UW-L SCHOOL OF ARTS & COMMUNICATION
presents

creative imperatives
University of Wisconsin-La Crosse

SUNDAY - WEDNESDAY
MARCH 1 - 4, 2015
ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC

stories we live | stories we tell

www.uwlax.edu/creative-imperatives
Welcome
from the Director of UW-La Crosse School of Arts and Communication

I am pleased to welcome you to UW-L’s second annual arts and communication festival, Creative Imperatives! Creative Imperatives is a festival designed to showcase the innovative and thought-provoking work of our students, faculty, staff, and distinguished guests. This year, we are pleased to offer over 40 events that feature our students, staff, faculty, and visiting artists/scholars. Our featured guests include the nationally and internationally recognized professionals Dulé Hill, Dr. Chen Yi, Amaryillis DeJesus Moleski, Kevin Kling and Robert Rosen. Each guest will be featured in a public event as well as provide special instruction for our students.

Creative Imperatives is made possible through the work of the faculty, students, and staff in the School of Arts and Communication and exemplifies collaboration. Our steering committee consists of faculty members from each of our four departments: Art, Communication Studies, Music, and Theatre Arts. Our Festival Coordinator - Laurie Kincman - worked with a group of student coordinators who assumed primary responsibility for bringing this program to fruition. Our faculty and students also generously shared their expertise in logo design, digital map creation, web design, and video production.

All festival events are free and open to the public. On behalf of the University of Wisconsin–La Crosse, welcome to Creative Imperatives!

Dr. Julia Johnson, Director
School of Arts and Communication

Creative Imperatives events are free and open to the public. The Creative Imperatives festival has been possible, in part, through the support of the University of Wisconsin–La Crosse Provost’s Office, the Visiting Scholars and Artists Fund, the College of Liberal Studies, and the School of Arts and Communication.

Events
Creative Imperatives highlights events focusing on Arts, Communication Studies, Music and Theatre. Our featured guests appear throughout the festival in a variety of programs. The events are color-coded throughout the program.

Special Thanks
Special thank you to the faculty, staff and students of the departments of Art, Communication Studies, Music, and Theatre Arts. We would also like to thank the following people:

Nancy Arens
Ruthann Benson
Sanja Dojčinović
Maripat Coughlin
Robert Hetzel
Nancy Jones
Heidi Macpherson
Steve Michaels
Doug Pearson
Christine Reed
Sharon Shugrue
Krista Shulka
Michael Slevin
Jacob Speer
Theater: Performance

Catch Me If You Can*

2 p.m. | Toland Theatre, Center for the Arts
Tickets: $18 adults
$16 senior citizens & non-UW-L students
$5 UW-L students

Teenager, Frank W. Abagnale Jr., runs away from home in search of a glamorous life. With nothing more than his boyish charm, a big imagination and millions of dollars in forged checks, Frank successfully poses as a pilot, a doctor and a lawyer - living the high life and winning the girl of his dreams. But when Frank's lies catch the attention of FBI agent Carl Hanratty, Carl pursues Frank across the country. Along the way, though, both Frank and Carl forge an unlikely friendship and discover a way to ultimately work together. (courtesy of Music Theatre International)

Book by Terrence McNally, Music by Marc Shaiman, Lyrics by Marc Shaiman & Scott Wittman, Based on the DreamWorks Motion Picture and produced with the permission of Music Theatre International.

“This performance is not free. Tickets go on sale Monday, February 23, at 1 p.m. at the Center For the Arts Box Office or by calling 608.785.8522.”

Communication Studies: Performance

Chicken Soup For the Chicken

7 p.m.
Annett Recital Hall, Center for the Arts
Featured Guest: Kevin Kling

Kevin Kling is a Minnesota-based storyteller who has been featured on National Public Radio's All Things Considered, and has performed his stories about growing up in the Midwest across the country and globe. His stories are filled with humor and poignancy. He has performed at the La Crosse Storytelling Festival and has published three books including The Dog Says How, Holiday Inn, and Big Little Brother.

Monday, March 2

Arts: Watch Them Work

Printmaking

8:50-11:20 a.m. | 334 Center for the Arts
Instructor: Joel Elgin

UW-L printmakers will perform live, death-defying acts of printmaking prowess. You are invited to bring an article of clothing and have it freshly printed with a UW-L “Printfool” original artwork. This session will be repeated at 1:10 pm.

Arts: Watch Them Work

Photography

8:50-11:20 a.m. | 26 Wing Technology Center
Instructor: Linda Levinson

The Photography Area is welcoming visitors to attend a hands-on demonstration of camera-less images, otherwise known as Photograms, in 26 Wing Technology Center (Darkroom). Participants will leave with a creation or two of their own.

Music: Lecture

Stories in Modern Music

9:55-10:50 a.m. | Annett Recital Hall, Center for the Arts
Instructor: Chris Frye

Professor Chris Frye shares insights into the creation of modern music, and how choices of instrumentation, melody, and rhythm help communicate to audiences.

Theater: Performance

Senior Showcase

11-11:55 a.m. | Frederick Theatre, Morris Hall
Instructor: Mary Leonard

Graduating seniors in performance and music theatre share highlights from their capstone performances, showcasing their training and versatility.
LIBRARY: Event
BOOK POETRY
11 a.m.-1:30 p.m. | Murphy Library
Facilitator: Teri Talpe
Select some book titles that jump out at you when you read the spines. Stack them up, change the order, replace one with another. Voila! Book spine poetry! You come, you choose, you stack. We take the photo.

COMMUNICATION STUDIES: Presentation
STUDY ABROAD STORIES
12:05-1 p.m. | Hall of Nations, Centennial Hall
Facilitator: Scott Dickmeyer
Students who have made international education part of their UW-L experience will relate stories of culture shock, spontaneous learning in another country, and how they have changed and grown through summers and semesters abroad as college students. Additionally, instructors of faculty-led programs will tell about the learning opportunities that come with teaching students in international contexts.

COMMUNICATION STUDIES: Presentation
WE ARE ALL RELATED: UNDERSTANDING LAKOTA PERSPECTIVES OF COMMUNICATION THROUGH THEIR STORIES
1:10-2:05 p.m. | Hall of Nations, Centennial Hall
Instructor: Dan Modaff
In this multimedia presentation, Lakota elders share stories of their origin and value system that reveal their communication philosophy and practices.

ART: Watch Them Work
PRINTMAKING
1:10-3:40 p.m. | 334 Center for the Arts
Instructor: Joel Elgin
UW-L printmakers will perform live, death-defying acts of printmaking prowess. You are invited to bring an article of clothing and have it freshly printed with a UW-L “Printfool” original artwork.

COMMUNICATION STUDIES: Lecture
THE MEDIA STORY OF DONALD STERLING
2:15-3:10 p.m. | 1404 Centennial Hall
Instructor: Kate Lavelle
This presentation will use the reaction to Donald Sterling’s public racist comments as a jumping off point for a broader discussion about the responsibility of public figures in sports to promote practices in diversity. This presentation will encourage audience dialogue.

THEATRE: Demonstration
MAKEUP
2:15-3:10 p.m. | Costume Shop, Center for the Arts
Instructor: Joe Anderson
Professor Joe Anderson demonstrates the techniques actors use to help transform themselves into different ages and states of being to reinforce the story of their character on stage and screen.

MUSIC: Watch Them Work
CHOIR
3:20-4:15 p.m. | 58 Center for the Arts
Instructor: Dr. Gary Walth
Peek inside the preparations for Wednesday night’s closing concert to see Featured Guest Dr. Chen Yi work with the students in the UW-L Concert Choir.

Learn more about our featured guest artists:
» Kevin Kling
» Amaryllis DeJesus Moleski
» Dulé Hill
» Robert Rosen
» Dr. Chen Yi
on pages 10 and 11!
Monday, March 2

**ART: Artists in Conversation**

**FEMME GOLD**

4-5:30 p.m.  
Hall of Nations, Centennial Hall  

*Featured Guest: Amaryllis DeJesus Moleski*

Amaryllis DeJesus Moleski talks about her use of culturally “classed” materials in creating visual and performative artwork that explores how we might be programming our future in relationship to systems of marginalization. She will share her specific concerns with the futuristic femme myth as it applies to queer and of color communities.

More details at  
[www.uwlax.edu/creative-imperatives](http://www.uwlax.edu/creative-imperatives)

**MUSIC: Watch Them Work**

**WIND ENSEMBLE**

5:30-6:30 p.m. | 56 Center for the Arts  

*Instructor: Dr. Tom Seddon*

Peek inside the preparations for Wednesday night’s closing concert to see featured guest Dr. Chen Yi work with the students in the UW-L Wind Ensemble.

Tuesday, March 3

**ART: Watch Them Work**

**PAINTING**

9:25-11:55 a.m. | 204 Center for the Arts  

*Instructor: Jennifer Terpstra*

Roll up your sleeves and turn up the heat. Painting students will demonstrate monotype prints using heated paints. This is a great way to integrate drawing and painting. Text can be combined in order to add to the visual narrative and create your own one-of-a-kind, colorful and expressive works on paper.

**COMMUNICATION STUDIES: Panel**

**CREATING NEWS STORIES**

9:25-10:50 a.m. | ICE Center, Murphy Library  

*Facilitator: Scott Dickmeyer*

Local news anchors and staff will tell stories and facts about developing, producing, and delivering good local news stories. Guests will discuss story crafting for a variety of media outlets.
COMMUNICATION STUDIES: Workshop
BOOKMAKING MADE EASY
1:10-2:05 p.m. | 203 Center for the Arts
Instructor: Susan Schuyler
Every book will tell a story for participants in this fun, hands-on book-making session. All participants will leave with their own handmade book to fill with their unique story.

MUSIC: Lecture
STORIES IN SONG
1:10-2:05 p.m. | Annett Recital Hall, Center for the Arts
Instructor: Dr. Gary Walth
Dr. Gary Walth of the Department of Music will share insights into the storytelling power of song, including observations from his own compositions.

LIBRARY: Event
BOOK POETRY
2-4:30 p.m. | Murphy Library
Facilitator: Teri Talpe
Select some book titles that jump out at you when you read the spines. Stack them up, change the order, replace one with another. Voila! Book spine poetry! You come, you choose, you stack. We take the photo.

COMMUNICATION STUDIES: Workshop
TELLING YOUR STORY TO EMPLOYERS
2:15-3:40 p.m. | Hall of Nations, Centennial Hall
Panelists: Karolyn Bald, UW-L Career Services; Heather Casper, Curator of Education, Minnesota Marine Art Museum; Emily Kurash, Director of Marketing, Great River Shakespeare Festival; Steve Michaels, Supervisor of Fine Arts, La Crosse School District
A panel of experts will provide tips on successfully applying for professional positions in arts and communication-related fields.
COMMUNICATION STUDIES
PUBLIC SPEAKING COMPETITION
4-5:15 p.m. | 1309 Centennial Hall
Facilitator: Tony Docan-Morgan
The Public Speaking Competition promotes and showcases student excellence in public speaking. Five finalists, narrowed down from a pool of over 1,000 students enrolled in CST 110 during Fall 2014, will present their persuasive speeches to an audience of community members and UW-L students, instructors, and staff. Finalists will be awarded cash prizes ranging from $75 to $300. This event is organized and supported by the Department of Communication Studies and the Public Speaking Center.

COMMUNICATION STUDIES: Screening & Discussion
ADOPTEES IN THE WILD: SEASON 1
5:30-7:30 p.m. | 1400 Centennial Hall
Facilitators: Sara Docan-Morgan & Kevin Haebeom Vollmers
Join Dr. Sara Docan-Morgan, adoption researcher and associate professor of Communication Studies, in viewing John Sanvidge's documentary, Adoptees in the Wild: Season 1. The film follows several adoptees who have made their lives in New York City and share their stories of identity and family. A discussion will follow with Dr. Morgan and film researcher Kevin Haebeom Vollmers, the Executive Director of Gazillion Strong and also the founder of Land of Gazillion Adoptees, LLC (LGA), a multimedia company based out of Minneapolis, Minnesota.

MUSIC: Watch Them Work
ORCHESTRA
5:30-6:30 p.m. | 56 Center for the Arts
Instructor: Dr. Tom Seddon
Peek inside the preparations for Wednesday night's closing concert to see Featured Guest Dr. Chen Yi work with the students in the UW-L Orchestra.

MUSIC & ENGLISH: Performance
TALES AND TUNES
8-10 p.m. | The Root Note, 115 4th St. S, La Crosse
Coordinators: Luke Thering & Matt Cashion
Jazz musicians from the Department of Music trade sets with a cadre of creative writers from the Department of English in an evening showcasing improvisation and original work.
ART: Watch Them Work
METALSMITHING
8:50-11:20 a.m. | 20 Center for the Arts
Instructor: Bradley Nichols
Art majors will demonstrate non-ferrous metal working skills they developed through the UW-L Metalsmithing curriculum. Students will be available to answer technical questions, discuss creative influences, as well as guide spectators through the well-equipped Metalsmithing studio.

ART: Watch Them Work
BLACKSMITHING
8:50-11:20 a.m. | 23 Center for the Arts
Instructor: Bradley Nichols
Art majors will demonstrate traditional Blacksmithing techniques. Students will be available to answer technical questions, discuss creative influences, as well as guide spectators through the Blacksmithing studio.

COMMUNICATION STUDIES: Workshop/Performance
BLUFF COUNTY TALE SPINNERS
9:55-10:50 a.m. | Hall of Nations, Centennial Hall
Guest Facilitator: Sara Slayton
Members of the Bluff Country Tale Spinners, a local storytelling guild, will be performing fiction and non-fiction stories. The Guild meets monthly for the purpose of developing storytelling skills among its members and is open to the public.

THEATRE: Workshop and Demonstration
STAGE COMBAT
11-11:55 a.m. | Frederick Theater, Morris Hall
Instructor: Walter Elder
See hand-to-hand stage combat fight scenes performed by several members of last semester’s Stage Combat class and then learn part of it yourselves with assistance from faculty and current Theatre Arts students.

THEATRE: Performance
MUSICAL THEATRE STORYTELLING
12:05-1 p.m. | Annett Recital Hall, Center for the Arts
Instructor: Kathryn Skemp Moran
Students from UW-L Theatre Department’s musical theater vocal studio will present songs in a masterclass style, focusing on text, context, subtext, musical devices, song interpretation and overall delivery.

STUDENT RESEARCH & CREATIVE DISPLAYS
Location: Center for the Arts, Centennial Hall and Murphy Library
Throughout the festival, posters, art, and other work created by students in the School of Arts & Communication will be on display in multiple locations-- the lobby of the Center for the Arts, the Hall of Nations, and the windows of Murphy Library and the ICE Center. Some of the projects are culminating class projects and others the result of undergraduate research.

ART: Watch Them Work
CERAMICS
8:50-11:20 a.m. | 25 Center for the Arts
Instructor: Karen Terpstra
The Ceramics Area in the Department of Art at UW-L welcomes visitors to attend a hands-on demonstration of ceramics-making techniques. After observing the process, participants will have an opportunity to try the techniques themselves.

ALL-STUDENTS JURIED ART EXHIBITION
Location: Art Gallery, Center for the Arts
An exhibition of art works by UW-L students. The art works in this exhibition were selected by jurors Carolyn Payne, executive director of the Soo Visual Arts Center in Minneapolis and Phillip Ahnen, exhibition preparator at the Rochester Art Center.
THEATRE: Watch Them Work
CREATING CATCH ME IF YOU CAN
2:15-3:10 p.m. | Toland Theatre, Center for the Arts
Production Team: Mary Leonard, Kathryn Skemp Moran, Amanda Kolbe, Joe Anderson, Ron Stoffregen, Megan Morey
The production team from the UW-L Theatre production of Catch Me If You Can offer an inside look at how a theatrical production evolves from an idea to a fully realized design onstage. Hear from the director and designers, and see finished design pieces and process photos.

LIBRARY: Event
BOOK POETRY
3-5 p.m. | Murphy Library
Facilitator: Teri Talpe
Select some book titles that jump out at you when you read the spines. Stack them up, change the order, replace one with another. Voila! Book spine poetry! You come, you choose, you stack. We take the photo.

HISTORY: Presentation
HEAR, HERE
4-6 p.m. | Hall of Nations, Centennial Hall
Instructor: Ariel Beaujot
Listen to a preview of Hear, Here, a location-based mobile phone operated project, located in downtown La Crosse, aimed at presenting the known and widely unknown stories of downtown’s people and places. On April 12th 2015 Hear, Here will install street-level signs at thirty locations so the people and visitors of the downtown area can hear and connect with these stories. People will also have the option of sharing their own stories of downtown La Crosse, which will be added to the project as it develops. Professor Beaujot will share details about the project and some of the stories collected to date.

MUSIC: Performance
THE MUSIC OF DR. CHEN YI
7:30 p.m.
Viterbo University, Fine Arts Center Main Stage, 920 Jackson Street, La Crosse
Featured Guest: Dr. Chen Yi
The final celebration of the Arts for 2015 will be a celebration of Dr. Chen Yi’s music, including her compositions Celebration, Let’s Reach a New Height, and Dragon Rhyme. This concert will feature performances by the UW-L Orchestra, Concert Choir, Wind Ensemble and Dr. Mary Tollefson.
**Featured Guest Bios**

**KEVIN KLING:** best known for his popular commentaries on National Public Radio’s All Things Considered and his storytelling stage shows like Tales from the Charred Underbelly of the Yule Log, delivers hilarious, often tender stories. Kling’s autobiographical tales are as enchanting as they are true to life: hopping freight trains, getting hit by lightning, performing his banned play in Czechoslovakia, growing up in Minnesota, and eating things before knowing what they are.

Kevin Kling describes his zodiac sign as “Minnesota with Iowa rising…” He grew up in Brooklyn Park and Maple Grove, Minneapolis suburbs, and graduated from Gustavus Adolphus College in 1979 with a Bachelor of Arts degree in theater. His storytelling started when a friend from the now defunct Brass Tacks Theatre asked him to perform his stories. Since then, he has been awarded numerous arts grants and fellowships. The National Endowment for the Arts, The McKnight Foundation, The Minnesota State Arts Board, The Bush Foundation, The Jerome Foundation and others have recognized Kling’s artistry.

Kling was born with a congenital birth defect — his left arm is about three-quarters the size of his right arm, and his left hand has no wrist or thumb. More than five years ago, Kling was in a motorcycle accident. The brachial plexus nerves in his right arm were pulled completely out of their sockets. Currently, he has partial use of his left arm and cannot use his right arm at all.

Kevin Kling continues to write plays and stories in a rigorous fashion, and travels around the globe to numerous storytelling festivals, residencies, and has been invited to perform the acclaimed National Storytelling Festival in Jonesborough, TN for several years. Kevin has released a number of compact disc collections of his stories, has published three books: *The Dog Says How*, *Holiday Inn*, and *Big Little Brother*.

**AMARYLLIS DEJESUS MOLESKI:** is a visual and performing artist, muralist, poet, playwright, and youth organizer. Her works have been exhibited work in New York, LA, Santa Fe, and the Bay Area. She has toured her poetry and solo show Sangria Cipher nationally, performing in a range of venues including conventional theaters community centers, prisons, shelters and high school auditoriums. DeJesus Moleski has received awards and honors in visual art including the ArtLA Student Artist of the Year, All College Honors, and a residency at the AICAD New York studio program. She has worked with community organizations including the Brown Boi Project, Strong Families, Third Root Health Center, and the Estria Foundation among others. A recent graduate of the Individualized program at CCA, DeJesus Moleski aims to practice the integration of multiple art forms as a way to make myth and tell the truth. DeJesus Moleski has dedicated her life’s work to stand with countless others in the movement that intersects the arts with activism, using creativity and expression as the tools necessary for community liberation, and the means by which we may all realize our most potent dreams.

**DULÉ HILL:** starred as Burton ‘Gus’ Guster on the USA Network original series *Psych* and most recently appeared on Broadway in *After Midnight*. Best known for his work as Charlie Young on *The West Wing*, Hill first came to prominence as the Kid opposite Savion Glover and Jeffrey Wright in *Bring in Da Noise, Bring in Da Funk* (Public Theatre, Broadway's Ambassador Theatre), directed by George C. Wolfe. The history of the African-American people told through tap dance and music — *Bring in Da Noise, Bring in Da Funk* — proved one of the most exciting events of the 1996 season. His stage credits also include *Black and Blue* (Broadway’s Minisoff Theatre), *Shemanddubs* (Paper Mill Playhouse) and *The Little Rascals* (Goodspeed Opera House). In 2007, Hill returned to the stage where he starred in *Dutchman* (Cherry Lane Theatre), Amiri Baraka’s Obie award-winning play about a white woman who seduces a naïve bourgeois black man on a train with terrifying results.

Born in Orange, New Jersey and raised in nearby Sayreville, Hill began attending dance school when he was three and received his first break years later as the understudy to Savion Glover in *The Tap Dance Kid* on Broadway. He went on to perform the lead role in the musical’s national tour alongside Harold Nicholas.

In 1999, Hill joined the cast of NBC’s acclaimed series *The West Wing*, as Charlie Young, Personal Aide to the President (Martin Sheen) and subsequently, Deputy Special Assistant to the Chief of Staff (Allison Janney). During his seven seasons on the series, Hill garnered an Emmy Award nomination and four Image Award nominations for Outstanding Supporting Actor in a Drama Series, as well as receiving two Screen Actors Guild Awards as part of the ensemble in a drama series.

On film, Hill appeared opposite William H. Macy in Stuart Gordon’s adaptation of David Mamet’s *Edmond*, and Andrew Davis’ *The Guardian*. His credits also include the 2003 Disney release *Holes*, an adaptation of the award-winning children’s novel by Louis Sachar in which he appeared as Sam the Onion Man alongside co-stars Sigourney Weaver, Jon Voight and Shia LaBeouf; *Sugar Hill*, *She’s All That*, and the independent film *Sexual Life*. Hill recently wrapped the independent comedy *Remarkable Power*, directed by Brandon Beckner starring Kevin Nealon and Kip Pardue.
**DR. CHEN YI**: As a prolific composer who blends Chinese and Western traditions, transcending cultural and musical boundaries, Dr. Chen Yi was born in 1953 in China. She is a Distinguished Professor at the Conservatory of Music and Dance in the University of Missouri-Kansas City, and a recipient of the Charles Ives Living Award from the American Academy of Arts and Letters. Her music is published by Theodore Presser Company, commissioned and performed worldwide by such ensembles as the Cleveland Orchestra, the St. Paul Chamber Orchestra, the Orchestra of St. Luke’s, the BBC Symphony and the Royal Philharmonic, the Seattle, Pacific, Singapore, China National symphonies, the Brooklyn and LA Philharmonics, the Stuttgart Chamber Orchestra and Sachsische Staatskapelle Dresden, The Women’s Philharmonic and Chanticleer (supported by Meet The Composer New Residences), Music From China, Racher/Prism Saxophone Quartet, Shanghai/Ying String Quartet, by soloists as Yo-Yo Ma, Yehudi Menuhin, Evelyn Glennie, Michala Petri, Cho-Liang Lin, Emanuel Ax, and conductors JoAnn Falletta, Dennis Russell Davies, Lan Shui, Leonard Slatkin, Franz Welser-Möst, Gerard Schwartz, among others, recorded on such labels as Bis, New Albion, New World, Teldec, Albany, Bridge, and Naxos.

She has received bachelor and master degrees in composition from the Central Conservatory of Music in Beijing, and Doctor of Musical Arts degree (1993) from Columbia University in New York. Major composition teachers are Profs. Wu Zu-qiang, Chou Wen-chung and Mario Davidovsky. Fellowships received from Guggenheim Foundation, AAAL, and NEA. Honors include first prize from the Chinese National Composition Contest, Lili Boulanger Award, NYU Sorel Medal Award, CalArts / Alpert Award, UT Eddie Medora King Composition Prize, ASCAP Concert Music Award, Elise Stoeger Award from Chamber Music Society of Lincoln Center, Friendship Ambassador Award from Edgar Snow Fund, 2 UMKC Kauffman Awards, and Honorary Doctorates from Lawrence University in WI, Baldwin-Wallace College in OH, University of Portland in OR, and The New School University in NYC.

Dr. Chen has been inducted into the American Academy of Arts and Sciences in 2005, and appointed to the Cheungkong Scholar Visiting Professor at the CCoM in 2006, and Distinguished Visiting Professor of Tianjin Conservatory in 2012.

*Chen is family name, Yi is personal name. Chen Yi can be referred to as Dr. Chen, Prof. Chen, Ms. Chen, or Chen Yi; but not Dr. Yi, Prof. Yi, or Ms. Yi.*