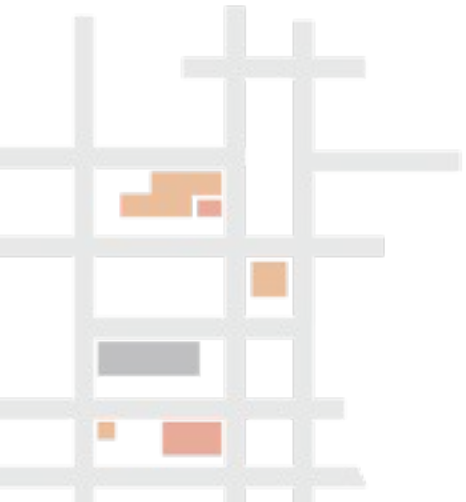


# *Hear, Here North*

## 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:

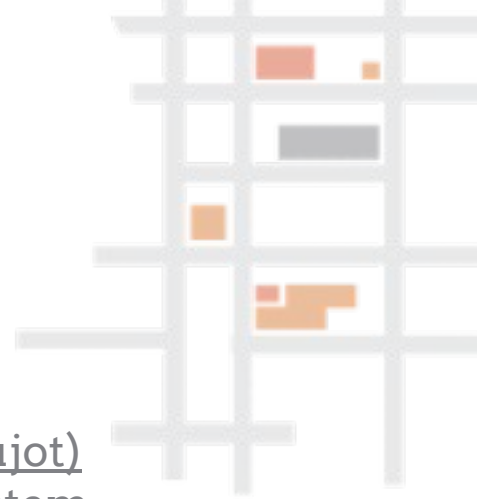
- Exhibition Development I class (Beaujot) = students interview current citizens generating 30-45 new stories, cut down interviews to 2 minutes, transcribe interviews, prep them for website

## 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.

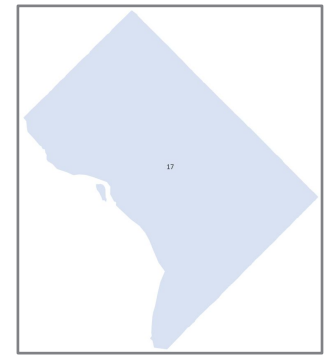
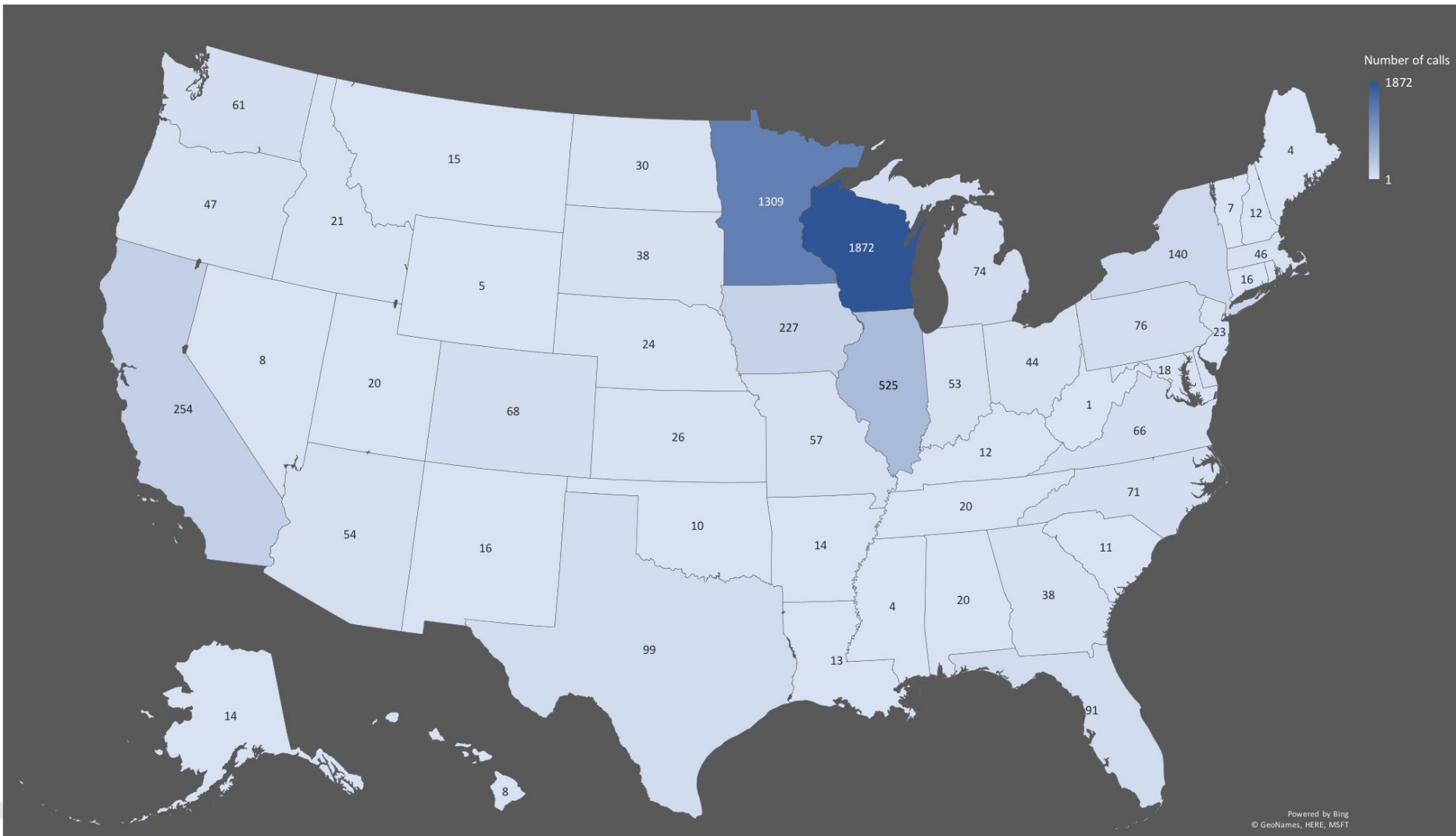
## Spring 2024:

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

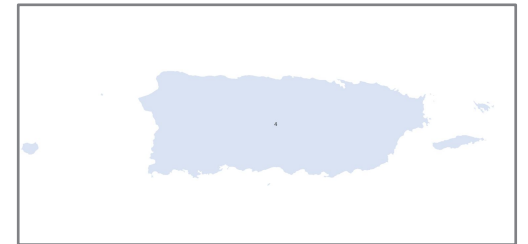


A detailed historical street map of the North Branch area in Chicago, showing a grid of streets, lot numbers, and building footprints. The map includes the Chicago River and the Old Chicago River. A large, semi-transparent orange text overlay is centered on the map. The text reads "Benefits to the City:" in a bold, sans-serif font, followed by "Hear, Hear North" in a larger, bold, italicized sans-serif font. The map shows streets such as St. Andrews, North La Crosse, Island, Gould, Commercial, Milwaukee, Bantam, Burner, Conia, Avon, Berlin, Hyde & Carrolls, Kane, and Charles St. Lot numbers are visible throughout the grid, and various street names are printed along the streets. The Chicago River is on the left, and the Old Chicago River is on the right. The map is oriented with North at the top.

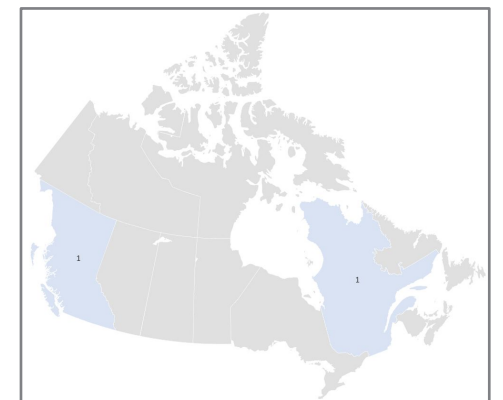
**Benefits to the City:**  
*Hear, Hear North*



District of Columbia, 17



Puerto Rico, 4



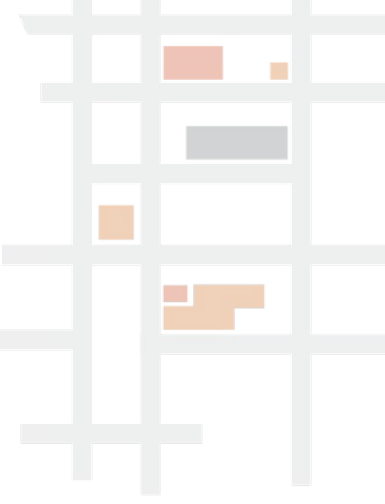
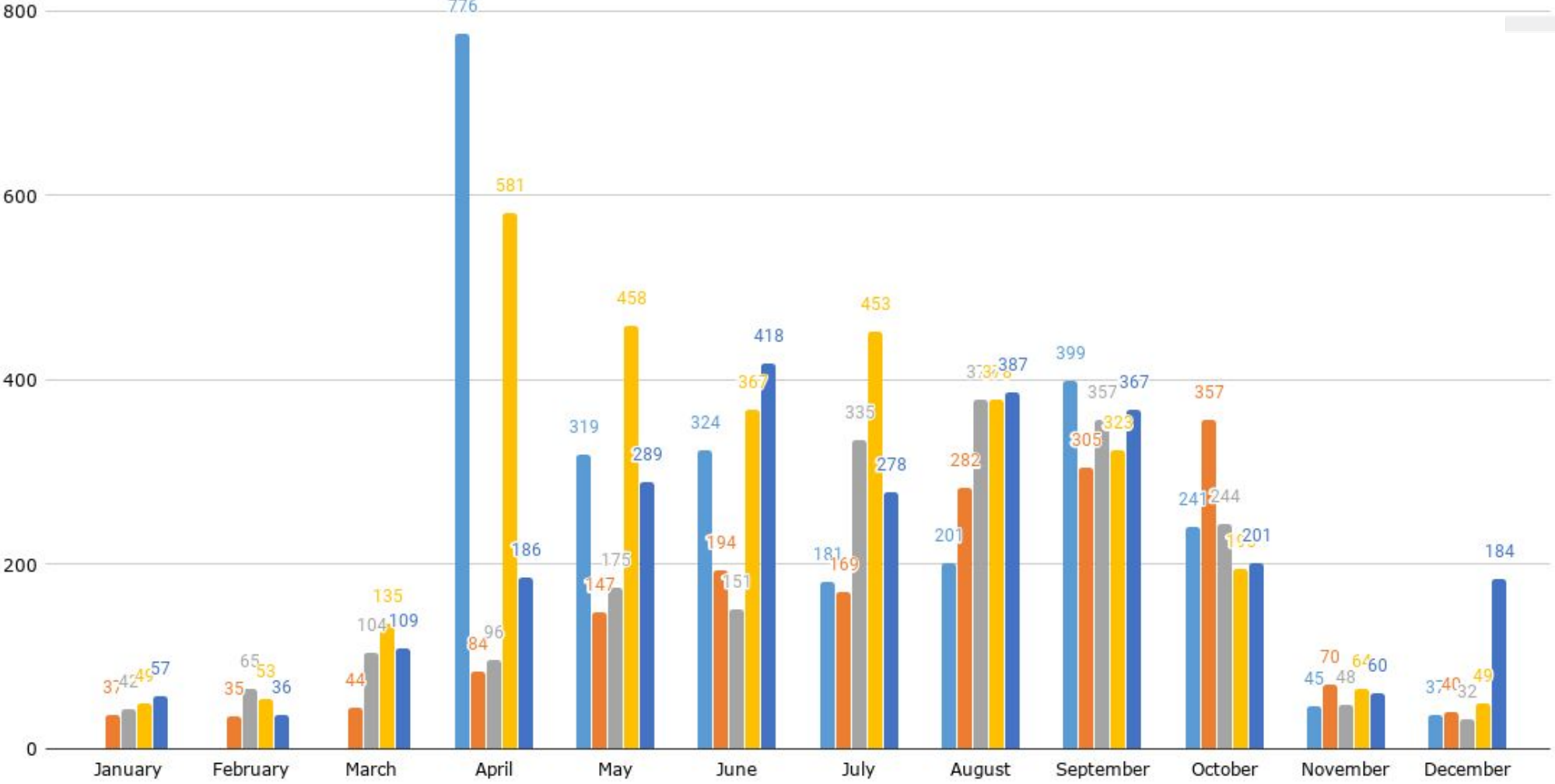
Canada, 2

\* 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

2015 2016 2017 2018 2019

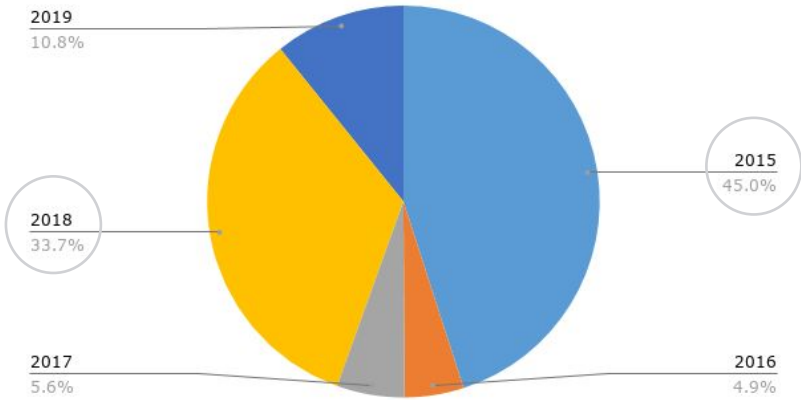


*Hear, Here* La Crosse Data Collected from EZ Route

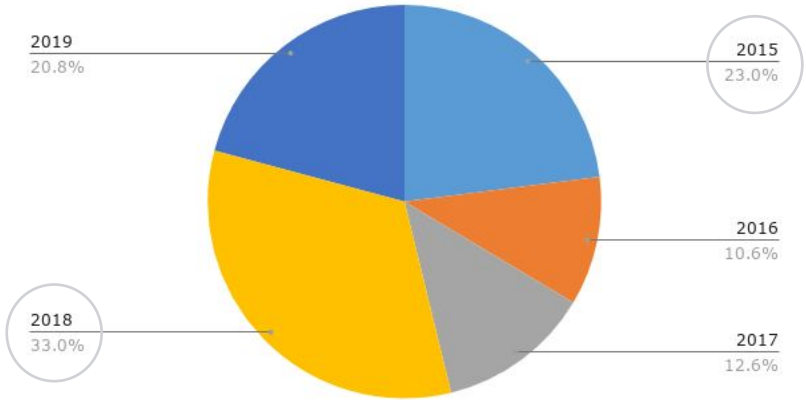
# Annual usage in April, May, June



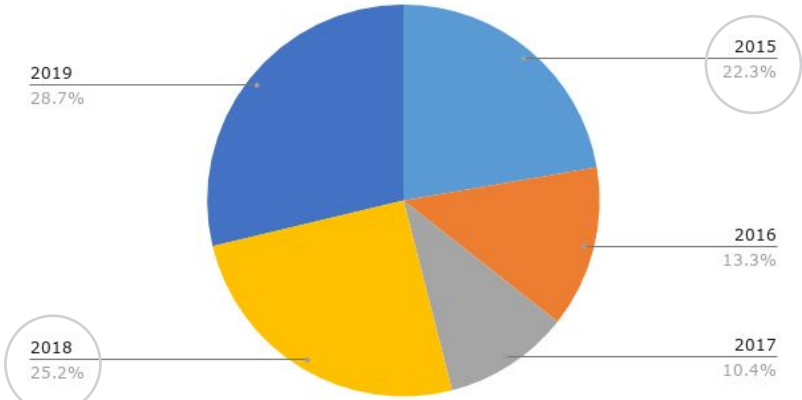
April call volumes, annually



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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