2008-09 Annual Report

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University of Wisconsin-Madison Arts Institute

Mission and Vision

Created in 1998, the University of Wisconsin Arts Institute is an intercollege unit of the College of Letters and Science, the School of Education, and the School of Human Ecology at the University of Wisconsin-Madison. In June 2008, the Arts Institute initiated a strategic planning process, and on February 2, 2009, the Executive Committee and the Arts Assembly of the Arts Institute approved new mission and vision statements.

Mission
The University of Wisconsin-Madison Arts Institute speaks for and on behalf of the collective voice and vision of the arts at UW-Madison. We advance the arts as an invaluable resource to a vital university, and we promote all forms of artistic expression, experience, and interpretation as fundamental paths to engaging and understanding our world.

Vision
- Decision makers will acknowledge and engage the arts as central to the well-being of the university.
- Students will experience the arts in all aspects of their education, and will be imbued with the importance of the arts to their academic life.

Arts Institute Staff
Norma Saldivar, Executive Director
Judy Buenzli, Arts Outreach Manager
Ken Chraca, Associate Director
Allen Ebert, Wisconsin Film Festival Operations Director
Meg Hamel, Wisconsin Film Festival Director
Kate Hewson, Arts Residency Manager
Sarah Schaffer, Recordings Project Coordinator
Jessica Courtier, Administrative Project Assistant
Nicole Gruter, Arts Residency Project Assistant
Arts Night Out

For several years, Arts Night Out has been a campus open house of the arts departments directed at the greater university community, especially those new to campus, as well as the residents of Dane County. The Arts Institute and campus arts units have presented Arts Night Out in partnership with University Communications, Visitor Information Programs, and Residence Hall Life of University Housing. The Arts Institute has provided funding and staff time to organize and market the program to the campus, while University Communications has marketed it to a broader region.

Due to the September 15, 2008 Chancellor’s Concert at Overture Hall, Arts Night Out was not scheduled for 2008-09. However, the Arts Institute continues its commitment to providing campus arts units with a platform to introduce the arts to incoming students and the community at large. During the summer of 2009, Arts Institute staff and the arts communicators will revise the event, allowing it to take fresh form, while still identifying events that will engage students and our many audiences in participatory and behind the scenes events.

Community members at art studio demonstration; interactive installation in a stairwell of the Mosse Humanities Building, September 2003. Photos courtesy of Ken Chraca and UW-Madison Communications, Michael Forster Rothbart.
UW Performing Artists of the Future Chancellor’s Concert

On September 15, 2008, the “UW Performing Artists of the Future” event at the Overture Center honored Chancellor John Wiley’s service to the UW and his advocacy for and commitment to the arts, and welcomed incoming Chancellor Carolyn “Biddy” Martin. The event included 170 students and 18 faculty and staff members from performing and visual arts programs across campus, and was produced and coordinated collaboratively by the Wisconsin Alumni Association, University Communications, the UW Foundation, the Arts Institute, and the Chancellor’s Office. The performance portion of the evening featured students from the School of Music, the Dance Program, the Department of Theatre & Drama, and extramural vocal groups. Students from the Departments of Art and Design Studies provided takeaway art in the printed program, and students from the Communication Arts’ animation program provided lobby installations. In appreciation of the event, Chancellor Wiley hosted a dinner for participating students in the Overture Center lobby after the dress rehearsal.

Over 750 members of the university and local communities attended the event. Invitees were given the opportunity to donate to a need-based scholarship fund for performing arts students, generating nearly $40,000 to be distributed through the Student Financial Services office. Chancellor Wiley also presented Chancellor Martin with the announcement of a $20,000,000 anonymous donation dedicated to the School of Music’s new concert hall.

Incoming Chancellor Carolyn “Biddy” Martin with outgoing Chancellor John Wiley; more than 170 student performers bow at the end of the concert. Photos courtesy of UW-Madison Communications, Jeff Miller.
The Creative Arts Awards honor faculty, staff, and students who are the recipients of awards administered by the Arts Institute and the Graduate School. Honorees are recognized for excellence in three areas—creative inquiry, outreach, and professional excellence.
The 2009 recipients, honored at a reception in the Virginia F. Harrison Parlor at Lathrop Hall on Friday, April 17 were:

- Heather Marie Macali, Design Studies Department, Textiles—Sinaiko Frank Graduate Fellowship for a Woman in the Arts
- Naomi RaMona Schliesman, Department of Art, Installation—Sinaiko Frank Graduate Fellowship for a Woman in the Arts
- Pete Rydberg, Department of Theatre and Drama, Theatre for Youth—Lyman S.V. Judson and Ellen Mackechnie Judson Graduate Student Award in the Creative Arts
- Kitty Huffman, Department of Art, Video and Installation—Lyman S.V. Judson and Ellen Mackechnie Judson Undergraduate Student Award in the Creative Arts
- Nneka Akubeze, Evan Bretzmann, Elise Buchbinder, Marie Castano, Colleen Condon, Cecelia Conway, Katy Fiallo, Adriana Garcia, Brittany Glaza, Seong-In Hyun, Brandon Johnson, Yun-Cheng Lin, Mai Kao Lor, Carlos Martinez, Jennifer Mathson, Melissa Neal, Benjamin Russ, Nichola Robin Savidge-Wilkins, Rebecca Segal, Amanda Seyer, Margaret J. Nellis, School of Human Ecology—Hirsch Family Award
- Assistant Professor Kim Cridler, Department of Art, Sculpture—Vilas Associate
- Assistant Professor Amaud Jamal Johnson, Creative Writing Program, Poetry—Vilas Associate
- Assistant Professor Nancy Marie Mithlo, Department of Art History—Vilas Associate
- Associate Professor Manon van de Water, Department of Theatre and Drama, Theatre for Youth—Vilas Associate
- Professor Lea Jacobs, Department of Communication Arts, Film Studies—Kellett Mid-Career Award
- Professor Douglas Hill, School of Music, Horn Performance—Chancellor’s Award for Distinguished Teaching
- Associate Professor Stephen Hilyard, Department of Art, Photography—Emily Mead Baldwin Award in the Creative Arts
- Professor Douglas Rosenberg, Department of Art, Video and Installation—Emily Mead Baldwin Award in the Creative Arts
- Assistant Professor Patrick Sims, Department of Theatre and Drama, Acting and Theatre for Cultural and Social Awareness—Joyce and Gerald A. Bartell Award in the Arts
- Professor Jin-Wen Yu, Dance Program—Arts Institute Creative Arts Award
Margaret Nellis and student recipients of the Hirsch Family Award; Jin-Wen Yu, winner of the Creative Arts Award. Photos courtesy of Margaret Nellis and John Maniaci.
Letters & Science Lectures Grant

The Arts Institute is pleased to announce the creation of the Letters and Science Lectures Grant. The concept of the new grant emerged during the strategic planning process due to the advocacy of J.J. Murphy (Department of Communication Arts). Murphy argued for the importance of having access to small grants to support scholars and artists traveling to the area for other reasons, and who could be available for presentations with relatively little lead-time.

Thanks to the generosity of Letters & Science Dean Gary Sandefur, the Arts Institute received $3,000 to disburse to its constituent units. This initiative allowed guest artists to meet with students from the Departments of Art and Communication Arts, the Dance Program, and the School of Music. We hope that this will be an on-going gift from Letters & Sciences.

Due to the Letters & Science Lectures Grant, Janet Jensen of the School of Music hosted Walter Gray, lecturer in string repertoire, and Marlene Segelstein, klezmer violinist. Communication Arts Professor J.J. Murphy hosted film director Ronald Bronstein and editor Andrew Dickler. Kim Cridler of the Art Department brought master blacksmith Doug Wilson to campus, and the Dance Program used the fund for the Women Dancing Choreographers panel, which included Victoria Marks, Bebe Miller, and Cynthia Adams.
2008-09 Interdisciplinary Arts Residency Program

Funded by the Cluster Hires Initiative, the Interdisciplinary Arts Residency Program brings innovative artists to campus for semester-long residencies sponsored by two or more departments. While in residence, artists teach an interdisciplinary course, present a public event, and participate in community outreach. The program gives students exposure to working artists, provides course credit, and strengthens programmatic ties among individual departments, programs, and other campus and community arts entities.

Key components of the residencies:

• The Arts Institute funds the artist’s salary and benefits, residency publicity and associated outreach activities, and a planning visit.
• The residency is an extended one, usually lasting an entire semester, during which time the resident teaches at least one three-credit interdisciplinary course and presents an outreach component such as directing a play, performing a recital, conducting a workshop, or curating an exhibition.
• One or two departments serve as primary sponsors of the residency, providing the staff resources necessary to support the course and outreach activities, while one or more other departments or programs co-sponsor the residency.
• A faculty or staff member serves as the point person for the residency.
• A faculty of record assists in creating the course syllabus, screening students, monitoring the course progress, verifying final grades, and responding to student concerns or questions following the end of the course.
2008-09 Interdisciplinary Arts Residencies

<table>
<thead>
<tr>
<th>Fall 2008</th>
<th>Spring 2009</th>
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| **Guest Artist:** Fred Ho  
Sponsoring Departments: Asian American Studies Program, School of Music (sponsors); Dance Program, Department of Theatre and Drama, Department of Afro-American Studies, Multicultural Student Coalition (cosponsors)  
Departmental Contact: Peggy Choy  
Class: “Afro Asian Performance Workshop: Revolutionary Afro Asian Spoken Word and Performance”  
Sponsoring Departments: Mosse/Weinstein Center for Jewish Studies, Conney Project on Jewish Arts (sponsor); School of Music, Department of Theatre & Drama, Art Department, Folklore Program, WORT radio (cosponsors)  
Departmental Contact: Douglas Rosenberg  
Class: “Yiddish-American Popular Culture 1890-1950”  
Events: Three-day “KlezKamp Road Show” including two concerts featuring Ben Sidran, Marilyn Lerner, Yid Vicious, the Madison Yiddish Choir, and Sapoznik’s ensemble, two days of workshops, film screening of His People, and community dance party; radio interviews; community events and lectures; film screening and introduction at the Wisconsin Film Festival; guest lecturer in UW courses |

2008-09 Interdisciplinary Residency Overview

**Fall 2008: Fred Ho**
Fred Ho is a revolutionary Chinese American baritone saxophonist, composer, writer, producer, and political activist. While breaking new ground in the world of contemporary music, he is also committed to political and social transformation. For two decades, he has innovated a new American multicultural music embedded in the most soulful and transgressive forms of African American music, with musical influences of Asia and the Pacific Rim. In addition to founding the Afro Asian Music Ensemble in 1982 and the Monkey Orchestra in 1990, Ho co-founded the Brooklyn Sax Quartet in 1997 and the music and poetry collaborative ensemble Caliente! Circle Around the Sun in 2005.

Through social organizing and published work, Ho is an innovator in the field of Asian American Studies. He helped to found the East Coast Asian Students Union, the Asian American Resource Workshop, and the Asian American Arts Alliance. Ho co-edited Sounding Off! Music as Subversion/Resistance/Revolution with Ron Sakolsky, which won the 1996 American Book Award, and is lead editor of Legacy to Liberation: Politics and Culture of Revolutionary Asian/Pacific America. His Wicked
Theory, Naked Practice and his co-edited anthology with Bill Mullen, Afro Asia: Revolutionary Political and Cultural Connections between African Americans and Asian Americans are both forthcoming.

Ho’s numerous awards include the McKnight Foundation Composer/Residency award, five Rockefeller Foundation grants, two National Endowment for the Arts fellowships, three New York Foundation for the Arts Music Composition fellowships, the 1988 Duke Ellington Distinguished Artist Lifetime Achievement Award from the Black Musicians Conference, and the 1987 Harvard University Peter Ivers Visiting Artist award.

While at UW-Madison, Fred Ho taught an intercultural course on “Revolutionary Afro Asian Spoken Word and Performance.” Ho worked with students to develop a performance integrating music, song, spoken word, and dance inspired by African Asian, African American, and Asian American histories and struggles. Ho also presented several public events. He participated in a panel on “Afro Asian Activism and the Avant Garde Aesthetic” with other UW-Madison faculty and staff and presented “Revolutionary Earth Music and Performance: People and the Planet before Profit!” at the Wisconsin Union Theater. The performance featured his Afro Asian Music Ensemble from New York, new work by UW students, and a collaborative work with the UW-Madison Dance Program. Finally, Ho and his students presented two performances of “The Beautiful Revolution: Thievin', Hookin', Beggin', Thinkin’” at Madison East and Memorial high schools.

Fred Ho’s residency was co-sponsored by the Asian American Studies Program and the School of Music. Subsidiary co-sponsors include the Dance Program, the Department of Theatre and Drama, the Department of Afro-American Studies, and the Multicultural Student Coalition.

Spring 2009: Henry Sapoznik

Henry Sapoznik is an award winning author, radio and record producer, and performer of traditional Yiddish and American music. A pioneering scholar and performer of klezmer music, he is credited with the late 20th century revival of klezmer.

Sapoznik co-produced the 10-part series the “Yiddish Radio Project” for National Public Radio’s “All Things Considered” in the spring of 2002, which won the Peabody Award for Excellence in Broadcast Journalism; during that same year he was nominated for an Emmy for his music score to the biographical documentary “The Life and Times of Hank Greenberg.” A pioneering scholar and performer of klezmer music, Sapoznik established KlezKamp: The Yiddish Folk Arts Program in 1985, and is the Executive Director of Living Traditions, the folk arts organization which runs it. His book, Klezmer! Jewish Music from Old World to Our World, won the 2000 ASCAP Deems Taylor Award for Excellence in Music Scholarship and has just been released in a new paperback edition.
In addition to his work with Yiddish culture, Sapoznik is Vice President of Piedmont Folk Legacies, the organization that runs the annual Charlie Poole Music Festival and the forthcoming National Banjo Museum and Center in Eden, North Carolina. He is a four-time Grammy award nominee for “Partisans of Vilna” (1990), the first Yiddish recording to be nominated for a Grammy, “You Ain't Talkin' To Me: Charlie Poole and the Roots of American Country Music” (2005) for Sony Columbia/Legacy, and in 2008 for his co-production of the three CD anthology “People Take Warning! Murder Ballads and Disaster Songs 1913-1938.” Sapoznik’s most recent CD anthology “Ernest Stoneman: The Unsung Father of Country Music,” was nominated for a 2009 Grammy for Best Historical Notes.

While in residence at the University of Wisconsin-Madison, Sapoznik taught a semester length course titled “Yiddish-American Popular Culture 1890-1950.” Using historical media such as 78 rpm recordings, cartoons, films, and radio broadcasts, the class examined how the nascent and vibrant culture of 19th century immigrant East European Jews influenced and interacted with simultaneously emerging forms of American popular culture.

The primary public event of Sapoznik’s residency was the KlezKamp Road Show, a three-day version of his renowned annual klezmer music and Yiddish folk art festival held in Kerhonkson, New York. KlezKamp featured two concerts with locally- and nationally-recognized artists, including Grammy-nominated pianist and producer Ben Sidran and best-selling author of “Born to Kvetch,” Michael Wex; a Yiddish dance party accompanied by the KlezKamp Roadshow Orkester; a screening of the silent film “His People” (1925) with live piano score by pianist Marilyn Lerner; and workshops and presentations on klezmer and Yiddish folk arts.

Henry Sapoznik’s residency was sponsored by the Mosse/Weinstein Center for Jewish Studies and its Conney Project on Jewish Arts, and co-sponsored by the School of Music, the Folklore Program, the Department of Theatre and Drama, and WORT radio.

**2009-10 Residencies**

Without feasible proposals for fall 2009 residencies, the Executive Committee took the opportunity to support the growing arts entrepreneurship initiative on campus by offering the class “Art as Business as Art.” Open to students in all areas of the arts, the class will be taught by Andrew Taylor (Bolz Center for Arts Administration) and Stephanie Jutt (School of Music) and is co-sponsored by the School of Business, the School of Music, and the Departments of Art, Design Studies, and Theatre & Drama. “Art as Business as Art” will explore the dynamic interplay between artistic life and business strategy, and will feature a series of guest lectures throughout the semester by compelling national figures who cross that line everyday. The course will also include several events that will be free and open to the public.

A residency by costume designer and University of Wisconsin-Madison alum Deborah Mitchell Dryden is planned for the 2010 spring semester.
Arts Outreach Program

The Arts Outreach Program, established in 1979, works together with the School of Music to share the expertise of its three faculty ensembles-in-residence with young musicians and community audiences around the state. UW-Madison continues to commit resources to support the Pro Arte String Quartet, Wingra Woodwind Quintet, and Wisconsin Brass Quintet, having been the first American public institution of its kind to have artists-in-residence. In addition to performing as part of the School of Music Faculty Concert Series, each ensemble travels to Wisconsin high schools and concert halls, working with young musicians and performing for local concert series patrons.

During the 2008-09 season, faculty ensembles presented fourteen public concerts for a combined audience of 1,418 and conducted twenty chamber music sessions, school performances, and master classes for 1,107 high school and college instrumentalists around the state. Student musicians performed at Alumni Weekend events at the request of the Wisconsin Alumni Association. Arts Outreach continued to field requests from the public for musician referrals.

Season highlights included performances at three new venues: the Pro Arte Quartet performed at the newly remodeled City Auditorium in Richland Center and the Middleton Glen Retirement Center; the Wisconsin Brass Quintet appeared at the historic Temple Theatre in Viroqua. The Wingra Woodwind Quintet participated in what may be the last Mozart Day at St. Catherine’s High School in Racine, an annual event for us since the mid-1990’s. After the Fine Arts Series was discontinued at Northland College, our faculty ensembles were asked to perform for the Ashland Chamber Music Society. This season was our second event there, with the Wisconsin Brass Quintet representing UW. Sponsors that have hosted our ensembles in the past include UW-Marinette, Richland Center Concert Association, Fond du Lac’s Windhover Center, Monroe Arts Center, Ashland Chamber Music Society, and Midsummer’s Music Festival.

The outreach office enabled several connections between high school students and School of Music faculty, including trips to West Bend High School, Madison West High School, Middleton High School, and Edgewood High School. Professor Teri Dobbs served as clinician for a visit to campus by Kettle Moraine Middle School band students.

For the first time, Arts Outreach hosted a spring forum at the Pyle Center for statewide sponsors. Discussions focused on marketing issues and attendees learned about resources available to them, including the mutual support of fellow sponsors.
The core performance ensembles and personnel of the Arts Outreach Program are:

**Pro Arte Quartet**
- David Perry and Suzanne Beia, violin
- Sally Chisholm, viola
- Parry Karp, cello

**Wingra Woodwind Quintet**
- Stephanie Jutt / Dawn Lawler, flute
- Marc Fink, oboe
- Linda Bartley, clarinet
- Marc Vallon, bassoon
- Linda Kimball, horn

**Wisconsin Brass Quintet**
- John Aley and Matthew Kuhns, trumpet
- Douglas Hill, horn
- Mark Hetzler, trombone
- John Stevens, tuba (Tom Curry while John Stevens on leave 2nd semester)

**Arts Outreach Program Financial Statement**

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues from sponsor fees</td>
<td>$10,320.00</td>
</tr>
<tr>
<td>Expenses</td>
<td>$ 8,558.16</td>
</tr>
</tbody>
</table>

The Arts Outreach positive balance remains as a reserve for larger expenditures such as mailing brochures, major equipment expenses, etc.
School of Music Recordings Project

The School of Music Recordings Project, initiated in 1999, has as its primary goals:

- Promote the School of Music
- Enhance its visibility and reputation
- Assist with recruitment
- Contribute to development efforts
- Support scholarships in the School of Music

The Recordings Project seeks to provide a professional, commercially viable artistic product in its recordings of UW students and faculty artists. 229 CDs were sold, producing $2,913 in sales.

Projects

Seven recordings were released during the 2008-09 academic year, with three more slated for summer completion:

- Wingra Wind Quintet—Wingra Plays Dvorak
- Les Thimmig—Solo: Compositions and Improvisations
- Les Thimmig—All the Marbles: The Jazz Compositions of Les Thimmig
- Julia Faulkner—Lee Hoiby: A Pocket of Time [Naxos]
- Javier Calderon—Hovhaness Guitar Concerto No. 2 [Naxos]
- David Perry—Pleyel: Symphonies Concertantes & Violin Concerto [Naxos]
- Mimmi Fulmer—American Vistas [Albany]
- UW Madrigal Singers—Music from Great Britain
- Postcard from Madison, Volumes 1 & 2 (re-release of out-of-print titles as double-album)
- Tony DiSanza—Portraits [Equilibrium]

The following projects are fully or partially funded and are currently in active stages of development, most with expected release dates during the 2009-10 academic year:

- Mark Hetzler—Sonatas on Trombones [Summit]
- Julia Faulkner—Recent American Songs on Texts of Emily Dickinson [Naxos]
- Christopher Taylor—Bach’s Goldberg Variations
- Laura Schwendinger—Chamber Music of Laura Elise Schwendinger [Centaur]
- Sally Chisholm—Twenty-First Century Viola Works [Albany]
- John Aley—American Sonatas for Trumpet and Piano [Summit]
- Parry Karp—Chamber Music of Robert Kahn [Naxos]
- Marc Vallon—French Bassoon Music for the Concours
Funding
Due to the high costs of recording and producing CDs, soliciting funds is a growing concern for the Recordings Project staff. During the first ten years of the project, approximately 25% (about $260,000) of the funding for the total project costs for CDs produced since 1999 has come from sources such as the Evjue and Brittingham Foundations, the Hilldale Trust, faculty research grants, and other forms of institutional support, with the remaining 75% borne by the School of Music, subsidies from other outside funding, and augmented by individual faculty members. With changes in the economy, several of the funding sources both on and off campus have yielded lower returns than expected. However, the Recordings Project staff is in discussions with the chancellor’s office to explore whether and how these initiatives will continue.

Production / Distribution
In the past few years, the Recordings Project has been increasing the use of the in-house recording engineer. This provides substantial fiscal savings on the audio engineering budget line, which typically accounts for more than half of the cash expenses of each project.

Additionally, the Recordings Project has begun working with outside commercial labels including Albany, Centaur, Summit, and Naxos. Production costs for these recordings are substantially similar to those of self-published recordings, and commercial label releases offer increased distribution and visibility and allow for a more dynamic mix in the School of Music catalog of recordings.

All recordings, regardless of label, receive national and international distribution. They are available through the School of Music office, concerts, online, and through local retail venues. Additionally, the recordings are represented by the University of Wisconsin Press, in online classical music CD outlets, such as Arkivmusic.com, and through relevant professional and scholarly associations.

Other Projects
Since its inception, the Recordings Project has overseen several other initiatives at the behest of the Chancellor’s office. These include providing student musicians for receptions (16 students at 5 events), and a program in collaboration with the Wisconsin Union Theater of four concerts and two master classes per year featuring Jeffrey Siegel’s Keyboard Conversations. With the change in university leadership during 2008-09, the Chancellor’s Concert Series, a biannual high end, high profile development event that featured student musicians was suspended; however, Chancellor Martin has opened the possibility of reformatting this event and/or including student performers in her out of town appearances for UW Foundation events.
**New Initiatives**

In the next year, the Recordings Project will launch several new initiatives. These include:

- **Electronic, online delivery of recordings**: Hard pressed CDs are the only current delivery method for School of Music Recordings; working with Naxos, iTunes, or other services may broaden distribution but will also entail new technical, legal, and marketing challenges.

- **Recording project tutorial**: Faculty artists are often unfamiliar with the complexities of developing a recording project; a new tutorial will aid in increasing efficiency and better managing time and budgets.

- **Pro Arte Quartet Centennial Anniversary**: The Pro Arte Quartet’s upcoming 100th anniversary will be celebrated by commissioning new works and composer residencies associated with premiere performances; commercial releases of these new compositions; a published book on the ensemble’s history; an international tour; and other events included displays and lectures. Celebrations will begin in late 2011 and run through 2013.

**Recordings Committee**

2009 members of the Recordings Committee were: Lance Ketterer, Sarah Schaffer, Laura Schwendinger, Christopher Taylor, and Les Thimmig.
Wisconsin Film Festival

Founded in 1999, the Wisconsin Film Festival is the state’s premier film festival. The four-day annual festival takes place each spring with a focus on presenting new American independent and world cinema (narrative, documentary, shorts, experimental), restored classics, and the work of Wisconsin filmmakers.

Presented by the Arts Institute with the assistance of the Department of Communication Arts and the Wisconsin Union, the Wisconsin Film Festival showcases the cinematic art of motion pictures and the power of film as a storytelling medium. The 2009 festival program of 199 films (108 features and 91 shorts) included important new works covering a diverse range of genres and styles and was publicly screened at 10 theaters on the UW–Madison campus and in downtown Madison. Through these screenings and other programs, the Festival aims to:

- Discover and showcase artistic and technical achievement in the cinematic arts.
- Explore the voices and experiences of diverse cultures and countries.
- Promote and support local filmmakers and others with roots in Wisconsin.
- Pursue the Wisconsin Idea with films that reflect the UW’s academic programs.
- Engage audiences and guests in a warm and inclusive event that honors our community’s spirit.

In its programming and presentation, the Festival reflects a remarkable breadth of on-and off-campus partnerships. Each year, the Festival collaborates with both new and ongoing campus partners to share films that reflect the academic mission of the University. In 2009, the partners included:

- Asian American Studies Program (Disparate Voices: Asian American Film)
- Center for East Asian Studies (Focus on South Korea)
- Center for European Studies (general support for European films)
- Center for the Humanities (screening of origami documentary Between the Folds)
- Center for Integrated Agricultural Systems (The Cream and the Crop: Farming and the Land on Film)
- Center for South Asia (screenings of Sita Sings the Blues and Ghajini)
- Center for the Study of Upper Midwestern Cultures (screenings of Vogelfrei and Kinnunen)
- Department of Rehabilitation Psychology and Special Education (Film·Able: Disabilities on Film)
- Global Studies Program (Inside Islam)
- Inside Islam Project Partners (Inside Islam)
- Language Institute (World Cinema Day/Football Under Cover)
- Nelson Institute for Environmental Studies/Center for Culture, History, and Environment (The Cream and the Crop: Farming and the Land on Film)
• Wisconsin Center for Film and Theatre Research (Live from New York…: 1950s Television from the Wisconsin Center for Film and Theater Research)
• Wisconsin Historical Society (Tractors! International Harvester Sponsored Films from the Wisconsin Historical Society)

Strong relationships with campus, city, and privately owned theaters contribute to the unique quality of the Festival: UW Cinematheque in Vilas Hall; Frederic March Play Circle Theatre and Wisconsin Union Theatre in the Memorial Union; Lecture Hall L160 in the Chazen Museum of Art; the Lecture Hall of the Monona Terrace Community and Convention Center; Orpheum & Stage Door Theatres; Bartell Theatre; the Lecture Hall of the Madison Museum of Contemporary Art; and the Majestic Theatre.

This year’s four-day Festival (April 2-5) drew a record attendance of 32,645, with an audience composed of students, faculty, staff, and community beyond the campus. The increase in audience size signifies the continued success of an event that reaches far beyond the edges of campus. Increasingly, visitors from around Wisconsin and beyond are traveling to Madison to see the films presented here.

This year’s festival included numerous connections to UW-Madison students, faculty, and alumni:

• Madison native and UW graduate Stephen P. Jarchow, Chairman of the Board of Regent Entertainment, spoke to the Festival audience in a conversation with Emeritus Professor of Communication Arts Tino Balio about industry news and trends, the art of film production, and distributing international successes like the Oscar-winning Departures (also winner of the 2009 Steep & Brew Audience Award for Best Narrative Film at the Wisconsin Film Festival).
• Being Bucky, a documentary by Scott Smith about the seven UW students who perform as the school’s mascot, won the Audience Award for Best Documentary Film.
• Niels Mueller, originally from Milwaukee, met with UW film production instructor Erik Gunneson and the Festival audience to talk about making film in Wisconsin, including an upcoming Wisconsin-based film.
• Festival co-director Meg Hamel hosted a first ever panel of directors from film festivals around Wisconsin, including the Milwaukee Film Festival, Milwaukee LGBT Film/Video Festival, Central Wisconsin Film Festival, Madison Horror Film Festival, and Flyway Film Festival.
• Heather Heckman, a graduate student in the UW Department of Communication Arts, curated two programs of vintage film from two collections based on the UW–Madison campus: Live from New York…: 1950s Television from the Wisconsin Center for Film and Theater Research and Tractors! International Harvester Sponsored Films from the Wisconsin Historical Society.
The Wisconsin’s Own and Wisconsin Student Shorts competitions screened 22 and 11 films, respectively. These films are chosen by a three-member jury that presents cash awards to films that demonstrate notable artistic and technical achievement. Winners in 2009 were Beelin’ by Dan WiersGalla; Immortal Cupboard: In Search of Lorine Niedecker by Cathy Cook; Tracks by Josh Rosenberg; and Win or Lose: A Summer Camp Story by Louis Lapat.

Other highlights of this year’s festival included the opening night film (500) Days of Summer, directed by Madison native Marc Webb, which premiered at the 2009 Sundance Film Festival and will be a major release from Fox Searchlight in summer 2009. Screened at the Orpheum Theatre to an audience of nearly 1300 people, Gary Sandefur, Dean of the College of Letters & Science, welcomed the opening night audience and director Marc Webb, and screenwriters Michael Weber and Scott Neustadter introduced their film. Director David Assmann came from Germany to present his documentary Football Under Cover to 500 area high school students at the annual World Cinema Day event, presented by the UW Language Institute. This showing was followed by a public festival screening of the film as part of the “Inside Islam” series, supported by the Inside Islam Project and the Global Studies Program. Assmann’s visit was supported by the Center for European Studies. As always, the festival featured diverse offerings from American and international cinema, documentaries such as the popular films Food Inc. and Paper or Plastic?, and experimental work, including the ongoing series “Jim's Experimental Shorts” and a new program of video work curated by UW–Madison professors Sabine Gruffat and Bill Brown. The program was an extension of their Media Embassy series of video presentations.

In answer to goals that we set last year addressing scale, scope, and infrastructure, this year’s festival reduced the number of venues and films and the Arts Institute was able to hire an operations director to help address resource shortfalls.

In November 2008, Allen Ebert joined the staff of the festival in the newly formed co-director position. The primary area of focus for the new position is business management, including budgeting, development, and fund-raising, while also assisting with programming, marketing, and event management. The new position has greatly improved the festival’s ability to serve the audience, the filmmakers, and festival supporters on the UW-Madison campus and in the Wisconsin community while maintaining the festival’s ongoing practice of innovative programming.

The WFF directors continue to work with Arts Institute leadership to explore administrative goals, develop internal advisory committees, and expand external relations with the city and state.
Wisconsin Film Festival Financial Statement
The 2009 Wisconsin Film Festival operating budget totaled $298,775. This covered major expenses such as venue and film rentals, hosting filmmakers who participated in festival programs, equipment, marketing, ticketing, shipping, and staffing.

The Festival received $328,625 in income and cash support from a variety of sources. $189,943 was income from ticket receipts (before sales tax), merchandise sales, and entry fees. Funding from external sponsors and grants totaled $32,500. Support from internal UW sources, including the Arts Institute, UW programming partners, and the Chancellor’s Office, totaled $102,056. Individuals donated a total of $4,845 through the Festival’s charitable Real Butter Fund.

At the close of the 2008-09 fiscal year, the Wisconsin Film Festival adds $29,568 to its reserves in preparation for the 2010 event. In total, the festival will carry forward a positive balance of $215,403, resulting from both small positive balances over the past several years and a cash savings of salary due to an open staff position for part of the year. Future staff salary expenses and the expiring support from the Chancellor’s office are expected to deplete reserves, and new funding sources will need to be identified.

Wisconsin Film Festival Operation Budget Overview

<table>
<thead>
<tr>
<th>Income</th>
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<tbody>
<tr>
<td>Ticket Sales</td>
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<td>Merchandise Sales</td>
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<td>Entry Fees</td>
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<th>External Sponsor Support</th>
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<tr>
<td>Community Pharmacy</td>
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<td>Dane County Cultural Affairs Commission</td>
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<tr>
<td>Evjue Foundation</td>
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<tr>
<td>Madison Concourse Hotel</td>
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<tr>
<td>Steep &amp; Brew</td>
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<tr>
<td>Wisconsin Beverage Distributors</td>
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<td>Real Butter Fund</td>
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<table>
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<th>Internal UW Support</th>
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<tr>
<td>UW Chancellor’s Office</td>
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<tr>
<td>Anonymous Fund</td>
<td>$10,000</td>
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</tbody>
</table>

Area Studies Partnerships

| Asian American Studies Program | $4,000 |
| Center for East Asian Studies | $1,000 |
| Center for European Studies  | $797   |
| Center for the Humanities    | $500   |
| Center for Integrated Agricultural Studies | $3,000 |
| Center for South Asia        | $500   |
Center for the Study of Upper Midwestern Cultures $2,000
Department of Rehabilitation Psychology and Special Education $3,000
Global Studies $4,404
Nelson Institute for Environmental Studies / Center for Culture, History and Environment $1,500
Arts Institute $40,017
Total Income $335,989

Operation Budget Overview—Expenses

Programming and exhibition $143,754
Marketing $37,981
Operational expenses, salaries $122,411

Total Operating Expenses $304,146

Arts on Campus Website (www.arts.wisc.edu)

Launched in December 2002 and redesigned in February 2008, the Arts on Campus website serves as a gateway to campus arts activities and is a central feature of the overall University arts communications plan. Working in partnership with University Communications and campus arts units, Arts Institute staff regularly updates the website with information about upcoming events. The site serves to highlight the diversity of arts offered on campus, provides a link to all arts departments, programs, and organizations, and enables users to access comprehensive information about the arts on campus.

The Arts Institute website was redesigned to match the Arts on Campus site and launched in August of 2008. The new Arts Institute home page highlights the Institute’s programs and includes a graphic event spotlight and fundraising links. The fee for this redesign was $1,250.00.

In the fall semester of 2008, the Arts on Campus website spotlighted 11 events presented by Arts Institute members the Wisconsin Union Theater, the University Theatre, University Opera, the Design Gallery, the Chazen Museum of Art, the School of Music, the Dance Program, the Art Department, and the Arts Institute. In January 2009, the spotlight was redesigned to be able to feature multiple events simultaneously, and in the spring semester, the website spotlighted 20 events presented by these same member units.

This year, the Arts Enterprise Initiative approached the Arts Institute for advisory help in developing its website. The Arts Enterprise project aims to provide artists throughout the university and local community with information and strategic skills necessary for sustaining an artistic life, and the website provides links to a wealth of local and national resources. Arts Institute staff discussed the website, created a link from the Arts Institute site, and will continue to work with the Arts Enterprise website in an advisory capacity. The website received free hosting through University Communications.

In an attempt to utilize web technology, Arts Institute staff will work with the Arts Enterprise Initiative to offer interactive web based instruction for the class “Art as Business as Art” in fall 2009. Plans include distributing course lectures as podcasts through iTunes U and enabling students to share their work with the public through a course website.
2008-09 Arts Institute Administrative Activities—Completed

The Arts Institute managed several significant changes during the 2008-09 academic year.

**Strategic Planning Process**

In conjunction with its 10-year anniversary and the appointment of a new Executive Director, the Arts Institute undertook a strategic planning process beginning in June 2008. Under the guidance of the UW Office of Quality Improvement, the Arts Institute’s Executive Committee and Arts Assembly participated in a series of meetings and retreats in order to develop a five-year strategic plan.

The process began with a morning retreat in August, during which time the Arts Assembly developed a list of important issues, concerns, and emerging opportunities in the arts that the strategic plan might address, and from the list distilled themes and prioritized issues. In September, the Executive Committee retreated for two four-hour sessions to produce both a clear, compelling, and unified vision for the Arts Institute’s role within the arts on campus and to develop strategies to achieve that vision over the next two to five years. Following this work, representatives from the Executive Committee and the Arts Assembly worked together to develop specific, actionable plans for achieving the goals of the strategic plan, which were then presented to the Institute membership for approval.

The Arts Institute adopted new mission and vision statements on February 2, 2009 (see pg. 1 of Mission/Vision Statements and Strategies for full text) that reflect the importance of fostering the arts on campus, encouraging visibility for the arts, and raising the importance of artistic expression in all students’ experiences on campus. The Executive Committee presented the strategic planning document to Chancellor Martin on March 30, 2009.

The full text of the UW Arts Institute Strategic Plan is available to download at http://www.arts.wisc.edu/artsinstitute/mission.html. Hard copies of the text are available upon request.

**Wisconsin Film Festival Hire**

In order to address infrastructure needs for the Wisconsin Film Festival, the Executive Committee approved the hiring of an operations director. The Operations Director’s primary responsibilities are in the area of business management, including budgeting, development, and fundraising. This November, the Arts Institute hired Allen Ebert, a 2001 graduate of UW-Madison’s Department of Theatre and Drama. He came to university service from the position of Executive Director for La Crosse Community Theatre and a previous position with US Army Entertainment. Ebert enthusiastically jumped into the fray to facilitate this year’s festival. The Arts Institute Associate Director supervises both the Programming and Operations Directors of the Wisconsin Film Festival.
2009-10 Arts Institute Administrative Activities—Future

Arts Residency Manager
The Arts Residency Manager position has been increased from 75% to 100%, commencing July 1, 2009, to reflect changes in position responsibilities. The residency program has expanded steadily over the last two years, with larger budgets, more ambitious events, more extensive marketing, and more sophisticated media products (printed, online, and video and sound recordings). Consequently, the Arts Residency Manager has become more deeply involved with planning, executing, and marketing residency events, as well as supervising the residency graduate assistant. The Residency Manager is also responsible for managing the Arts on Campus website, including assessment, redesign, and updates.

Strategic Planning Retreats
The Arts Institute staff, Executive Committee, Arts Assembly, and Arts Communicators and Managers Committee continue to be engaged in the implementation of the strategies identified in the strategic planning document. Under the leadership of the Executive Committee and Arts Assembly, the Arts Institute will focus on the following key strategies (listed with Executive Committee members overseeing implementation) for the next five years:

- Campus influence and visibility (Ann Archbold, Chair, Theatre & Drama)
- Outreach: pipeline, community connections (John Schaffer, Director, School of Music)
- Connections to current students (Diane Sheehan, Chair, Design Studies Department)
- Support existing departments, collaboration between departments (Thomas Dale, Chair, Art History)

Each strategy has a corresponding action plan to fuel its implementation. The action plan portfolio provides specific action steps (tasks), people and resources, and dates that will help achieve the strategy. These action plans have been developed with the participation of the Arts Assembly and approved by the Executive Committee. They will be executed and overseen by members of the Executive Committee and Arts Assembly. The Executive Committee sponsors and Arts Assembly leads will ensure that follow-up takes place on each of the action steps.

Wisconsin Film Festival
Throughout its 10-year history, the Wisconsin Film Festival has grown steadily. Increased exhibition costs, disappearing campus financial support, and personnel limitations, however, have signaled the need to reevaluate infrastructure and staffing in order to maintain the Festival’s scale and scope at a manageable level. The Wisconsin Film Festival staff has initiated conversations with representatives of both the Madison business community and campus leadership to discuss the possibility of formalizing relationships with the business community. Film Festival staff will work to assess needs and potential support structures while continuing the process of
building relationships with campus partners and the greater Madison business community. With the assistance of the UW Foundation, plans are underway to develop a Friends group which will support and promote the Festival beyond the campus boundaries, and assist in future fundraising and development.

**Office Move**

In 2008-09, Arts Institute staff continued conversations with the leadership of the School of Education and the College of Letters & Science aimed at identifying new office space that would geographically centralize staff, provide meeting facilities, and establish proximity to other arts and humanities centers and institutes. The Arts Institute now has a two-part plan for moving its offices. In the summer of 2009, the Executive Director, Administrative Project Assistant, and the Interdisciplinary Artist in Residence will begin to occupy offices at the University Club, where they will join the Center for the Humanities and the Institute for Research in the Humanities. It continues to be an administrative goal to unite the Arts Institute staff in offices located in Lathrop Hall at the end of the 2010-11 academic year.

**Parking and Transportation**

The Arts Institute has formed a subcommittee to address issues of parking and transportation under the advisement of the Executive Committee, which feels that the future of the arts on campus is being adversely affected by challenges related to patrons’ ability to access their events. Conflicts with athletic schedules pose special challenges to arts units that routinely struggle with securing adequate parking for their patrons, and many patrons have informally communicated to arts unit representatives about parking availability and lack thereof.

The subcommittee is composed of members of the arts communicators and representation from the Executive Committee, and it is working with the Executive Director to address these accessibility problems. The subcommittee intends to address three key areas by increasing collaboration between arts units and campus transportation and parking agencies. They will:

- Endeavor to coordinate schedules for major events between the arts units to minimize internal competition for audiences and parking access;
- Present a collective voice to advocate for needs at the campus level, including communicating arts events schedules and seeking increased parking access through Transportation Services;
- Provide a consistent message when communicating with arts patrons.

The subcommittee also plans to work with arts communicators to survey patrons about current practices and obstacles in order to determine ways to improve the situation.
Year of the Arts
The Chancellor’s Office has created an initiative to celebrate the arts and humanities on campus by designating 2009-10 and 2010-11 as the Year of the Humanities and the Year of the Arts, respectively. The Arts Institute Executive Committee is currently in the planning stages for the Year of the Arts, and expects to determine the structure for designating and promoting related events, and utilizing the $75,000 budget, by the close of the fall 2009 semester. In shaping the Year of the Arts, the Executive Committee also intends to create an exciting approach to disseminating information about the arts, to promote campus-wide involvement in the arts, and to develop a comprehensive approach to building public awareness about the arts that will extend beyond the chronological boundaries of the Year of the Arts.

Cluster Hire Review
The Provost’s Office is currently conducting reviews of all positions funded through the Cluster Hire Initiative. The review process began in spring 2009 with program-wide discussions among the Deans Working Group, central campus leaders, faculty, and campus budget officers, and will continue with self-studies submitted by each cluster program no later than December 1, 2009. These self-studies ask each program to assess itself in terms of its relevance to the goals of the cluster hire program; contributions to research, teaching, and the curriculum; alignment with college- and campus-level strategic planning priorities; and areas of possible growth as well as in need of improvement.

Established in the fall of 1999, the Interdisciplinary Artist in Residence cluster hire is dedicated to bringing visiting faculty to campus to support interdisciplinary work among the arts units and complimentary units from other areas. It is equivalent to two cluster faculty lines. The 2009 self-study for the Cluster Hire Initiative evaluation will build on previous self-evaluations conducted by the residency program, including one done in 2004, five years after the program was initiated, and another from 2007.
Financial Overview

Funding Sources and Operational Expenditures

Salaries
Staff salaries totaled $259,890.

S&E and General Support, Hilldale Grant
An annual grant of $20,000 from the Hilldale Fund provides funds for S&E and general support. A positive balance of $5,246 was carried over from 2007-08, totaling $25,246.

In 2008-09, $11,161 was used for general supplies, phone/IT, travel, and memberships; $6,256 was allocated to the Wisconsin Film Festival for S&E; $1,041 assisted the strategic planning process; $2,306 supported the Arts Awards recognition; and $4,708 supported the UW Overture Hall performance.

Anonymous Fund
The Arts Institute received a $10,000 Anonymous Fund grant to support the Wisconsin Film Festival.

Cluster Hire Initiative Fund
The Interdisciplinary Arts Residency Program receives $200,000 in support annually. The amount of $161,688 was carried over from the previous year. After expenses and transfers $157,846 remains in the account for next year. The Provost’s office continues its review of the Cluster Hire Initiative across campus in an effort to address changes in fund stability. The Arts Institute is confident that the Residency Program will meet the new criteria and will continue to receive support through this fund.

Gift Funds
2008-09 gift fund activities were as follows:

- $3,000 was transferred from the David and Edith Sinaiko Frank Fund at the UW Foundation to provide two student awards of $1,500.
- $3,000 was used from the Lyman S.V. Judson and Ellen Mackechnie Judson Trust Account at UW System to provide two student awards of $1,500.
- $3,233 was used from the general Arts Institute account at the UW Foundation to provide for expenses not covered by university funds.
- The Arts Institute received $1,500 to support Arts Entrepreneurship Initiative and $1,500 for Strategic Planning from the Dean.
• The School of Education also provided $7,556 for tuition remission support, which is included in the total salary figure listed above.

Programming Sources and Operational Expenditures

Programming Income
The Arts Outreach Program received $10,320 in sponsor fees.

The Recordings Project spent $22,288 from Brittingham and Evjue grants. It also received $2,745 in online CD sales. (Figures for other sales were unavailable at the time of printing. Accounting for the Recordings Project is managed by the School of Music.)

Wisconsin Film Festival budget information can be found on pages 20-21.

Programming Expenditures

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<thead>
<tr>
<th>Arts Outreach Program</th>
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<tbody>
<tr>
<td>Interdisciplinary Arts Residencies</td>
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<tr>
<td>Ho Residency (Fall 08)</td>
<td>$75,179</td>
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<tr>
<td>Sapoznik Residency (Spring 09)</td>
<td>$103,133</td>
</tr>
<tr>
<td>General Program Expenses, including brochures, equipment, and website</td>
<td>$5,527</td>
</tr>
</tbody>
</table>

| Residency Total Expenses | $192,397 |
Donors

In 2008-09 the Arts Institute received generous donations to support students and faculty in scholarly and creative endeavors from the following:

Mr. David Chudnow
Ms. Luccinda Tavernise

Photo courtesy of UW-Madison Communications, Michael Forster Rothbart.
Institutional Governance

2008-09 Deans’ Council
The Deans’ Council is composed of the deans of the three schools of the university in which the arts are located. The Deans’ Council appoints the Executive Director and provides the Institute with administrative oversight.

Robin Douthitt, Dean, School of Human Ecology
Adam Gamoran (Chair), Interim Dean, School of Education, spring semester
Gary Sandefur, Dean, College of Letters & Science
Julie Underwood (Chair), Dean, School of Education, fall semester

2008-09 Executive Committee
The Executive Committee is composed of the chairs and directors of the major arts departments, programs, and resources of the university. The purpose of the Executive Committee is to link the governance of the Arts Institute directly to the major arts units, stimulate better communication with faculty and staff, create a forum for visual and performing arts and presenting organizations, and continue the tradition of inclusiveness that allows representatives of all arts units to help determine the course of the Arts Institute.

Norma Saldivar, Arts Institute Executive Director
Ken Chraca, Arts Institute Associate Director
Ann Archbold, Chair, Department of Theatre & Drama
Thomas Dale, Chair, Art History
J.J. Murphy, Department of Communication Arts
Judith Mitchell, Director of MFA Program in Creative Writing (on leave)
Russell Panczenko, Director, Chazen Museum of Art
Ralph Russo, Director of Cultural Arts, Wisconsin Union
John Schaffer, Director, School of Music
Elaine Scheer, Chair, Department of Art
Diane Sheehan, Chair, Design Studies
Anthony Simotes, Associate Professor, Department of Theatre & Drama, and Director, University Theatre
Andrew Taylor, Director, Bolz Center for Arts Administration
Jin-Wen Yu, Chair, Dance Program
Sam Dennis, Advisor, Assistant Professor, Landscape Architecture
Jessica Courtier, Arts Institute Project Assistant and Recording Secretary

2008-09 Arts Assembly
The Arts Assembly is composed of the leaders, managers, communicators, and representatives of the arts departments, programs, and resources at the University of Wisconsin-Madison. It exists to discuss and take action on mutual concerns and projects, and to give consultation and advice to the Arts Institute Executive Committee. The Assembly includes all members of the Arts Institute Executive Committee and staff and the following: 
Doreen Adamany, Dance Program
Cheley Bowles, Division of Continuing Studies, Department of Liberal Studies & the Arts
Jeanette Casey, Mills Music Library
Jill Casid, Department of Art History / Visual Culture Center
Jody Clowes, Design Gallery
Susan Day, Chazen Museum of Art
Esty Dinur, Wisconsin Union Theater
Gwen Evans, University Communications
Bill Farlow, University Opera
Julie Ganser, Department of Art
Doris Green, School of Human Ecology
Michele Hilmes, Wisconsin Center for Film and Theater Research
Tracy Honn, Silver Buckle Press
Kathleen Horning, Cooperative Children’s Book Center
Kerry Hill, School of Education
Stephanie Jutt, School of Music, Arts Enterprise
Lara Kain, Center for the Humanities
Lyn Korenic, Kohler Art Library
Maya Lea, Kasemeyer, Helen Allan Textile Collection
Sarah Marty, Division of Continuing Studies, Department of Liberal Studies & the Arts
Rick Mumford, School of Music
Huyen Nguyen, Department of Art
Paula Panczenko, Tandem Press
Rebecca Quigley, School of Education
Robin Schmoldt, Wisconsin Union Directorate, Union Galleries/Collection
David Stewart, Department of Theatre & Drama
Michele Traband, University Theatre