



Cover Page

The Wisconsin Humanities Council supports and creates programs that use history, culture, and conversation to strengthen community life for everyone in Wisconsin.

Grant Type (check one): Mini-Grant Major Grant

Project Title: Hear, Here: Voices of Downtown La Crosse

Sponsoring Organization: Public and Policy History Major
Department of History, University of Wisconsin La Crosse
725 State Street, La Crosse, WI, 54601

Website: <http://www2.uwlax.edu/History/Topical--Public-and-Policy/>

Tax ID Number/EIN (if applicable): 39-1805963

DUNS Number (required): 068191097

SAM.gov (System for Award Management) active registration: Yes No

Project Director: Ariel Beaujot

Fiscal Agent: Melissa Nielsen

Brief Project Description:

Hear, Here is a location-based mobile phone documentary project about Downtown La Crosse. Alerted by street-level signs, visitors and citizens of La Crosse can access voices that are often overlooked when the history of downtown is told—intimate, neighborhood-level voices that tell the everyday stories that make up our city. This is street-level history, or history from below. The smallest building or nondescript corner or unremarkable stand of trees can be transformed by the stories we tell about them. Once heard, these stories can change the way people think about that place and the city at large. How does the project function? During their everyday routines pedestrians will walk past signs that indicate the presence of a story. On those signs will be a telephone number that can be called to access the voice of someone who tells a tale of their personal experience in that location. This allows the listener to hear the story of that place in that place and the details will come alive as the listener walks through, around and into the narrative. Once the story has been heard the listener will get a chance to leave their own story. These new stories will be included as the project develops.

Budget Totals:

WHC Funds Requested	Matching Funds	Total
\$10,000	\$57,751.29	65,751.29



Certifications

The Applicant hereby certifies to the WHC that:

1. The submission of this proposal has been authorized by the governing body of the applicant organization or group, and the Project Director and Fiscal Agent listed are authorized to act as the representatives of the applicant in connection with this proposal.
2. The applicant organization or group is constituted for nonprofit reasons.
3. Any funds granted as a result of this proposal will be administered in accordance with all guidelines and provisions of the Wisconsin Humanities Council and the National Endowment for the Humanities.
4. The applicant organization or group has not been debarred from receiving federal funds and is in compliance with non-discrimination statutes.
5. The applicant organization or group certifies the participation of project personnel identified and described in the attached project personnel forms.

Project DirectorSignature: A. BeaujotDate: 4/9/14

Ariel Beaujot
 Public and Policy History Major
 Department of History, UW-La Crosse
 725 State Street, La Crosse, WI, 54601
 608 785 6798
 608 461 2513
 608 785 8370
 abeaujot@uwlax.edu

Fiscal AgentSignature: Melissa NielsenDate: 4/9/14

Melissa Nielsen
 University of Wisconsin-La Crosse
 1725 State Street
 La Crosse, WI 54601
 608 785 8007

Office does not have a fax
 mnielsen@uwlax.edu

*May the WHC use the Project Director's
 email address in our calendar of events?*

Yes No

Payee

Checks are payable only to the sponsoring organization, not to individuals. Checks are mailed to the person designated as the payee:

Paula Lund
 University of Wisconsin-La Crosse
 Business Services
 1725 State Street, La Crosse, WI 54601

One copy of this form must include original signatures.

Legislative Districts (please provide district numbers):

County	US Congressional	State Senate	State Assembly
La Crosse	3rd	32nd	95th

Calendar of Events:

City or Town	County	Date and Time
Launch event in La Crosse (LAX)	La Crosse	April 15, 2015
Lessons Learned with community stakeholders, LAX	La Crosse	May 15, 2015
Public Lecture by Shawn Micallef in LAX	La Crosse	May 16, 2015
Undergraduate class lecture by Shawn Micallef in LAX	La Crosse	May 17, 2015
Hear, Here available for residents ongoing in LAX	La Crosse	April 15, 2015-April 15, 2016, 24 hours 7 days a week

Project Termination Date: April 30, 2016**Estimated Audience Size:** 2000 people in 18 months



Project Description

Please answer all seven parts. Limit your answers to the spaces provided.

1. Describe the sponsoring organization—its mission, activities, and public programs. Cite any past experience with the WHC.

The Public and Policy History major in the History Department at the University of Wisconsin-La Crosse (UW-L) has two main goals. 1) To offer college students career options in government, museums, and civic organizations that rely on their history education. 2) To use historical awareness to build and enhance community in the La Crosse area. One of UW-L's Strategic Planning Goals in the area of Student Development is to do projects like *Hear, Here* that help “promote inclusive student involvement, leadership, service, and activism across the university and community.” The larger mission of the university system is to encourage community engagement and service learning “to extend knowledge and its application beyond the boundaries of its campuses.” This is exactly the work that *Hear, Here* will perform: training students in public history, promoting community engagement, and giving back to the tax payers who have funded the university by creating a project by and for the people of the town. Five major WHC grants have been awarded to Dr. Charles Lee in the Department of History between 1990 and 2013.

2. Describe your project, including any research, planning, and public programs. In your description, please address the following questions:

- **What is the subject of the project?**
- **What ideas does the project explore?**
- **What is the format and venue for your public program(s)?**
- **How will you encourage members of your intended audience to observe, ask questions, and reflect on the subject matter of your project?**

Project Description:

Hear, Here is a location-based mobile phone documentary project about Downtown La Crosse. Alerted by street-level signs, visitors and citizens of La Crosse can access voices that are often overlooked when the history of downtown is told --intimate, neighborhood-level voices that tell the everyday stories that make up our city. We will actively attract all kinds of community members as story tellers, including residents and visitors to La Crosse, undergraduate students, local business owners, semi-homed or homeless people, as well as the LGBT community, the Hmong community, and the Ho-Chunk Nation. This is street-level history, or history from the ground up. Once heard, these stories can change the way people think about their city because they see their part in the larger historical narrative. In listening to other people's experiences, community members will deepen their understanding of the city and each other.

What ideas will be explored?

The broad themes for story collecting and interpretation will be:

- Immigration, emigration, displacement
- Leisure, tourism, entertainment
- Cityscapes, architecture, malls, consumption
- Roads, neighborhoods, communities
- Work, skill, unionization
- Sex, sexuality, love, domesticity
- Social services, philanthropy, poverty, politics
- Nostalgia, childhood, memory

2. (continued)

In addition to stories of current residents, we will include voices of deceased people recorded as part of UW-L's Oral History Program. One story told by Gustave Winter, born in 1888, describes two long-forgotten brothels on Second Street and Front Street, now a parking lot. As a boy, Winter delivered packages to women there. He describes how the women had doctors' notes at the foot of their beds confirming that they did not suffer from venereal diseases, and he makes an argument for brothels over street prostitution as a better form of regulation and protection for women in the sex trade. This story comes from a forgotten time in La Crosse history where the shipping industry along the Mississippi River meant men were away from home for months at a time, which generated a sex industry in the downtown district. His story fits in with the themes of sex, sexuality, leisure, entertainment, displacement, consumption and work. For the launch of the event we will be seeking 29 more stories that elaborate the above themes.

How does the project function?

There will be three ways to learn about and access the stories of *Hear, Here*:

- 1) Downtown street signs will indicate the presence of a story. On those signs will be a toll free number that can be called to access the voice of someone who tells a tale of their personal experience in that location. Once the story has been heard, the listener can record and leave his/her own story. These new stories will be included as the project develops. All stories will be 1 to 2 minutes long.
- 2) Posters, postcards, and brochures with maps indicating story locations will be in downtown kiosks, available at local businesses, and at the La Crosse Area Convention and Visitors Bureau. Pamphlets will contain tours based on themes, encouraging reflection on specific ideas and subjects.
- 3) To increase accessibility of *Hear, Here* we will create a website where stories can be heard and photos of the location will appear. On the website there will also be a link for people to contribute a story.

Research and Planning:

This is an ambitious five-year project. The funds requested from the WHC will help get the project started, and help it run for 18 months. We plan for 30 stories to be available at the launch. As people listen to *Hear, Here* and leave messages about their own experiences, the project will become user-generated and 30 new stories will be mounted in the following 5 years. We are in conversation with multiple community partners for extending funding beyond this grant, including the La Crosse City Vision Foundation, Rotary Club of La Crosse and the La Crosse Lions Club.

OUTSET: On the front end, WHC will fund 1) the labor of a professional librarian to look for relevant oral histories 2) a social media campaign that will generate stories and public interest.

August 2015: Teri Talpe, librarian and archivist, will search through the Oral History Program interviews at UW-L for stories that relate to spaces in downtown La Crosse.

September 2014 to May 2015: Ariel Beaujot will teach two consecutive public history courses in the Fall of 2014 and Spring of 2015 titled "Material Culture" and "Exhibition Design and Development." The humanities content of this class will be extensive: students will learn about the importance of telling the history of the average citizen, the connections between the senses and our understanding of the world we live in, and the importance of location-based history. They will also develop pre-professional expertise in the many skills required to put together a project of this kind.

2. (continued)

We seek to create a strong public humanities program by engaging humanities experts and community members so that both local knowledge and academic expertise are respected. In order to create an open environment, the courses will be held on Wednesday evenings in the boardroom of Downtown Main Street, Inc. (DMI), and interested community members will be invited to participate in the class. The courses will be advertised through Continuing Education at UW-L and traditional college-aged students will also be in the class. Hosting the class downtown will encourage familiarity with the physical spaces we are seeking to elaborate upon and create a more community-centered project.

Through *Hear, Here* we are seeking to engage the city's diverse citizenry by asking them to tell stories about their individual experiences so that listeners and users get a better sense of the collective experience of life in La Crosse. We plan to launch a social media campaign (Facebook, Twitter, Instagram) beginning in September, 2014 to bring public awareness to the project and to generate stories. Social media will create public community engagement with the work being done in the classroom because we will post information about our progress week-by-week. We will also use print media, presentations at downtown events, presentations at board meetings of various interested community organizations, and word of mouth in order to generate interest in the project and bring new stories to the fore.

CULMINATION: On the back end WHC will help fund the materials that form the backbone of the project --metal signs and the telecommunications system. WHC would also fund the rental of the space for the launch, the honorarium for Shawn Micallef (expert and consultant), and the lunch for Lessons Learned.

April 10, 2015: The signs and the telecommunications system represent the infrastructure; without them the rich content of the project could not be accessed. The signs allow people to know where stories are located, and the telecommunication system allows the stories to be heard by the public. Signs on the city streets are instrumental to the project because they maximize public interaction and participation. We have clearance from the Board of Public Works and DMI to mount the signs. The telecommunication system was chosen because it is the most democratic way to get information to the public; smart phones are not required, and a toll free number allows users to access stories free of charge.

April 15, 2015: The venue of *Hear, Here* is the downtown streets of La Crosse themselves and it will be available 24 hours a day, 365 days of the year. However, on April 15 we will officially unveil the project and have an opening reception at the Pump House Regional Arts building where excerpts from stories will be broadcast, guides will lead theme-based walks, and some of the speakers will stand at their recording location and chat with visitors. Community members in attendance will receive a program listing all of the listening stations. All will be invited to share their stories and continue to add to the project.

May 15-17, 2015: Shawn Micallef, a public humanities expert, will play a central role in the culmination of the project as a reviewer and speaker. Micallef established the model on which *Hear, Here* is based --a Canadian project titled [murmur] --that has spread worldwide. On May 15 Micallef will participate as a reviewer of the project in the Lessons Learned meeting which will include community partners, stakeholders, and members of the general public (described below in Q 7). On May 16 he will do a public walk and describe his concept of how psychology and geography work in unison to form distinct experiences of physical space. On May 17th Micallef will give a lecture in Beaujot's class about running [murmur] and the challenges and rewards of making this a living project.

3. Describe the community you intend to serve and the perceived interest and/or need your project addresses. Why is your organization developing this project?

This project dovetails well with important initiatives that are taking place in the downtown community. *Hear, Here* will work to enhance the historic reputation of the downtown, which was named to the National Register for Historic Places in 1994 and given a Great American Main Street Award in 2002. The downtown community has formed a non-profit organization, DMI, that has worked towards commercial revitalization by encouraging the establishment of specialty shops. *Hear, Here* has the potential of pushing this revitalization beyond shopping and consumption by giving it a more historical and cultural flavor. Our project will centralize history, art, and culture into the downtown core. At the moment, heritage institutions flank the historic downtown --the Pump House Regional Arts Center, the Children's Museum, the Riverside Museum, the Weber Center for Performing Arts, the Symphony Orchestra and the Public Library. By having *Hear, Here* in the center of downtown, the Downtown Historic District can better link itself with the cultural heritage on its borders and enhance community connections. The tourism that will result is part of making our downtown community vibrant.

This project will bring residents together in an endeavor to help form a stronger community. With the election of our new Mayor, Tim Kabat, in April 2013 the council has ended a period of partisan division and made important moves toward revitalization and renewal. New projects are being supported by the Neighborhood Revitalization Commission and new neighborhood associations are being formed. This project will help people to feel a part of the downtown by articulating individual experiences and allowing us to ponder how they relate to the collective whole. Our hope is that *Hear, Here* will reveal uncommon knowledge about common spaces and will bring people closer to the real histories that impact their everyday lives.

4. What members of the public do you expect to attract to your program(s) and why? How will you publicize your project?

We expect anyone who frequents the downtown to be attracted by this program because there are various ways to access *Hear, Here*, and because the project is available year round. City organizations may bring their members to hear relevant recordings, just as teachers will use tales to enrich field trips with their students, families on vacation may choose to do one of the themed walking tours, and undergraduate students may listen to the story outside their favorite coffee shop. We have made every attempt to enable diverse members of the public to access the project. We have purposely chosen the most basic technology for this project; stories can be retrieved on any cell phone by calling a toll-free number. We have decided not to use QR codes, or GIS software for this project because these technologies exclude those without smart phones and those without the specialized knowledge of how to use newer technologies. Anyone with the simplest cellular phone will have access to the stories 24 hours a day 7 days a week. For those who are not able to make a trip downtown, we will have the secondary platform of a website through which people will also be able to hear and contribute stories.

We will advertise using metal *Hear, Here* signs on the light posts in downtown La Crosse at the story locations. We will cycle advertisements in local print and radio media, and have signs up in downtown kiosks with maps showing the places where stories are located. At DMI and the La Crosse Area Convention and Visitor Bureau (LACVB) we will have brochures that explain the project, provide themed walks, and include a map of the locations at which stories can be heard. We will present the project to parents and children by providing pamphlets for the local school districts. We will go to each DMI public event to advertise the project, to generate new stories, and to have participating groups post information on their websites. Finally we will have an official opening reception on April 15, 2015.

5. Describe the organizations with which you are collaborating on this project and why. What are their roles? Cite established or new organizational partnerships.

The two main organizations with which we are collaborating are DMI and The City of La Crosse Heritage Preservation Commission (HPC). Both are new organizational partnerships. This proposal speaks to ongoing initiatives in downtown: the *Downtown Commercial District Heritage Preservation Plan*, and the *City Vision 2020 Downtown Master Plan* put forward by the HPC, and DMI respectively. The *Heritage Preservation Plan* identifies a goal "to support the development of educational materials." This project will serve as an educational experience for residents, visitors to La Crosse, and the college students and community members who are taking the classes that will put together the project. The proposal will also support the *City Vision 2020 Downtown Master Plan*, which identifies the necessity "to provide for a range of ... cultural and recreational attractions so that Downtown can become known as a complete and multi-experiential place." *Hear, Here* will bring people interested in culture into downtown, maximizing the downtown's connection with culture and heritage.

The roles of these two organizations are ones of support and permission. DMI will advertise the project to gain interest and story tellers and provide space in their establishment for the planning and implementation of the project. Both DMI and the HPC are also supporting our need to put up signs to indicate story locations.

Other groups will collaborate with us on research and stories: The Area Research Center, the Story Telling Guild, the Hmoob Cultural and Community Association, Hmong Mutual Assistance Association, the Emergency Shelter, Ho-Chunk Nation, LGBT Resource Center, Archives at the La Crosse Public Library, Preservation Alliance of La Crosse.

6. List the names and affiliations of your humanities expert(s) and briefly summarize the roles they will play in your project. Use the required project personnel forms to provide details for each humanities expert, the Project Director, and other key personnel.

The humanities experts working on this project include Barbara Kooiman, Architectural Historian and President of the Preservation Alliance of La Crosse (PAL), Anita Doering, Archivist at the La Crosse Public Library, Ariel Beaujot, Professor of Public History, Teri Talpe, Librarian and Archivist, UW-L, and Shawn Micallef, creator of [murmur]. As the long-serving president of PAL, Kooiman has an expertise in local history and deep roots in the community. Kooiman will help to create a list of interviewees, and help develop themes for the project. The historical work for this project will be researched and verified, and Doering, as an archivist, will run sessions with the students in Beaujot's class to support them in their research. Beaujot's role will be to direct the project through a series of seminar classes. Talpe worked with the Oral History Program for four years and knows the sources well. She will find any stories about downtown in that rich archive so that we may include them in the final project. Shawn Micallef founder of [murmur], the location-based mobile phone documentary project upon which *Hear, Here* is based, will provide feedback about our project and give a walking tour to the community and a lecture in Beaujot's class. It is essential that Micallef come to La Crosse to view the project because he will need to see how it works in the physical space of the city. Micallef will visit La Crosse for four days. He will help review the project, suggesting areas that could be strengthened and highlighting aspects upon which to build. He will present his ideas at our Lessons Learned meeting of May 15, 2015. The following day, Micallef will also lead a public walk focused on how cities like ours can have multiple competing narratives, and how we might interpret and incorporate these into the more traditional stories that we tell about our city. And finally he will lecture in Beaujot's class and share his experience of the best ways to generate new stories that might fit into our stated themes.

7. Describe the impacts that you hope your project will have in your community and on your organization. How will you get feedback from your audience, humanities experts, and organizational partners and what will you do with that feedback?

Signs that visitors are profiting from *Hear, Here* will include 1)they visit the *Hear, Here* website; 2)they access numerous *Hear, Here* histories via their cell phones; 3)they contribute to the project by volunteering their own stories; 4)they attend our special events. We will assess the project's impact at each stage by gathering numbers: how many people use the website each month? The website will contain a comment section where visitors will be invited to share feedback and make suggestions. The phone system will also generate data: how much, how often, and at what times of day, week, and year are the stories accessed? We will assess this data and develop advertising to promote further use. When we do special events at downtown festivals we will give out a short survey with the questions: "What is working with this project? What do you want more of? How can we make this project more diverse?" In order to gather feedback from humanities experts, we will have a review process. Shawn Micallef, director of the [murmur] project in Toronto, will identify types of stories that have been overlooked, pinpoint which themes we should create programming around, and assess the overall quality of the work. To seek feedback from our organizational partners we will have a Lessons Learned session with the HPC and DMI on May 15, 2015. This session will be held in order to identify issues that have arisen and explore how we might move the project forward. At this meeting we will establish a board of humanities experts who will meet bi-monthly to discuss new stories, and to plan the project in its second and third iterations. This will foster sustained collaboration between the groups involved in launching the project and will help to create a project that continues to evolve for the following four years.



Budget Description

Explain key details of your budget in the space below. Consult instructions for more information.

- Ariel Beaujot: 20% in-kind donation for 11 months. Monthly gross \$6,060 X 11 months X 20%= \$13,332.
- Barb Kooiman: 2 hours a week for 4 months in-kind work \$50/h X 32 hrs = \$1,600.
- Anita Doering: 2 hours a week for 4 months in-kind work \$39.05 X 32 hrs = \$1,250.
- Marc Manke: in kind contribution of logo, sign, map, and print design. 132 hrs X 15.25/h = \$2,013.
- Ben Addington, development of integrated social media engagement strategy. Meter agency will provide 28 total hours at a rate of \$125/h = \$3500. Meter will make a \$1,750 pro bono contribution **\$1750, WHC request.**
- Kerstin Boudreau: website development, \$125/h X 52 = \$6,500. \$3,250 pro bono contribution by Metre, remaining \$3,250 requested from La Crosse Community Foundation Mini-Grant (LAXCF). Award decision expected mid-June, 2014.
- Shawn Micallef: paid stipend of **\$1,000 for 4 days, WHC request.**
- Teri Talpe: search for stories in the oral histories. \$33.39 X 15/hours = **\$500.85, WHC request.**
- Kathleen Hawkes: UW-L students in her photography class will take photos of story locations for website. Hawkes will commit 5% of her time for the semester to support the students' work, in-kind contribution of \$1,167.11.
- Air travel, Shawn Micallef, project reviewer, Toronto to La Crosse, Delta economy flight = **\$803.00, WHC request.**
- Lodging 3 nights @ \$70/night (in-state rate) = **\$210**, Food 4 days @ \$38/day (in-state rate) = **\$152. TOTAL: \$360 WHC request**
- Lunch for 'lessons learned' meeting, 10 people = **\$75, WHC request.**
- 10 audio recorders and accessories paid for by UW-L CLS Technology grant=\$4,678, matching contribution
- 120 metal signs and 60 brackets. Signs will be one sided and mounted on either side of posts, therefore we need two signs for each location. The Department of History at UW-L is providing \$1700 for signs.

-Aluminum signs - 16" x 12" - 1 sided	\$ 20 X 120 = \$2400
-Mounting brackets and installation	\$ 35 X 60 = \$2100
- TOTAL: \$4500 (\$1,700 matching contribution, \$2,800 WHC request).**
- 7 Digital cameras and 15 copies of editing software for Dr. Kathleen Hawkes' students. UW-L in-kind contribution of \$7100.
- 10,000 brochures, 300 posters, 2,000 postcards = \$740. Application made for a UW-La Crosse Foundations Small Grant (UWLF), an award announcement is expected in mid-May, 2014.
- CenturyLink will set up EZ Routing as the telecommunications system used to access the stories. We will also have a mailbox where messages could be left by people who would like to contribute a story. This solution is variable and dependent on call volume but it is the most flexible, easy to use, and inexpensive solution identified. An added benefit is that the project can take advantage of the contracted UW-L rate.

-One time installation fee of toll-free number	\$15
-One time installation fee of EZ Routing	\$150
-One time voice mailbox installation fee	\$5.15
-Monthly charge for toll free number \$1/month X 12 months =	\$12
-Monthly voice mailbox fee \$5.00/month X 12 months =	\$60
-Monthly EZ Routing maintenance fee \$50/month X 12 months =	\$600
-Per-call surcharge of \$0.04/call (estimated 30 locations with 10 calls each/month) \$12/month X 12 months =	\$144
-Per-minute long distance fee \$0.03 (30 locations with 10 calls each/month X 4 min./call) \$36/month X 12 months=	\$432
- TOTAL: \$1,418.15, WHC request**
- La Crosse Tribune advertising = 704.18. UWLF Small Grant applied for to cover the cost.
- La Crosse Radio Group will donate \$2,886 (of a \$5,387 budget) towards advertising, live coverage of the launch, and interviews with talk-show host. We are requesting \$1,750 of the remainder from the LAXCF Mini-Grant. **The remaining cost of \$751 is a WHC request.**
- Downtown Main Street, Inc. will provide in-kind classroom space at a cost of \$50/week X 30 = \$1,500.
- Opening reception hosted at the Pump House Regional Art Center = **\$540, WHC request.**
- Unrecovered indirect costs are reflected as an in-kind matching contribution from UW-L to the project using the university's prescribed non-federal indirect rate (15% of total direct costs). This represents an in-kind matching contribution of \$6,858.



Project Personnel Form

Complete individual forms for the Project Director, each humanities expert, and other key personnel.

Personnel: Ariel Beaujot
Wimberly Hall, 403A, 1752 State Street
La Crosse, WI, 54601
608-785-6798

Job Title & Organization: Assistant Professor of History
University of Wisconsin La Crosse

1. Education: Describe field of study, institution, including degrees, if any.

Ariel Beaujot is a Public Historian at the History Department at UW-L. She has a Ph.D. from the University of Toronto (2008), and an Honors BA from the University of Western Ontario (2001).

2. Describe the particular background and research interests that qualify this person as a resource for the program.

Beaujot's background makes her an ideal Director for this project. She has created three public history projects (two museum exhibits and a historic/artistic walking tour) all with the help of undergraduate students. Beaujot also has a background in oral history, her first article was published in *Oral History Forum* (2001), making her well qualified to train students to interview community members. Her most recent book, *Victorian Fashion Accessories* (2012), focuses on the material culture of everyday life. This research relates to *Hear, Here* due to the strong focus on social history and history as generated by the objects that surround us, in the case of *Hear, Here* the material culture is the city scape, in the case of the book it was women's fashion.

3. Describe the specific role of this person in the proposed project. Pay particular attention to how the participating humanities scholars will use their humanities expertise.

Beaujot will run a series of courses for undergraduate students and community members to study the theoretical background of such a project, research stories, do interviews, and ultimately mount *Hear, Here*. Beaujot will bring her humanities expertise to the seminar classes through the readings she chooses. We will read such social theorists as Walter Benjamin, Charles Baudelaire, and Guy Debord for their understanding of how the geographic environment helps to structure people's thought and behaviors. Her humanities expertise are also be reflected in the themes chosen for the walks that students will develop. Finally the methodology of oral history used in the project reflects Beaujot's humanities expertise; *Hear, Here* is a history of the people, it reflects the social history of the town.



Project Personnel Form

Complete individual forms for the Project Director, each humanities expert, and other key personnel.

Personnel: Anita Taylor Doering
800 Main St.
La Crosse, WI 54601
608-789-7156

Job Title & Organization: Senior Archivist & Archives Manager
La Crosse Public Library

1. Education: Describe field of study, institution, including degrees, if any.

double major: History & International Relations (French Area Studies), University of Wisconsin-Madison, B.A., December 1985

Library & Information Studies (Archival Administration), University of Wisconsin-Madison, M.A., May 1987

2. Describe the particular background and research interests that qualify this person as a resource for the program.

Doering has been head of the La Crosse Public Library Archives for 25 years and has worked with a number of local people to not only gather materials to add to the collections, but has also intentionally fostered connections and relationships within the community. She has worked with Wisconsin Public Television producers and directors on the *Hometown Stories: La Crosse* video project (2008) as well as numerous publications (*Hinterland Dreams* by Eric Morser and *A History of La Crosse in the Twentieth Century* by Hessel & Hollnagel) as well as the every day needs of researchers of any age who have no aspirations to publish. Doering and her staff have presented many programs on La Crosse's history and continue to learn new things everyday.

3. Describe the specific role of this person in the proposed project. Pay particular attention to how the participating humanities scholars will use their humanities expertise.

Much of the general historical work done for this project will need to be researched at the beginning of the project so that project staff will be better equipped to use their time more efficiently and proceed quickly to the interview process. Project work will be verified by Doering for accuracy and potential further leads.



Project Personnel Form

Complete individual forms for the Project Director, each humanities expert, and other key personnel.

Personnel: Name - Barbara Kooiman
Address - 1932 Cass St.
City, State, Zip - La Crosse, WI 54601
Daytime phone number - 608-782-0131

Job Title & Organization: Job Title - Architectural Historian
Org - Preservation Alliance of La Crosse

1. Education: Describe field of study, institution, including degrees, if any.

B.A. History from University of Wisconsin - La Crosse (1982)
M.A. Public History from University of Wisconsin - Milwaukee (1988)

2. Describe the particular background and research interests that qualify this person as a resource for the program.

Kooiman has worked as a historic preservation professional for the past 25 years. She has done consulting work in areas such as cultural resources management, National Register of Historic Places, historic building surveys, local history, Midwestern history, rural/agricultural history, historic archaeology. In addition, Kooiman has taught world history at UW-La Crosse for the past 10 years, and has given numerous public presentations and historic tours, primarily in La Crosse. She is involved with Preservation Alliance of La Crosse, the City of La Crosse Heritage Preservation Commission and La Crosse County Historic Sites Preservation Commission.

3. Describe the specific role of this person in the proposed project. Pay particular attention to how the participating humanities scholars will use their humanities expertise.

Kooiman will provide her knowledge and expertise on the history of La Crosse, Wisconsin, including the architectural history of the historic downtown (Kooiman prepared the La Crosse Commercial Historic District National Register Nomination in 1992). Kooiman has been giving downtown historic tours to the public for the past 20 years, and has a strong and intimate knowledge with the subject area. She has done numerous building specific research projects on individual buildings in the downtown, and her knowledge of not only the environment but the other local people who can contribute to this project will be valuable to the overall success of this project.



Project Personnel Form

Complete individual forms for the Project Director, each humanities expert, and other key personnel.

Personnel: Shawn Micallef
611-105 Isabella
Toronto, ON, Canada, M4Y 1N9
647-828-6412

Job Title & Organization: Adjunct Professor (Author & Columnist)
University of Toronto

1. Education: Describe field of study, institution, including degrees, if any.

Shawn Micallef is a professor, author, and journalist, who teaches, researches, and writes about urban space. He currently is an adjunct professor at the University of Toronto, a weekly columnist at the *Toronto Star*, and a senior editor and co-owner of the independent, Jane Jacobs Prize -winning magazine *Spacing*. Micallef has an Honors BA and an MA from the University of Windsor in Political Science.

2. Describe the particular background and research interests that qualify this person as a resource for the program.

Shawn Micallef is the author of *Stroll: Psychogeographic Walking Tours of Toronto* (2011). He is also the founder of [murmur], the location-based mobile phone documentary project, that *Hear, Here* is based upon. In all of his work Micallef situates buildings and streets in living, breathing detail, and tells us about the people who use them; the ways, intended or otherwise, that they are being used; and how they are evolving.

3. Describe the specific role of this person in the proposed project. Pay particular attention to how the participating humanities scholars will use their humanities expertise.

Micellef will serve as the reviewer, and give two guest lectures in conjunction with *Hear, Here*. As the founder of [murmur] he is an ideal person to review the project. In his role as reviewer Micallef will suggest areas that could be strengthened and highlight areas upon which to build. He will present these findings at the Lessons Learned meeting in mid-May. Micallef will also lead a La Crosse community walk. His walks always have strong humanities components integrating history, psychology and geography. Finally Micallef will give a talk in Beaujot's classroom. Here he will identify new themes within the project, and talk about strategies of keeping the project going for the next 5 years.



Project Personnel Form

Complete individual forms for the Project Director, each humanities expert, and other key personnel.

Personnel: Teri Talpe
Murphy Library
1725 State Street, La Crosse WI, 54601
608 785 8944

Job Title & Organization: Faculty Librarian
University of Wisconsin-La Crosse

1. Education: Describe field of study, institution, including degrees, if any.

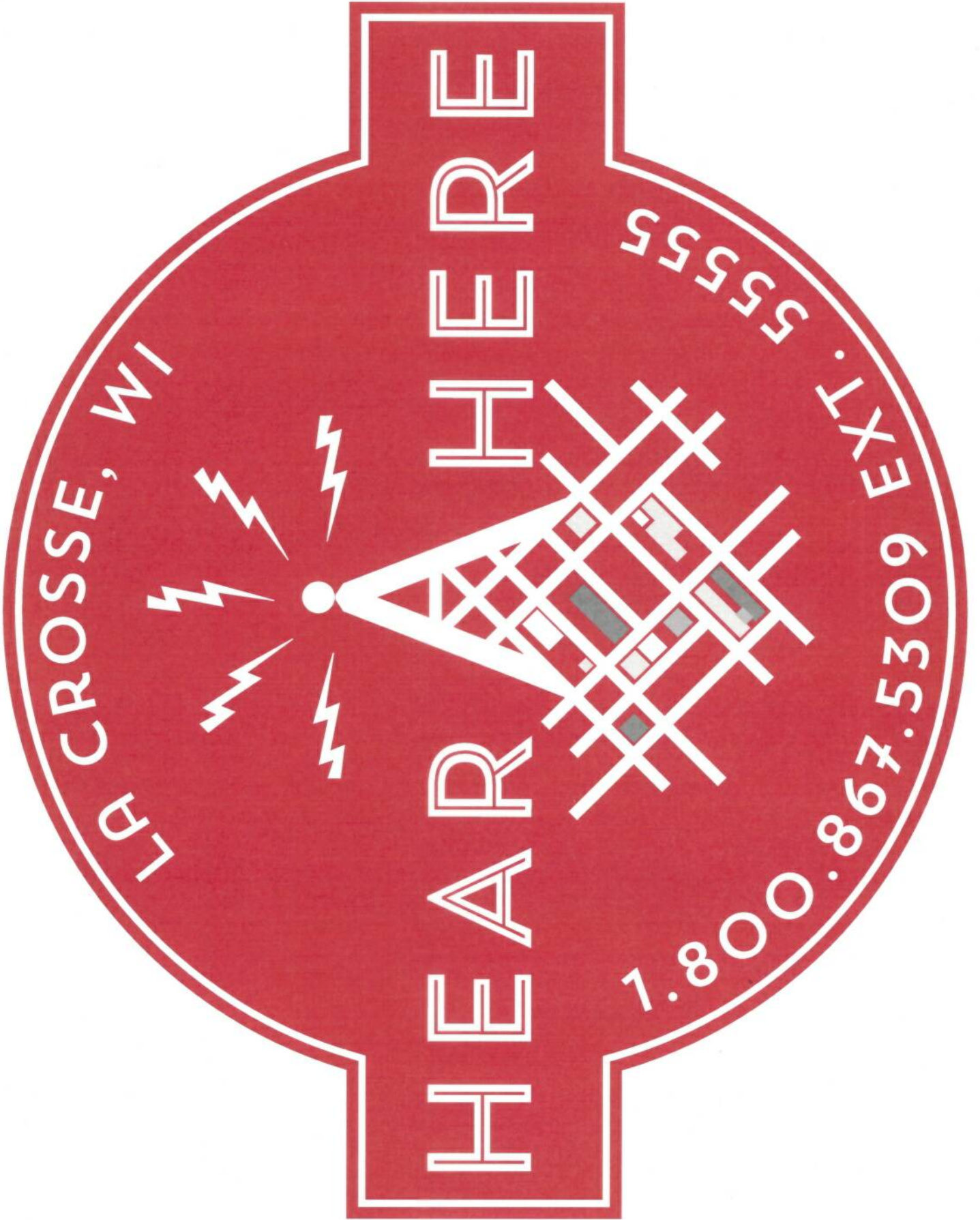
I come from a solid Humanities background, with a B.A. in French Language and Literature, minor in Spanish, and a Master's in Library and Information Science (MLS), both from UW-Madison. I also earned the Certificate of English Language Teaching to Adults from the University of Cambridge in the Paris, France branch, and taught English in France for 15+ years. In terms of professional development and continuing education, I pursued my interests in human culture, (architecture, art, history, philosophy, literature, photography, visual arts, and creative writing) at WICE, a non-profit Anglophone culture association, in Paris, France for several years.

2. Describe the particular background and research interests that qualify this person as a resource for the program.

I consider my life experiences and interests, encounters, and professional life to be the backbone of my interest in history and public history. Upon returning to the United States, I earned my MLS and obtained a position as Archivist-Librarian at UW-L, where I worked for 4 years in the Area Research Center and Special Collections unit of Murphy Library. I became well versed and very familiar with the local history of La Crosse, notably by working with the Oral History Collection. Examples of how my interests became tangible projects are giving historic tours of downtown La Crosse to area school teachers, representing Murphy Library in the architectural tours hosted by the La Crosse Public Library, and showing my photography in local exhibits.

3. Describe the specific role of this person in the proposed project. Pay particular attention to how the participating humanities scholars will use their humanities expertise.

I see my role in Hear, Here as historical researcher and consultant. I have direct access to the archives at Murphy Library. Today, I am now in the position of Assistant Professor/Academic Engagement Librarian. This position is an outreach and programming coordinator and I continue to use my knowledge base and contacts from the archives unit to pursue and participate in community projects that involve the public, of historical, artistic and current interest.



LEARN HERE

LEARN HERE

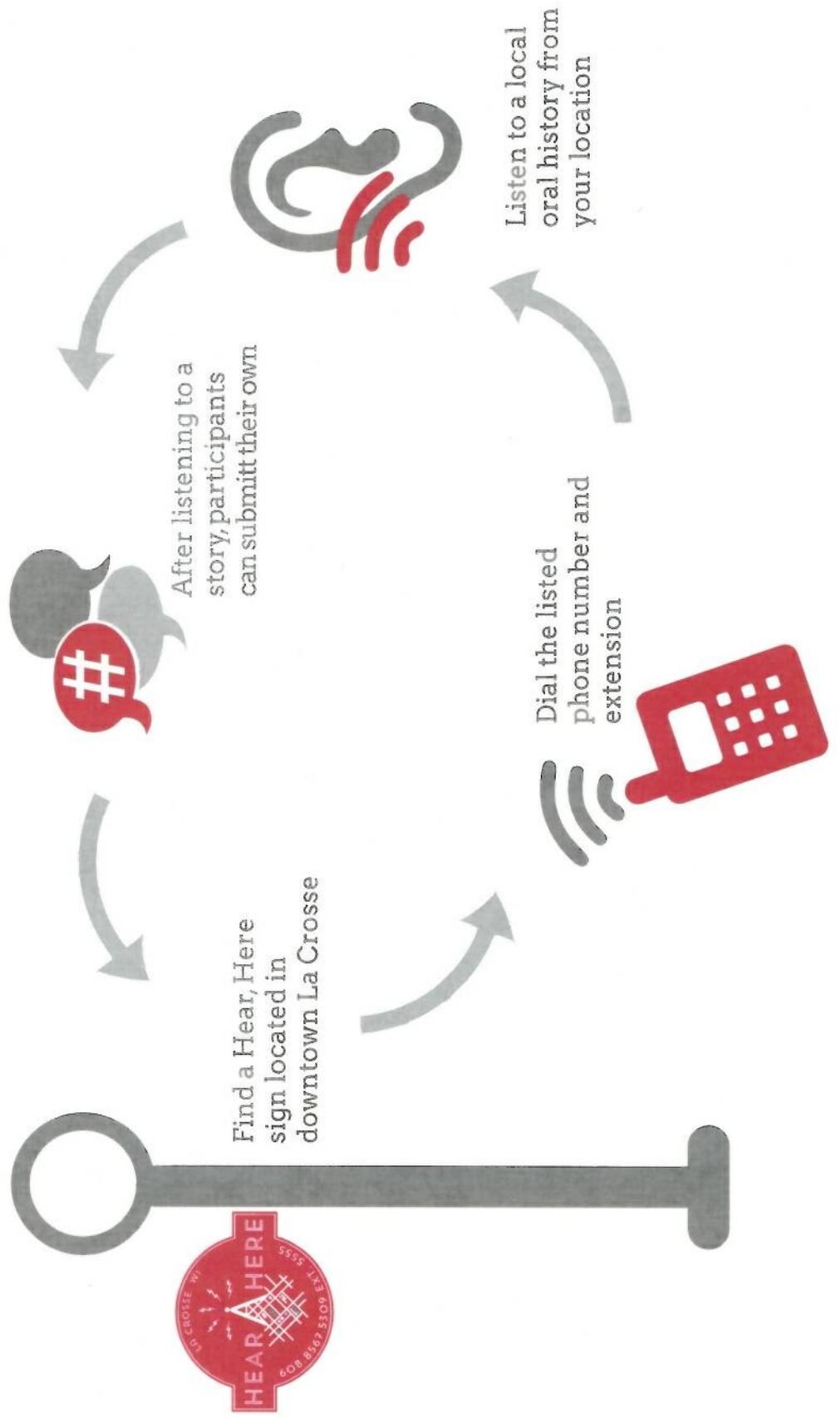
1.800.867.5309 EXT. 55555

WHAT DOES HEAR HERE LOOK LIKE?



Corner of Main st.
and 6th St. North

HOW DOES HEAR, HERE WORK?





HERITAGE PRESERVATION COMMISSION

CITY OF LA CROSSE, WISCONSIN



April 8, 2014

Wisconsin Humanities Council
222 S Bedford St., Suite F
Madison, WI 53703

RE: Hear, Hear: Voices of Downtown La Crosse application

To whom it may concern,

On behalf of the Heritage Preservation Commission I am writing in support of the Hear, Hear: Voices of Downtown La Crosse application. This project is an exciting way to be proactive in collecting oral histories in La Crosse. Preservationists tend to be more reactive to historic preservation, collecting or researching history as it becomes endangered or threatened. This project allows for the collection of history now through stories and experiences told by pedestrians and visitors. While historians use traditional documents to reconstruct the past, everyday people fall through the cracks in the written record. This project is an amazing opportunity to document their stories, their histories, and preserve and share them for years to come.

The proposed location for this project is also in a perfect place to be successful. La Crosse's Downtown is rich in history, drawing tens of thousands of people a year to the various festivals, shops and restaurants so the opportunity in this area for diverse stories to be told and collected is immense. The Downtown is also listed on the National Register of Historic Places and is the largest commercial historic district in Wisconsin. . In addition there is tremendous support by the City, the County, the La Crosse Area Convention and Visitors Bureau, local businesses, and various organizations to continue making the Downtown vibrant, active, and prosperous.

The Heritage Preservation Commission fully supports this project and is willing to assist the applicant in any way possible to make this project a success. History, after all, is all about the human experience. Through this project people can share their experiences and make them tremendously rewarding for everybody.

If you have any questions, please contact me at 789-7512.

Sincerely,

Timothy Acklin
Heritage Preservation Planner

Barbara Kooiman- Chair Terence Collins- Vice Chair
Wayne Olson Charles Clemence Chris Kahlow
Ryan Cornett- Council Member
David Krump- Council Member

UNIVERSITY *of* WISCONSIN
LA CROSSE

April 7, 2014

Wisconsin Humanities Council
222 S. Bedford Street, Ste. F
Madison, WI 53703

Dear Council Members:

Please accept this letter in support of Dr. Ariel Beaujot's project titled "Hear, Here: Voices of Downtown La Crosse" submitted to the Wisconsin Humanities Council. I have known Dr. Beaujot for approximately two years in my role as an Associate Dean in the College of Liberal Studies. More specifically, I have served as a formal mentor for her through our college new faculty mentoring program, served on grant review committees that funded research projects for faculty in our college, and have worked with her on a college-wide task force on interdisciplinary initiatives. Thus, I am familiar with her work as a teacher and scholar.

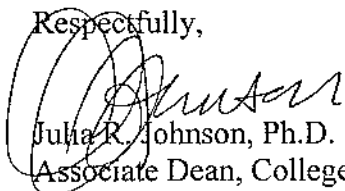
As you know from Dr. Beaujot's application materials, she is a public historian who works with classes to mount local history projects. She has had several successful projects similar to "Hear, Here," including a ghost tour of Pontlevoy France and exhibits at university and county museums that explore local histories of kitchens, sound, and instruments. Based on my review of these projects, they are both engaging and pedagogically sound. The distinctiveness of these projects can be attributed to Dr. Beaujot's approach: She teaches students the contemporary importance of historical artifacts and events by requiring students to physically engage with ideas, objects, and community members. Furthermore, the everyday process and objects brought into focus by projects like "Hear, Here" make accessible ideas people often find beyond their interest or theoretical comprehension.

As a public, comprehensive university, the University of Wisconsin, La Crosse continually seeks opportunities to build partnerships with local communities. In the College of Liberal Studies, we take this goal to heart and many of our faculty provide students opportunities to conduct research off campus and to learn with community partners. Historically, our local community has enjoyed these partnerships. Evidence to this effect is provided by the positive responses to projects conducted by Dr. Chuck Lee (a recipient of grants from your organization. Further evidence of community interest can be found in the willingness of community organizations to a) host Dr. Beaujot's courses taught in the buildings of local organizations and b) the local organizations that are willing to contribute stories and storytellers to the "Hear, Here" project.

Finally, I consider “Hear, Here” a model humanities project. In terms of content, Dr. Beaujot has developed a pedagogically engaging strategy for teaching History—a core humanities discipline. Second, this project engages a broad audience to that end. Many of us learned to treat history as something outside ourselves—and to learn that history is about events like war. Dr. Beaujot’s focus on history transforms typically static historical ideas into lived realities, thereby offering community members and students an opportunity to reflect on their lived experiences within/as part of historical moments and events. Historian, Peter Stearns, argues that history is a “laboratory of human experience” that, when studied well, allows us to gain access to “basic data about the forces that affect our own lives” and helps us acquire the “relevant skills and enhanced capacity for informed citizenship, critical thinking, and simple awareness.” “Hear, Here” is one such laboratory.

In sum, Dr. Beaujot has designed a thoughtful project that engages students and the local community in an important dialogue about the history of La Crosse, WI. She is an accomplished teacher and scholar with a record of bringing projects like this to fruition. She receives my unqualified support.

Respectfully,



Julia R. Johnson, Ph.D.
Associate Dean, College of Liberal Studies
Director, School of Arts and Communication
jjohnson2@uwlax.edu
608-785-8113



LA CROSSE PUBLIC LIBRARY
Books and a Whole Lot More

April 7, 2014

Wisconsin Humanities Council
222 S. Bedford St.
Madison, WI 53703

Dear Wisconsin Humanities Council Grant Reviewers:

As director of the La Crosse Public Library it is my pleasure to offer our cooperation with and support of the proposed project “*Here, Hear.*” As a department of the La Crosse Public Library, it is the mission of Archives to develop and promote a vital historical “connection” within the community between the past, the present and the future by collecting, maintaining, and providing and promoting access to the local historical record. More specifically, this fits into the library and archives’ goals as stated below:

- **Goal: Provide engaging learning/creating experiences**
 - Strategy: Highlight and promote Archival collections and resources with innovative programming
- **Goal: Become community anchors (library as place/destination)**
 - Strategy: Continue to find partners in the community who can help expand/promote our knowledge, collections or services
- **Goal: Provide access to knowledge (not just “stuff”)**
 - Strategy: Partner with others to offer more interpretative programming or co-sponsor other’s historical programming, particularly off-site

Past public history projects that the La Crosse Public Library Archives has participated in include: Wisconsin Public Television’s documentary *Wisconsin Hometown Stories – La Crosse* (2008), support for a local book *A History of La Crosse, Wisconsin in the Twentieth Century: Reinventing La Crosse Again and Again* (2007), and research help for many others with local history information and projects.

As I understand it, much of the historical work done for this project will need to be researched and verified by our Senior Archivist Anita Doering, and that she and her staff will host engaging learning sessions with the students in Beaujot's class to support them in doing this work. The students will be in very capable hands.

The public benefits of “*Here, Hear*” are to include a website and a strategy to more fully engage and connect the La Crosse community with its otherwise unseen and unheard past, hitting particularly a younger audience than normally attends historical lectures or traditional outlets of local history. We hope that as a result of this project that the number of visitors to the Archives Department will increase after the project’s completion, as people become so engaged as to want to learn more about their community on their own or even deposit historical collections (papers, photographs, etc.) with the La Crosse Public Library Archives. We are particularly excited to know that underrepresented groups within our community will

Main Library

800 Main Street
La Crosse WI 54601

North

Community Library

1552 Kane Street
La Crosse WI 54603

South

Community Library

1307 South 16th Street
La Crosse WI 54601

(608) 789-7100

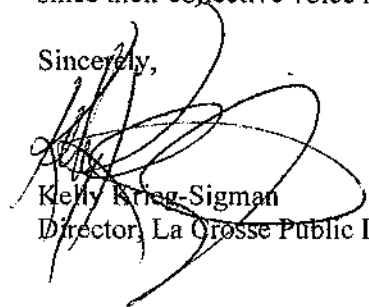
FAX (608) 789-7106

TTY (608) 789-7073

www.lacrosselibrary.org

be targeted for inclusion in this project, as we struggle to have representation of these folks since their collective voice is often only spoken pieces.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kelly Krieg-Sigman', written over a circular stamp or seal.

Kelly Krieg-Sigman
Director, La Crosse Public Library



Tim Kabat
Mayor
City of La Crosse

April 7, 2014

Wisconsin Humanities Council
222 South Bedford Street, Suite F
Madison, WI 53703

Dear Selection Committee,

As Mayor of the City of La Crosse, I am writing this letter in support of funding under the Wisconsin Humanities Grant for the *Hear, Here: Voices of Downtown La Crosse* project.

Hear, Here is a location-based mobile phone documentary project about Downtown La Crosse. The project will enhance all of the current efforts toward making Downtown La Crosse an arts and cultural destination. As La Crosse is the center of the Coulee Region, the benefits of the project are numerous, including allowing listeners to hear about the stories of Downtown as well as providing the opportunity for listeners to leave their own story for others. These stories and the opportunity to share will give voice to the neighborhood and tell the everyday stories that make up our City. Once heard, these stories can change the way people think about our City and the people who live, work, shop, and play here.

I strongly recommend funding the *Hear, Here: Voices of Downtown La Crosse* project.

If I can be of further assistance, please feel free to contact me.

Sincerely,

Tim Kabat
Mayor, City of La Crosse

UNIVERSITY of WISCONSIN
LA CROSSE

Wisconsin Humanities Council
22 South Bedford Street, Suit F
Madison, Wisconsin 53703-3688

Dear Wisconsin Humanities Council Major Grant Committee,

I am writing in support of Dr. Ariel Beaujot's major grant application. Please add your support to mine.

I have known Dr. Ariel Beaujot for two years, ever since we hired her to the Department of History at the University of Wisconsin-La Crosse. Ariel joined our department to help teach in and create the new topical major of Public and Policy History. She came to us as a public historian with a number of large community-based projects on her record, all of which had strong humanities content and were very successful especially considering that she created them in conjunction with undergraduate students in her classes. Ariel has produced two museum exhibits. The first titled "If you can't stand the heat: The history of the kitchen," looked at the changing representations of family and domesticity throughout the nineteenth and twentieth centuries as made evident through such objects as ice boxes, can openers, and Tupperware. A second exhibit, "Music to our ears" paid homage to the instruments that have brought us sound and the meanings they have carried for immigrants and aboriginals, women and men, middle and working class people. But the project that Ariel created that most closely resembles *Hear, Here* is one where she worked with study-abroad students to mount "Ballade Blanche, Ghost Walk" in Pontlevoy, France. Participating students used the local archives to research village history. In cooperation with a noted artist from the village, Ariel and the students created a nighttime historical tour that integrated history, music, costume, and dance at various sites around town. They even involved local children in the performance helping them to connect with the history of their community. Because of Ariel's previous work with communities in the area of public history and because of her ability to motivate undergraduate students to produce professional-level work I have no doubt that she will, with the help of the other humanities experts, be able to carry this project forward successfully.

As a long-time resident of La Crosse and a public historian myself I also think that there will be strong community interest and buy-in for this project. *Hear, Here* will draw on the untold history of La Crosse and bring it to the residents in spaces that they pass through every day. As executive director of the UW-La Crosse Oral History Program, I know that the people of La Crosse want to tell their stories and have them part of the public record. *Hear, Here* will draw partially on these extensive recordings, helping to bring stories told by the people of La Crosse into public spaces allowing them to be heard by more people. My work in oral history also leads me to believe that with the right amount of social media, print and radio advertising *Hear, Here* will draw many community members to participate by sharing their stories and listening to them.

The La Crosse community also has a long history of interest in our built environment, which is another focus of *Hear, Here*. The walking tours, "Footsteps of La Crosse: A journey through time and architecture," produced by the archives at the La Crosse Public Library, for example, are well attended throughout the spring, summer, and fall, and the historic trolley tour, run by the La Crosse County Historical Society throughout the summer and fall, has a strong architectural narrative. *Hear, Here* will

Department of History

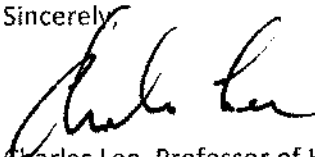
University of Wisconsin-La Crosse | 401 Wimberly Hall | 1725 State Street | La Crosse, WI 54601 USA
Phone: 608.785.8350 | Fax: 608.785.8370 | www.uwlax.edu/LS

An affirmative action/equal opportunity employer

tie people's fascination with architecture and space to individual stories, giving people a new sense of the town in which they live. Furthermore *Hear, Here* fills a niche that the other projects do not: it will be available year round and does not require much time commitment on the part of users. People can choose to do a full tour, or they can access the story of a single location. There is no special time commitment, no fee, and it is very easy to access using a simple cell phone. Because of this I can see the project being used by a diverse cross-section of the community. Since the stories can be retrieved using any type of cellular device, the older, more-historically minded but perhaps not technically savvy, residents will be able to access the stories. But they are also available in a space that is highly frequented in the evenings by undergraduate students from the three colleges in town. The specialty shops tend to attract a middle-class civically-minded population that appreciates the ability to access culture and heritage projects in the midst of their busy days. And the downtown is also frequented by youth, semi-homed people and addictions counseling spaces. Since stories from all of these populations will be solicited and welcomed they will likely all interact with *Hear, Here* at some time. This is truly a democratic endeavor in terms of the types of stories solicited and the technology used and I think it will bring the hidden voices of our city to the forefront adding to the more traditional stories we tell about our city.

As the Chair of the Department of History I strongly support *Hear, Here* and the work being done by Dr. Beaujot. I have no doubt that, if granted this money, the project will be successfully launched and that it will engage community interest both in terms of generating stories for the project and producing an active audience.

Sincerely,



Charles Lee, Professor of History and Chair,
Department of History
University of Wisconsin-La Crosse



Wisconsin Humanities Council
22 South Bedrod Street, Suit F
Madison, Wisconsin 53703-3688

April 10, 2014

Dear Wisconsin Humanities Council Major Grant Committee,

As the Executive Director of Downtown Main Street, Inc. (DMI), a non-profit business group focused on the continued revitalization of Historic Downtown La Crosse, I am thrilled to partner with Ariel Beaujot and the Public and Policy History Program on *Hear, Here*. One of our major goals identified in the "City Vision 2020 Master Plan" is to continue improvements in the historic core, and this is where I see the *Hear, Here* fitting into our overall vision for downtown. *Hear, Here* would bring history into the core; and not just any history, but the forgotten stories about spaces in downtown. I think that this project will bring up important memories that have been hidden because of the more traditional stories we tell about the city—stories about our founding, and the development of the city by entrepreneurs and architects. This project helps to acknowledge the importance of the downtown to the average citizens of La Crosse, people who are absent from the historic record. I also appreciate the idea of locating diverse voices for this project. It seems particularly important to reassert our Hmong and Native American history into a space where their presence has been well documented but is lacking in any official city-sponsored public history project. As is identified in the grant, we have various cultural institutions that surround the downtown core: two museums, an art center, a library and a theater. But there are no heritage institutions in the center of downtown. *Hear, Here* will help to correct this. Our hope is that the project will encourage people to enjoy the downtown in a way that integrates shopping, dining, culture and art for a unique experience in La Crosse.

Although we are a non-profit organization, DMI will support *Hear, Here* in many ways. We have agreed to provide space for Dr. Beaujot's classroom so that she might teach within the geographic local that she and her students are studying. We will help to distribute posters, postcards, and brochures. We will locate stories for the project by putting a call for stories in our bi-weekly e-newsletter. And we will include the *Hear, Here* website on our homepage. We have also invited representatives of *Hear, Here* to present the project to the community at the various DMI sponsored downtown events including The Spring Fling Open House, La Crosse Celebration of the Arts, Downtown Kraze Days, Historic Downtown Day. Furthermore I have personally invited Dr. Beaujot to present her project at various DMI committees, and for the City Vision Foundation which we hope will agree to fund the project in the longer term.

The downtown community is fully in support of the *Hear, Here* project. Many people have expressed an interest in sharing stories, and we are excited to see the project move forward successfully.

All the best,

A handwritten signature in blue ink, appearing to read 'Robin Moses', is written over the typed name.

Robin Moses
Executive Director