

APPENDIX D



where history meets art

Dear Joe Katchever and Tami Plourde,

I would like to invite you to become a sponsor of the **[art]ifact: where history meets art** exhibit at the Pump House Regional Arts Center. The cost of sponsoring an artifact is \$300. We think Pearl Street Brewery would be especially interested in sponsoring four glass bottles that were used by various La Crosse bottling companies from the 1860s-1960s. Though these bottles were most likely filled with soda and mineral waters, some of the bottling companies also bottled Weisse beer. One of the companies, the “La Crosse Bottling Works,” was eventually owned by one of the La Crosse breweries. The working-class culture that La Crosse built itself on after the fall of the lumber industry in the 1890s is still an important identity in the city. Breweries were one industry that contributed to this identity that lasts through today, as we see with Pearl Street Brewery. Aligning with this identity, [art]ifact aims to be a celebration of production, invention, and creation in La Crosse. Help us with this celebration.

BENEFITS OF SPONSORSHIP

- Multi – media advertising
- First right of refusal to buy original art pieces
- Your name beside sponsored object in exhibit
- Involvement in a community-focused project
- Promotion of local arts and history education

[art]ifact is a unique exhibit coming to La Crosse in spring 2016. It is a public history project partnered with La Crosse County Historical Society, Pump House Regional Arts Center, and University of Wisconsin – La Crosse History Department. This exhibit is not only a history exhibit, but an art exhibit as well.

La Crosse was once home to 30 major factories, which have since dwindled to 3. The city has also been home to many inventing minds. Through [art]ifact, this history of invention, production, and prosperity will be showcased for the public and visitors to enjoy.

Fifteen objects created in La Crosse have been researched and given to local artists who will produce a piece of original art according to their individual interpretation of the object and its place in history. All 3 (the object, its history, and original art piece) will be showcased at the Pump House Regional Arts

contact@art-ifact.org



LA CROSSE COUNTY
HISTORICAL SOCIETY

UNIVERSITY of WISCONSIN
LA CROSSE
DEPARTMENT OF HISTORY

Pump House
Regional Arts Center



where history meets art

Center for 8 weeks, February – April 2016. We have secured funding for this project through statewide grants such as Wisconsin Arts Board and Wisconsin Humanities Council.

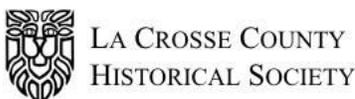
We are now looking for local funding through sponsorships of each historical object from local businesses. Sponsorships are \$300 and contribute to multiple exhibit expenses including artist prizes, catering for launch event, exhibition catalogue, invitations, and postage.

Thank you for your consideration. If you have any questions please feel free to contact co-directors Dr. Ariel Beaujot or Ariel Reker.

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Department of History
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abeaujot@uwlax.edu

Ariel Reker
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Archaeological Studies & Public and Policy History
University of Wisconsin - La Crosse
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reker.arie@uwlax.edu

contact@art-ifact.org



APPENDIX E



where history meets art

Charley Weeth
122 South 17th Street
La Crosse WI 54601

Dear Charley,

On behalf of the “[art]ifact: where history meets art” team we thank you for sponsoring the Hmong skirt, which is part of the exhibit taking place at the Pump House Regional Arts Center in spring 2016. As a sponsor you will receive first right of refusal to buy an original art piece and your name beside the sponsored object in the exhibit.

You will also be recognized publicly as involved in a community-focused project that promotes local art and local history. The cost of a sponsorship is \$300. Checks should be made out to the La Crosse County Historical Society including ‘[art]ifact exhibit’ in the memo line. Please send the check Attn: Peggy Derrick, 145 West Ave. S., La Crosse, WI, 54601. The [art]ifact team is excited to develop this relationship with you.

Thank you again for your time and consideration in the [art]ifact exhibit, we greatly look forward to your participation. If you have any questions please do not hesitate to contact me.

Warm regards,

Peggy Derrick
Executive Curator
La Crosse County Historical Society
(608)-782-1980
peggy@lchshistory.org

contact@art-ifact.org



LA CROSSE COUNTY
HISTORICAL SOCIETY

UNIVERSITY of WISCONSIN
LA CROSSE
DEPARTMENT OF HISTORY

Pump House
Regional Arts Center

APPENDIX F

[art]ifact

[where history meets art]

call to artists

[art]ifact will showcase local historical items from the La Crosse County Historical Society's collection and new original artwork inspired by these objects and their stories.

Applications are due **Sept. 15, 2015**

[Apply at **art-ifact.org**]

Artists will receive a \$200 stipend and the chance to win additional prizes.



The exhibition will be displayed at the Pump House Regional Arts Center in the spring of 2016.

[art]ifact

[where history meets art]

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APPENDIX G

[art]ifact

[where history
meets art]

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[Apply at **art-ifact.org**]

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The exhibit is planned, organized, and mounted with the help of students in the UW-La Crosse Public and Policy History Major in the Department of History.



The exhibition will be displayed at the Pump House Regional Arts Center in the spring of 2016.

APPENDIX H

[where history meets art]



Posted 13 days ago

f t g+ @

[art] [art]ifact

Only 5 weeks until [art]ifact opens at the Pump House! #artifactexhibit #lacrosse #pumphouse... [instagram.com/p/BA3i_h0E_zj/](https://www.instagram.com/p/BA3i_h0E_zj/)

Posted 17 days ago

↩ ↻ ★

[art] artifactexhibit



Things That Matter: Pamperin 'Black Rose' Cigar Box

Before cigarettes and chewing tobacco became popular, cigar smoking was a fashionable men's custom that was enjoyed in many settings: during recreation, business and as an after-dinner activity. The Black Rose Pamperin cigar box is a classic memento of La Crosse from the turn of the 20th century.

Posted 16 days ago

f t g+ @

everything, including the objects in our lives. My object is called The Leona, and all in one undergarment that has a great history and says a lot about society. More about The Leona later. This project is also an example of community partnership between the university, the Pump House and the La Crosse County Historical Society. We all work together to find and preserve the stories behind some incredible objects of our past and present.

Posted 14 days ago

f t g+ @

[art] ARTifact Exhibit

Only 5 weeks until our exhibit opens at the Pump House!

the process



Objects

In cooperation with the La Crosse County Historical Society, students from the Public and Policy History Major/Minor at the University of Wisconsin – La Crosse have chosen 15 historical objects that were made in La Crosse and represent the community's diverse history.



Historians

Students and community members enrolled in the [art]ifact class at University of Wisconsin – La Crosse each selected one of the 15 objects to research. They are curating the objects, running the PR campaign, developing an education program that features arts integration, and creating interactive activities to accompany the exhibit.



Artists

Jurors selected 15 artists from submissions received in response to an open call to artists. Artists working in a variety of media and artistic approaches were chosen.

Selected artists were assigned one of the objects as determined by the jurors, and visited the Historical Society to examine them. Artists were also given research about the object that was compiled by students.

Selected artists have three months to create a new work for the exhibition, inspired by their assigned object and its history. Final work will be displayed at the Pump House's Kader Gallery in Spring 2016.



timeline

February 26, 2016

6 p.m. – 7:30 p.m.

Opening Reception & Celebration & Presentation of Artist Prizes

February 28, 2016

2 p.m.

Behind [art]ifact talk: *Creative Imperatives*

Objects: Camera, Pearl Buttons, Wedding Dress, Bottles

Artists: Jill Rippe, Ingvild Herfindahl, Marcia Thompson, Roger Boulay

Historians: Tami Holtslander, Megan Kautz, Katrina Bjornstad, Jenny DeRocher

March 6, 2016

2 p.m.

Behind [art]ifact talk: *Hmong Objects*

Objects: Pleated Skirt, Knife

Artists: Lisa Lenarz, Preston Lawing

Historians: Alyssa Spiering, James North

April 3, 2016

2 p.m.

Behind [art]ifact talk: *Utility Objects*

Objects: Trunk, Cigar Box, Biscuit Tin, Paper Fastener

Artists: Kim Vaughter, Sarah Pederson, Ben Alberti, Martha Schwem

Historians: Terri Karsten, Mercedes Fowler, Andrew Vittone, Gemma Zahradka

April 10, 2016

2 p.m.

Behind [art]ifact talk: *Ho-Chunk Objects*

Objects: Hand Drum, Lacrosse Stick

April 10, 2016

2 p.m.

Behind [art]ifact talk: *Ho-Chunk Objects*

Objects: Hand Drum, Lacrosse Stick

Artists: Kate Hawkes, Jonathan Eimer

Historians: Callie O'Connor, Callie Niemi

April 17, 2016

2 p.m.

Last day the exhibit is open to the public

Behind [art]ifact talk: *Feminine Objects*

Objects: "Leona" Undergarment, Fur Muff, Signature Quilt

Artists: Misha Bolstad, Brad Nichols, Kate Vinson

Historians: Sue Hessel, Ariel Reker, Sam Reinders, Rebekah Bain

collaborators

UNIVERSITY of WISCONSIN
LA CROSSE
DEPARTMENT OF HISTORY

The Public and Policy History Major and Minor, housed in the Department of History at the University of Wisconsin, La Crosse, seeks to work with community organizations in order to promote public history in the region and to train students how to mount professional projects to help with their future careers as historians.

Pump House
Regional Arts Center

The mission of the Pump House Regional Arts Center is to enhance the quality of life in the region by maintaining the Pump House as a cultural center; and by promoting a wide range of visual and performing arts activities including performance, participation and appreciation.

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LA CROSSE COUNTY
HISTORICAL SOCIETY

La Crosse County Historical Society is a non-profit organization dedicated to the collection, preservation, display, and publication of county heritage.

sponsors

[art]ifact is supported by the following organizations:

sponsors

[art]ifact is supported by the following organizations:



Objects in the exhibit were also sponsored by local people, organizations, and businesses.

[art]ifact is supported in part by a grant from the Wisconsin Arts Board with Funds from the State of Wisconsin and the National Endowment for the Arts. It is also funded in part by a grant from the Wisconsin Humanities Council, with funds from the National Endowment for the Humanities. Finally, [art]ifact is funded with two UWL Undergraduate Research and Creativity Grants.

APPENDIX I



Facebook Posting Guidelines

General Best Practices

1. For better results, always include a photo with a post. Text only posts are treated differently than posts with images. Facebook recognizes that text only posts receive less interaction than posts with photos. EdgeRank reduces the reach of these posts. Photos receive more reach with more EdgeRank support.
2. Simplify text on posts. Overusing text can deter users. Share the most important or eye catching information. Also, anytime text in a post is automatically shortened and Facebook generates a “see more” link to open more text, it will significantly lose attention and engagement.
3. Post in a consistent tone. Use a friendly and casual voice to share information and encourage engagement. Avoid a voice that’s too professional, informational, or dry.
4. At this time, avoid using hashtags on Facebook. They’re frequently used on Twitter and Instagram, but for some reason, they are not widely used on Facebook.
5. Consider what your posts look like in the news feed in addition to what they look like on your page. Many people don’t actually go to Facebook pages. They see activity from pages in their feeds. If they want more information, they may click through a post. By having a good idea of what your posts look like in the newsfeed you’ll know what many of your fans are seeing.
6. Post regularly. If you don’t use Facebook advertising to draw users to your page, it’s likely only about 2%-6% of your followers will see your posts. To boost your page’s EdgeRank and the chances fans will see your posts, try to post frequently, even on nights and weekends. EdgeRank favors pages that post consistently. A nice goal is one post a day. Your fans will also get used to seeing a daily post from you.
7. Schedule Facebook posts in the Facebook activity log or with a third party app. This is great for posting on weekends, holidays, and in the evening. It also works very well to schedule posts to launch during busy times or special events when live posting is difficult.
8. Respond to comments, shares, and other interaction within 24 hours. Publicly respond to fans to show that you’re listening and providing excellent customer service.

Image Best Practices

1. Use the highest quality photos possible.
2. View posted photos on desktop and mobile devices to evaluate how they’re scaled and cropped on multiple devices.
3. Edit poor quality photos. For a quick fix, use a simple Instagram filter. Doing this will improve the quality of the photo and the artistic effect will look intentional.
4. Square photos are the best shapes for Facebook. They look great on a page and the newsfeed.
5. Tag people in photos to boost engagement.
 - a. Only tag people if they’ve given their consent.
 - b. Per Facebook’s terms of use, you can only tag people in photos they have been depicted in.
 - i. If you’re promoting a new story about a local person and you have a photo of them on a street corner, you can tag them.
 - ii. If you have a photo of the street corner, but they’re not in it, you can’t tag them in the photo. However, you could tag them in the post copy.

Ideas for Creating Content

1. Promote a contest for your followers. You could ask users to comment with their favorite place in downtown La Crosse or ask them to share their favorite memory. From there, you may be able to prospect for stories to record.



- a. Offer an incentive or prize for contributions to the contest.
 - i. Without incentives or advertising, contests don't usually receive much engagement.
2. Another contest could ask users to guess "how old is this business?"
3. Post old photos of downtown La Crosse, possibly collected from the university, libraries, or privately owned photos (with permission to use). Ask users to guess where the old photo was taken. You can also ask if people remember old stores, restaurants, bars, etc. in historic photos.
4. Share local history (preferably on Thursdays) for Throwback Thursday (TBT). Share information about special events, store openings, storms, and other memorable dates from La Crosse's history.
5. Highlight Wisconsin (or even national and world) history. Post photos to commemorate famous events, inventions, famous people's birthdays, etc.
6. A few historical figures have grown up or passed through La Crosse. Post about their history, quotes, accomplishments, anniversaries, etc.
7. Reveal quotes or very short snippets of collected stories from community members paired with old photos.
8. Highlight tourism and community information about La Crosse. If you do this, tag the event's or organization's page in the post.
9. Introduce staff and students with photos accompanied by short facts. You could include their name, role, and maybe their favorite place in downtown La Crosse. Ask if you can tag them in the photo. Tagged photos receive better reach.
10. Consider fun "Did You Know?" posts about interesting facts from La Crosse, for example:
 - a. Woodwork from the historic post office staircase can be found at the Pumphouse. [Include a Pumphouse photo.]
 - b. Did you know Liberace played in several bars and restaurants in downtown La Crosse? Can you name which places? [Include a photo of a location he played in.]
 - c. Including the river walk, La Crosse has over XX miles of beautiful trails. [Include a photo of the river walk.]

Facebook Analytics Basics

(You'll have access to Insights when the page reaches 30 likes)

1. Use fan demographics to understand when they're online. Try posting at times that correspond to when most of your fans are active on Facebook.
2. As you vary the timing of your posts, review their performance in Insights. Modify their content and scheduling to reach your fans at times when their engagement, and post reach, is the highest.
3. Review what posts receive the most engagement and what posts lack engagement. Replicate and tweak content to better connect with your audience.
4. Observe the demographics of your fans. Craft posts to appeal to your majority audience or share content to reach out to audiences with smaller numbers.

APPENDIX J

HOW TO SOCIAL MEDIA: [ART]IFACT STYLE

by Ariel Marie

BASICS: EXPECTATIONS

Expectations:

- Post everyday
- Make it interesting
- Do a mixture of topics
- Respond to all comments, messages, and retweets
- Introduce yourselves when you take over (Mondays)
- Include a visual
 - Pictures, videos, gifs, vines, whatever floats your boat
 - Except on twitter
- Increase likes and followers!

BASICS: LOGINS

Facebook:

- Give Ariel your Facebook email
 - She will make you an editor
- Directions:
 - Go under dropdown arrow in top right corner
 - Under “Use Facebook as” select ARTifact Exhibit

Twitter:

- username: ARTifactexhibit
- password: whma0226

Instagram::

- username: artifactexhibit
- password: whma 0226

FACEBOOK

Specific Instructions:

- Increase likes by 20-25 people
- Find 5-10 relevant pages to like/follow

Suggested Posts:

- Exhibit updates
- Events
- Relevant literature/articles
- Shared posts from Instagram

TWITTER

Specific Instructions:

- Increase followers by 10-15 people/pages
- Find 3-5 relevant accounts to follow/retweet
- If a tweet is in reference to a story/Facebook post include link
- Use hashtags
 - Official hashtag is #artifactexhibit

Suggested tweets:

- Exhibit updates
- Teasers for Facebook and Instagram posts
- Sneak peeks from class/artist/PHRAC/LCHS
- Relevant reactions to events/articles

INSTAGRAM

Specific Instructions:

- Increase followers by 10-15 people/accounts
- Find 3-5 relevant accounts to follow
- Share pictures on Facebook and Twitter
 - Option right before posting
- Always include a caption
- Be creative, but use discretion with filters/effects
- Use hashtags

Suggested Pictures:

- Yourself!
- Exhibit updates
- Sneak peeks from class/artist/PHRAC/LCHS
 - NEVER POST A PICTURE OF YOUR HISTORICAL OBJECT OR THE ARTIST'S ORIGINAL PIECE

GO FORTH AND PROSPER

- Have fun, but not too much
- Be funny, but keep it decent
- Act as a purveyor, but make it relevant
- Promote this in your social circles, they have to like it because they like you - right?
- Etc., etc., etc.

Questions???

APPENDIX K

Interviews of artists for [art]ifact: where history meets art
Informed Consent for Artists

Project Title: Evaluations and Interviews for student groups, community members, and artists for [art]ifact: where history meets art

Principal Investigators: Ariel Beaujot, Ariel Reker, and James North

Purpose and Procedure:

I am conducting research through evaluations and interviews of local artists participating in the [art]ifact project.

[art]ifact is a project that takes objects from the La Crosse County Historical Society that were made locally in La Crosse and pairs them with local artists who will interpret the objects and their history in a piece of art. The object, the art, and a historical interpretation will be presented together at the Pump House Regional Arts Center for 8 weeks from February to April, 2016. Students from the UWL Public and Policy History program in the Department of History are currently working on the history of the object.

In keeping with the ethical standards for doing research with human subjects this consent form describes the project and asks for your permission to allow me to use information from your interviews and evaluations. These interviews may be used in two ways: 1) to promote the exhibit on social media or other media outlets 2) for research and publication following the exhibit. Feel free to ask questions about any aspect of the project.

1. I have been informed that the purpose of this research is to gather information on the artistic process.
2. I have been informed that no risk or discomfort are foreseen for me as a participant of this study.
3. I have been informed that this research may benefit the local community, the historical society, the Pump House, the researcher, and the professor of the UWL class that is conducting this research by expanding knowledge about artist experiences.
4. I have been informed that my name will be used as part of this project.
5. I understand that my participation in [art]ifact is covered by contract.
6. I have been informed that participation in this research will require 30 minutes to an hour of my time.
7. I have been informed that these interviews may be recorded and photographed, that I have the option of stopping completion of the evaluation at anytime. I have

been informed that the content in the evaluations may be used for media campaigns and research purposes and will not be published anonymously.

Please sign the form

I understand the project and grant permission to use my course material

Participant:

Date:

OR

I understand the project and do not grant permission to use my course material

Participant:

Date:

Researcher:

Date:

Questions regarding study procedures may be directed to Ariel Beaujot, the principal investigator.

Questions regarding the protection of human subjects may be addressed to the UW-La Crosse Institutional Review Board for the Protection of Human Subjects, (608-785-8124 or irb@uwlax.edu).

PR and Marketing Group Artist Interview Questions

- What medium are you using and why?
- How does your art reflect the history of the object?
- How does your art help us understand La Crosse in a new way?
- Which aspect of the object's history inspired you most?
- Was the research provided sufficient, or did you do any more personally?
 - If yes, what did you find and would you be willing to share it with the associated historian?
- Was there an aspect of the object's history that surprised you?
- Will you continue to use history to inspire your art?
- What do you think of the exhibit overall?
- What do you think of the mixing of art and history?
- Do you have any suggestions for future exhibits like this?
- Do you find it appropriate to mix art and history?
 - If no, why?
 - If yes, what aspects of this do you think benefit the public most?
- What space do you like to use as a studio?
- Do you consider art accessible for all audiences?
- How do you think your art could be incorporated into an activity for 4th graders?
- Is art your primary field?
 - If no, what else do you do?
- Why do you think art and history exhibits are usually so different and why?
 - What can be done to make both more similar/accessible?
- Who do you create for?
- Why do you create?
- What drew you to this project?
- Have you enjoyed your experience so far?
 - If no, what can we do to help make this as positive as possible?