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Robert E. Gard: Wisconsin Idea theater.

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ROBERT E. GARD
Professor of Extension Arts
University of Wisconsin
Madison, Wisconsin

University of Wisconsin
News and Publications Service
(608) 262-3571

Prof. Robert E. Gard has been described as the University of Wisconsin's best known authority on theatre and community arts, American and Wisconsin folklore, and creative writing.

Born in Iola, Kans., in 1910, Prof. Gard joined the UW faculty in 1945 after teaching at the University of Kansas, 1935-37, and Cornell University, 1940-43, and serving as director of the Alberta Folklore and Local History Project, 1943-45.

He received his B.A. at the University of Kansas in 1934 and the M.A. at Cornell in 1938.

The founder of the Wisconsin Idea Theatre, he had earlier established the New York State Playwrighting Project and the Provincial Archives in Alberta.

He also is responsible for the functional area of Community Arts Development under Extension Arts, the Wisconsin Regional Writers' Association, Wisconsin Arts Foundation and Council and its first president; the National Community Theatre Center, Rhinelander School of Arts; the publishing firm, Wisconsin House; and the Institute of Wisconsin Nationalities.

Prof. Gard was president of the Wisconsin Regional Writers' Association and the Council for Wisconsin Writers. He has been field editor of Duell, Sloan and Pierce, New York publishers.

His other credits include being a Fulbright scholar in Finland, a U.S. State Department drama specialist, and U.S. delegate to the World Theatre Congress.

Prof. Gard's many honors include the gold medal of honor of the Finnish National Theatre, the Jubilee medal of the nation of Finland, the medal of the University of Helsinki; and distinguished citations from the University of Kansas, State Historical Society of Wisconsin, University Extension, International Institute of Milwaukee County, Wisconsin Regional Writers Association, governor's award for art creativity, Wisconsin Academy of Arts, Science and Letters, and Wisconsin Community Theatre Association.

Add one--Gard

A theatre at Spring Green was named for him.

In 1967 he led a team which surveyed the American theatre and published a report for the National Theatre Conference.

Prof. Gard is the author of a series of plays and 27 books, fiction and non-fiction; and an educational television series on film, as well as numerous articles, scripts, and shows.

###

Nov. 1972

VITA - ROBERT E. GARD

Robert Gard was born in Kansas, was educated at the University of Kansas and at Cornell University at Ithaca, New York. He taught playwriting at Cornell; was a Rockefeller Foundation fellow and later directed and helped to found, the New York State Playwriting Project. He directed the Alberta Folklore and Local History Project in association with the Rockefeller Foundation and the University of Alberta, and taught playwriting and short story writing at the Banff School of Fine Arts.

He helped to establish the Provincial Archives in Alberta in 1945, and moved to the University of Wisconsin in the fall of 1945 where he established the Wisconsin Idea Theatre. In Wisconsin his chief areas of activity have been in the theatre arts and in creative writing, with a strong side activity in collecting and publishing the folklore of the state. In 1967 he established the functional area of Community Arts Development under University Extension Arts. He is a specialist in the development of the arts in smaller communities and rural areas.

Gard established the Wisconsin Idea Theatre Conference in 1945; the Wisconsin Regional Writers Association in 1948. Both of these organizations are flourishing today. He helped to establish the Wisconsin Arts Foundation and Council and was first president of the Council, establishing its form and by-laws. He founded the National Community Theatre Center in 1958 and conducted a national survey of the American Community Theatre in 1957-58. He established the Rhineland School of Arts in 1965; the Institute of Wisconsin Nationalities in 1966, and was appointed by Governor Knowles as state chairman of the Nationalities committee. Governor Knowles also appointed Gard as a member of the Portage Canal committee which determined uses for the canal and for the community of Portage in relation to local history and the restoration of old Fort Winnebago.

Gard was the president of Wisconsin Regional Writers Association, and is the 1971-72 president of the Council for Wisconsin Writers. He has been field editor of Duell, Sloan and Pearce, New York publishers, and in 1968 established Wisconsin House, a publishing house devoted to Wisconsin state themes and subjects.

Gard was Fulbright scholar in Finland in 1959-60. He later lectured at the University of Helsinki and offered the first course in creative writing at that University.

He was a United States State Department specialist in drama in 1961, working abroad, and was a United States delegate to the World Theatre Congress in Vienna, 1961.

Gard has been awarded the gold medal of honor of the Finnish National Theatre; also the medal of the University of Helsinki, and the Jubilee medal of the nation of Finland. He has received citations from, among others, of: The International Institute of Milwaukee County; The Wisconsin Regional Writers Association, the distinguished service award from the University of Kansas, the Pabst Blue Ribbon \$1,000 award for distinguished service to national groups, the Governor's citation for creativity in the arts, citations from the Wisconsin Academy of Arts, Sciences and Letters, from the Wisconsin Community Theatre

Association, and from the Wisconsin Regional Writers. He is an honorary member of the Wisconsin Fellowship of Poets and of the Wisconsin Regional Artists Association.

Gard has been honored by having the theatre at Spring Green named for him.

He has received the Award of Merit from the State Historical Society of Wisconsin.

In 1966 he received a \$207,000 grant from the National Endowment for the Arts to conduct experimental work with Wisconsin communities in the arts.

In 1967 Gard led a team which surveyed the American Theatre and published a national report (Theatre in America) for the National Theatre Conference.

In 1970 Gard received the Distinguished Service Award from University Extension, University of Wisconsin with a \$1,000 prize.

In 1970 Gard received the Merit Citation from the Wisconsin Academy of Arts Sciences and Letters.

In 1972 Gard received the ACT-NUEA Innovative Award in Continuing Education for Outstanding Creative Writing Program in USA.

1972 Gard was elected Vice President for the Arts of the Wisconsin Academy of Arts, Sciences and Letters.

1972 Gard was reelected President of the Council for Wisconsin Writers, Inc.

STATE-WIDE AND NATIONAL ORGANIZATIONS FOUNDED -

Wisconsin Regional Writers Association, founded 1948. Now has about 1200 paid members; very vital groups.

Wisconsin Arts Council, founded 1957.

National Community Theatre Center, established 1958 result of a Rockefeller Foundation Grant. Training Center for leaders in community theatre.

Wisconsin Idea Theatre Conference (now called Wisconsin Community Theatre Association), founded 1945. Now has 100 groups.

Rhineland Creative Writers Workshop, National, founded 1965.

NATIONAL CHAIRMANSHIPS -

Chairman, Fulbright Screening Committee, Theatre Arts

Chairman, Report on State of American Theatre

TRUSTEESHIPS -

National Theatre Conference

Foundation for Integrated Education

NATIONAL BIOGRAPHICAL VOLUMES -

Who's Who in the Midwest

Dictionary of American Scholars

Who's Who in America

Who's Who in the East

Who's Who in the American Theatre

FOUNDATION GRANTS AND FELLOWSHIPS -

Playwriting Fellow, Rockefeller Foundation, 1938-40

RF Grant, Cornell University, 1940-43

RF Grant, Alberta, Canada, University of Alberta, 1943-45

Traveling Fellow, National Theatre Conference, 1946

RF Grant, University of Wisconsin, for special projects, 1948

RF Grant, University of Wisconsin, for special projects, 1950

RF Grant, Study: Cultural Arts in the British Isles, 1953

RF Grant, Arts Research, University of Wisconsin, 1952-55

RF Grant, Study: American Community Theatre, 1957

Fulbright Grant, Finland, 1959

United States State Department Grant, Vienna and Finland, 1961

FOUNDATION GRANTS AND FELLOWSHIPS cont' -

Vaino Hoover Foundation Grant, 1962-63

National Endowment for Arts, 1966

Johnson Foundation (Black-White Theatre and Indian Study) 1969-70

VISITING PROFESSOR AND GUEST LECTURER -

Lecturer, Great Britain, 1953, and resident in Adult Education at Adult Education College at Shrewsbury.

Founded, creative writing movement in Adult Education, England, 1953.

Developed, affiliation between Universities of Wisconsin and Helsinki, 1960.

Founded, first European Playwright's Workshop at University of Helsinki and Finnish National Theatre, 1960.

Visiting Professor and Guest Lecturer, American Studies Seminar, Sweden, 1960.

Visiting Professor, Summer University at Vaasa, Finland, 1961 and 1962.

Visiting Professor, University of Helsinki, 1963. Taught the first creative writing course in the history of the University which was established in 1640.

Guest and Lecturer, Exeter College, Oxford University, 1953.

Established, Alberta Folklore and Local History Project, University of Alberta, Canada, 1943-45.

Delegate, of the United States to International Theatre Congress in Vienna, 1961.

RADIO - TELEVISION -

1945-47, Wisconsin Yarns, weekly thirty minute plays for radio, used many times subsequently and bound. 60 plays.

1948-49, The Late Bob Edwards, Series written for CBC, 1949.

1948-50, Assorted plays written for the NBC and other networks.

1950-60, Assorted plays for radio and television in United States.

1955-60, Wisconsin is my Doorstep, pioneer television series for WHA-TV. On film. Thirty-six programs.

1955-58, Creative Wisconsin, series of half-hour programs.

1959-60 This Land, This Heritage, This People, Award Winning Radio Series for National Educational Broadcasting Association.

RADIO - TELEVISION cont'

1957-59, Wisconsin Authors, educational television series on film.

1962 , Theatre Talks, weekly series now in its third year.

PLAYS -

The Wild Hills, The Cardiff Giant, Trudeau, Cordelia, Johnny Dunn, The Freedom, River Boat, The Slope of a Hill, etc.

BOOKS - Fiction and Non-Fiction

1940, Lake Guns, Cornell University Press

1945, Johnny Chinook, Longmans Green and Co., New York

1948, Wisconsin is my Doorstep, Longmans Green and Co., New York

1948, Cardiff Giant, Cornell University Press

1949, Theatre in Adult Education, National Adult Education Association

1952, Midnight (Novel), Duell, Sloan and Pearce, and Little Brown and Co., Boston

1955, Grassroots Theatre, University Press, Wisconsin

1956, A Horse Named Joe (Novel), Duell, Sloan and Pearce, New York

1956, My Life as an Indian (Editor), Duell, Sloan and Pearce, New York

1957, Scotty's Mare (Novel), Duell, Sloan and Pearce, New York

1958, Run to Kansas(Novel), Duell, Sloan and Pearce, New York

1958, Memories of Arlington, Vermont (Editor), Duell, Sloan and Pearce, New York

1959, The Big One (Novel), Duell, Sloan and Pearce, New York

1960, Community Theatre (with Burley), Duell, Sloan and Pearce, New York

1961, Devil Red (Novel), Duell, Sloan and Pearce, New York

1962, Wisconsin Yarns (with Sorden), Duell, Sloan and Pearce, New York

1964, Puzzle of Lost Dauphin, (Novel), Duell, Sloan and Pearce, New York

1964, Puzzle of Roanoke, (Novel), Duell, Sloan and Pearce, New York

1964, Error of Sexton Jones (Novel), Duell, Sloan and Pearce, New York

1965, America's Players, Highlights of American Theatre (with Semmes), Duell, Sloan and Pearce, New York

1965, Cardiff Giant (Novel), Duell, Sloan and Pearce, New York

1965, Finnish Folklore, Duell, Sloan and Pearce, New York

1967, Theatre in America, (with Balch)

1968, Romanance of Wisconsin Place Names, (with Sorden), Wisconsin House

1969, This is Wisconsin, Wisconsin House

1970, University, Madison, USA, Wisconsin House

1971, Down in the Valleys, Wisconsin

1972, Wild Goose Marsh, Wis. House

1973 (inprogress) Fox River Valley

SPECIAL CELEBRATION SCRIPTS -

1948, State of Wisconsin Centennial Script "30thStar". Produced by Robert E. Gard and held in Camp Randall with cast of 5000.

1949, University of Wisconsin Centennial Script. Produced by Robert E. Gard and held in Field House at Commencement, 1949.

SPECIAL CELEBRATION SCRIPTS cont' -

1957, Play for Centennial of Northwestern Mutual Life Insurance Company.

1962, Script for Jubilee of Wisconsin Extension Service.

1962, Script for Jubilee of Madison Civics Club.

1955-

1965, Scripts for Holiday Folk Fair, Milwaukee.

FACULTY INFORMATION SHEET
University News Service
The University of Wisconsin

DATE OF FILLING IN FORM February 9, 1972

NAME Robert E. Gard

POSITION (academic rank, department, date of appointment, etc.) _____

Professor, Extension Arts, app. Sept, 1945 drama (ext)
and Agr. Ext. Educ.

PREVIOUS POSITIONS YOU HAVE HELD (please give status, institution, dates)

Asst, Theatre Arts, University of Kansas, 1935-37

Inst. Cornell University, 1940-43

Director Alberta Folklore and Local Hist. Project, 1943-45

Asst, assoc. and full professor, University of Wisconsin, 1945

to present.

EDUCATION (please give dates of degrees granted or dates of attendance)

Undergraduate college AB Univ. of Kansas, 1934

MA Cornell University 1938

Graduate college _____

SPECIAL FIELD(s) OF STUDY OR RESEARCH (give dates of completion of any major

project (s)) Community arts, Theatre Arts, American Folklore,

Creative Writing

Completed projects include: Study of Arts in Great Britain

1955, Grassroots Theatre 1955, Community Theatre study 1958

Playwright in Finnish Theatre, 1960; Arts in Small Community,

1968; Theatre in America (survey) 1967; Wisconsin Folklore,
1962, and others

IF YOU HAVE A FAVORITE PHOTOGRAPH OF YOURSELF, PLEASE ATTACH A GLOSSY PRINT, OR
INDICATE WHERE WE CAN SECURE ONE.

PUBLICATIONS (books and articles with dates) See list attached

HONORS AND/OR AWARDS YOU HAVE RECEIVED (dates) List is attached

HONORARY FRATERNITIES, PROFESSIONAL SOCIETIES, CLUBS TO WHICH YOU BELONG (list dates of offices held) _____

DATE AND PLACE OF BIRTH Toia, Kansas, July 3, 1910

IF MARRIED, GIVE WIFE'S MAIDEN NAME, DATE OF MARRIAGE, AND NAMES AND BIRTH DATES

OF CHILDREN Maryo K. Gard (Kimball) Married June 7, 1939,
Daughter, Maryo Gwendolyn, August 25, 1948; daughter
Eleanor Copeland, March 22, 1951.

IN ADDITION TO THE ABOVE "WHO'S WHO" TYPE INFORMATION, WE WOULD APPRECIATE A FEW INFORMAL NOTES ON THE CLASSES YOU TEACH, YOUR HOBBIES, YOUR SERVICE OR WAR WORK, YOUR PUBLIC SERVICE, ETC. My work in arts and creative writing is chief hobby; I enjoy teaching, especially adults.

VITA - ROBERT E. GARD

Robert Gard was born in Kansas, was educated at the University of Kansas and at Cornell University at Ithaca, New York. He taught playwriting at Cornell; was a Rockefeller Foundation fellow and later directed and helped to found, the New York State Playwriting Project. He directed the Alberta Folklore and Local History Project in association with the Rockefeller Foundation and the University of Alberta, and taught playwriting and short story writing at the Banff School of Fine Arts.

He helped to establish the Provincial Archives in Alberta in 1945, and moved to the University of Wisconsin in the fall of 1945 where he established the Wisconsin Idea Theatre. In Wisconsin his chief areas of activity have been in the theatre arts and in creative writing, with a strong side activity in collecting and publishing the folklore of the state. In 1967 he established the functional area of Community Arts Development under University Extension Arts. He is a specialist in the development of the arts in smaller communities and rural areas.

Gard established the Wisconsin Idea Theatre Conference in 1945; the Wisconsin Regional Writers Association in 1948. Both of these organizations are flourishing today. He helped to establish the Wisconsin Arts Foundation and Council and was first president of the Council, establishing its form and by-laws. He founded the National Community Theatre Center in 1958 and conducted a national survey of the American Community Theatre in 1957-58. He established the Rhineland School of Arts in 1965; the Institute of Wisconsin Nationalities in 1966, and was appointed by Governor Knowles as state chairman of the Nationalities committee. Governor Knowles also appointed Gard as a member of the Portage Canal committee which determined uses for the canal and for the community of Portage in relation to local history and the restoration of old Fort Winnebago.

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In 1967 Gard led a team which surveyed the American Theatre and published a national report (Theatre in America) for the National Theatre Conference.

He is president of the Council for Wisconsin Writers, award giving group in the state, and has helped to institute the Wisconsin Writers Hall of Honor/.

In 1970 he received the Distinguished Service Award from University Extension, University of Wisconsin; for his work in community arts.

Gard is founder of Wisconsin House, Publishers, devoted to the publication of quality Wisconsin books, and was first president of this corporation.

STATE-WIDE AND NATIONAL ORGANIZATIONS FOUNDED -

Wisconsin Regional Writers Association, founded 1948. Now has about 1200 paid members; very vital groups.

Wisconsin Arts Council, founded 1957.

National Community Theatre Center, established 1958 result of a Rockefeller Foundation Grant. Training Center for leaders in community theatre.

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Chairman, Report on State of American Theatre

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RF Grant, Arts Research, University of Wisconsin, 1952-55

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Fulbright Grant, Finland, 1959

United States State Department Grant, Vienna and Finland, 1961

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National Endowment for Arts, 1966

Johnson Foundation (Black-White Theatre and Indian Study) 1969-70

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Founded, creative writing movement in Adult Education, England, 1953.

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Delegate, of the United States to International Theatre Congress in Vienna, 1961.

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1948-50, Assorted plays written for the NBC and other networks.

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1955-58, Creative Wisconsin, series of half-hour programs.

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1962 , Theatre Talks, weekly series now in its third year.

PLAYS -

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BOOKS - Fiction and Non-Fiction

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1945, Johnny Chinook, Longmans Green and Co., New York

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1948, Cardiff Giant, Cornell University Press

1949, Theatre in Adult Education, National Adult Education Association

1952, Midnight (Novel), Duell, Sloan and Pearce, and Little Brown and Co., Boston

1955, Grassroots Theatre, University Press, Wisconsin

1956, A Horse Named Joe (Novel), Duell, Sloan and Pearce, New York

1956, My Life as an Indian (Editor), Duell, Sloan and Pearce, New York

1957, Scotty's Mare (Novel), Duell, Sloan and Pearce, New York

1958, Run to Kansas (Novel), Duell, Sloan and Pearce, New York

1958, Memories of Arlington, Vermont (Editor), Duell, Sloan and Pearce, New York

1959, The Big One (Novel), Duell, Sloan and Pearce, New York

1960, Community Theatre (with Burley), Duell, Sloan and Pearce, New York

1961, Devil Red (Novel), Duell, Sloan and Pearce, New York

1962, Wisconsin Yarns (with Sorden), Duell, Sloan and Pearce, New York

1964, Puzzle of Lost Dauphin, (Novel), Duell, Sloan and Pearce, New York

1964, Puzzle of Roanoke, (Novel), Duell, Sloan and Pearce, New York

1964, Error of Sexton Jones (Novel), Duell, Sloan and Pearce, New York

1965, America's Players, Highlights of American Theatre (with Semmes), Duell, Sloan and Pearce, New York

1965, Cardiff Giant (Novel), Duell, Sloan and Pearce, New York

1965, Finnish Folklore, Duell, Sloan and Pearce, New York

1967, Theatre in America, (with Balch)

1968, Romanance of Wisconsin Place Names, (with Sorden), Wisconsin House

1969, This is Wisconsin, Wisconsin House

1970, University, Madison, USA, Wisconsin House

1971, Down in the Valleys, Wisconsin House (with Dale O'Brien)

SPECIAL CELEBRATION SCRIPTS - 1972, America's Great Marsh, Wisconsin House

1948, State of Wisconsin Centennial Script "30thStar". Produced by Robert E. Gard and held in Camp Randall with cast of 5000.

1949, University of Wisconsin Centennial Script. Produced by Robert E. Gard and held in Field House at Commencement, 1949.

SPECIAL CELEBRATION SCRIPTS cont' -

1957, Play for Centennial of Northwestern Mutual Life Insurance Company.

1962, Script for Jubilee of Wisconsin Extension Service.

1962, Script for Jubilee of Madison Civics Club.

1955-

1965, Scripts for Holiday Folk Fair, Milwaukee. His work with the International Institute of Milwaukee County and especially his work in the writing and producing of the spectacle shows for the Holiday Folk Fair, brought the Fair presentations to professional quality, and helped to widen the reputation of the Fair.

FACULTY INFORMATION SHEET
University News Service
The University of Wisconsin

RECEIVED

APR 4 1950

NEWS SERVICE

NAME Robert E. Gard

POSITION (academic rank, department, date of appointment, etc.)

Assoc. Prof. Div. Wis. Idea Theatre since
Sept. 1945. Three Divisions - Speech (has) Rural Soc)

PREVIOUS POSITIONS YOU HAVE HELD (please give status, institution, dates)

Asst. U. of Kansas 1935-37

Staff Asst. Cornell 1937-38

Asst. Cornell U. 1939-43

Dir. My State Plays Project 1940-43

Dir. Alberta (Canada) Folklife Local History Project

Since 1945 - U. of Wisconsin 1943-45

EDUCATION (please give dates of degrees granted or dates of attendance)

Undergraduate college A. B. U. of Kansas 1934

M. A. Cornell U. 1938

Graduate college

SPECIAL FIELD(S) OF STUDY OR RESEARCH (give dates of completion of any major projects)

Study of Folklife of Alberta 1945 Completion

Various Research Projects in Drama & Theatre

IF YOU HAVE A FAVORITE PHOTOGRAPH OF YOURSELF, PLEASE ATTACH A GLOSSY PRINT, OR INDICATE WHERE WE CAN SECURE ONE. You have, in 2 in

files

PUBLICATIONS (dates)

How to choose a Play & How to write one 1940

Take Guns of Seneca & Coyagers

(with A.M. Drummond, 1942)

Johnny Chinook 1945

Wisconsin is My Doorstep 1948

Cardiff Giant (with Drummond) 1949

Raw Theatre (now Pending Publication)

HONORS AND/OR AWARDS YOU HAVE RECEIVED (dates)

Held Rockefeller Foundation Fellowship 1938-1940

National Theatre Conference Travelling Fellowship 1946

State Chairman for Drama, Wisconsin Centennial Committee, 1947-48

Delegate, Panel on Drama, UNESCO

HONORARY FRATERNITIES, SOCIETIES, CLUBS TO WHICH YOU BELONG (list

dates of offices held)

American Folklore Society

American Assn. Teachers of Speech

Badger State Folklore Society

Wisconsin Historical Society

National Theatre Conference Corporate Member

Am. Nat. Theatre Academy.

DATE AND PLACE OF BIRTH

July 3, 1910

IF MARRIED, GIVE WIFE'S MAIDEN NAME AND NAMES AND AGES OF CHILDREN

Maryo K. Gard, wife (Maryo Kimball)

~~Be~~ Maryo Gwen Gard, (Daughter)

IN ADDITION TO THE ABOVE "WHO'S WHO" TYPE INFORMATION, WE WOULD

APPRECIATE A FEW INFORMAL NOTES ON THE CLASSES YOU TEACH, YOUR HOBBIES,

YOUR SERVICE OR WAR WORK, YOUR PUBLIC SERVICE, ETC.

How always been interested in local scene and application of such

to literary uses. Initiated a new course "Regional

Writing" here, 1946. Conduct a service-type project

(Wisconsin Idea Theatre) Hobby, folklore & Creative

writing. Initiated Wisconsin Idea Theatre, Wisconsin Rural Writers

Association. Started Alberta Folklore Quarterly. Wisconsin Idea

(please use reverse side of these pages for additional information)

Madison, Wis.(Special)--Election as a member of the National Theater conference has been accorded to Robert E. Gard, director of the Wisconsin Idea theater on the University of Wisconsin campus. The conference comprises nearly 80 directors of community, college and university and other non-commercial theaters in the United States who are carefully selected for membership.

Addition of Prof. Gard to the national organization is seen as linking the Wisconsin Idea Theater closely with the national theater scene and enhancing its position through the reserves of the strong national leadership in the community field.

President of the national conference is Sawyer Falk, director of the theater at Syracuse university.

Gard, a graduate of the University of Kansas with the master's degree from Cornell university, came to Wisconsin Sept. 1, 1945, from Alberta, where he directed a Rockefeller Foundation drama project and was assistant professor of speech at the University of Alberta. At Wisconsin he is attached to the University Extension division, the department of speech, and the college of agriculture. The Wisconsin Idea theater is developing original drama activities in rural and urban areas. These are now centered mainly on play-writing and production for the state centennial.

Gard is the author of many plays. He is the author of many plays. He is currently writing and acting extensively in radio drama.

####

Madison, Wis.(Special)--The Centennial playwriting contest, which ended in September, brought in a total of 90 original scripts for stage and radio, the Wisconsin Idea Theatre announced this week.

Sponsored jointly by the Wisconsin Centennial sub-committee on drama and the Wisconsin Idea Theatre, the script competition was announced over six months ago to stimulate creative dramatic activity throughout the state in preparation for the 1948 Centennial celebration. Some 70 Wisconsin writers sent in scripts, the grand total of 90 being divided into the following categories; 16 full-length stage plays, 35 half-hour radio plays, and 39 one-act stage plays.

"During the final week of the contest, we were pretty well deluged by an overwhelming number of last-minute entries," Robert Gard, director of the Wisconsin Idea Theatre, stated. "Up to then, we would have counted ourselves lucky if we received 50 new scripts. However, the fact that about 70 persons in Wisconsin sent in a total of 90 scripts seems to indicate that the state contains a great number of writers who, until now, have been writing pretty much in a vacuum, without hope of finding a satisfactory and meaningful outlet for their creative talents. I believe that one of the fundamental values of this contest has been to provide such an outlet."

The new scripts have recently been sent out to the contest judges, who are already at work on the arduous task of deciding on the winners. Consisting of F. Theodore Cloak, director of the Lawrence College theatre, Robert E. Freidel, director of the Milwaukee Players, and John E. Dietrich, assistant professor of speech at the University of Wisconsin, the judges will have

ad one play contest

completed their evaluations in time to announce the contest winners sometime within the next few months. A total of nearly \$1,000 will be divided among the top nine writers, three in each category, Gard said, although the sponsors are under no obligation to award prizes if, in the opinion of the judges, scripts in any of the categories do not merit it.

With the strong probability that the contest will unearth a number of meritorious new scripts, however, Gard indicated that the winning scripts would be made available soon to any dramatic group in Wisconsin, royalty-free, for production during the Centennial year.

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FEATURE STORY

12/15/48

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: Sunday Dec. 19

Madison, Wis.--A University of Wisconsin exponent of regional drama says that regionalism in theatrical art is expanding so rapidly that "Broadway" ultimately may be established in the West's wide open spaces--a decentralized institution deriving its force from the cultural streams of a region.

Prof. Robert E. Gard, director of the Wisconsin Idea theater at the University, makes the prediction in the quarterly issued by his group.

"It is highly possible," he says, "that in the rearrangements of our society of the future we will no longer look to New York as the great theatrical center of the nation.

"More than likely," he said, "there will be many such centers throughout the nation where the finest drama may be viewed by people who know what good and great drama is. There will be fine repertory companies playing the great plays and there will be writers, who have arisen from the people, watching their works performed in the places where they live--in the many regions of America."

-more-

ad one--regional drama

Professor Gard, author of the recent "Wisconsin Is My Doorstep" and of current regional plays and radio programs, sees in the Wisconsin scene a locale where regionalism in art and the theater already has found a vigorous expression.

"In our conception of art regionalism," he believes, "we will see in the future thousands of plays being produced (and produced well) in the cities, in the country. We will see writers banging out hundreds of thousands of words--poems, stories, plays, and books, assured in the knowledge that they, the writers, are part of the wide creative regional art movement. We may see easels set up in front of nearly every barn, and there will be people drawing, weaving, sculpturing, quilting on every side."

Asserting that a great regional art movement will mean "a renewal of man's faith in men," Prof. Gard looks to the time when this regional development of creative talent will furnish "the answer to international understanding, and the blessing of peace on earth."

####

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/31/49

RELEASE: Immediately

Madison, Wis.--The University of Wisconsin Centennial year will be climaxed June 17 when the largest graduating class in the University's history parades before Pres. E. B. Fred to receive degrees

Some 3,400 students, all candidates for degrees, will jam the field house floor for the commencement proceedings which begin at 8:30 a.m. Expected attendance for the commencement ceremony is more than 14,000.

One of the highlights of the graduation exercises will be the awarding of 14 honorary degrees to outstanding men in American life. This is the second largest number of honorary degrees to be awarded at any commencement in the school's history. Prof. William H. Kiekhofer noted University economist, will present the degrees.

A special feature of the 1949 commencement will be an eight-minute Centennial epilogue arranged by Robert E. Gard, director of the Wisconsin Idea theater. The epilogue will be narrated by Karl Schmidt, of University radio station WHA, and music will be provided by the University Concert band and the University Men's chorus. The band will be under the direction of Emmett Sarig and the chorus will be directed by Bjornar Bergethon.

ad one--commencement

Events leading up to formal graduation exercises include:

Senior Ball, a semiformal dance for seniors only, Monday night, June 13; Fun Fest, a variety program for senior entertainment, Tuesday evening, June 14; Senior Picnic, Wednesday afternoon, June 15; a meeting of the Friends of the University of Wisconsin Library, Wednesday evening, June 15; Honors convocation, Thursday afternoon, June 16; twilight concert by the University Concert band, Thursday evening, June 16; President's Reception, 8 p.m. Thursday, June 16.

##

FEATURE STORY

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

1/26/50

RELEASE:

Thursday, Feb. 2

file

By Vivien Hone

Madison, Wis.--If Farmer Jones is taking strange strides in the lower forty these days, he may be only chasing a stray heifer, but then again he may be treading the boards of a grass roots theater.

Everyone has some element of the actor in him, so general belief goes. Everyone has the impulse to dramatize, to play a role, or to create it, but this is especially true of farm folk, according to [Robert E. Gard], director of the University of Wisconsin's Wisconsin Idea theater.

Sponsored by the University's College of Agriculture and Extension division, the Idea theater seeks to encourage in the people of the state an interest in all branches of dramatic art. And what it seeks to do it seems to be doing.

It's hard to say whether the project gave birth to the present especially large crop of rural Thespians or whether the crop produced the project. It may be closest to the truth to say that each helped to produce the other--but no matter. What is important is that following the World War II period--a time when the bottom dropped out of rural dramatics--interest suddenly became intense, and today, with the help of the Wisconsin Idea theater staff, there are thousands of Wisconsin farmers and their families "consorting with the Muse" and, in plainer language, having a whale of a good time acting, producing, and creating rural plays.

--more--

ad one--rural drama

More often than not the play-acting becomes an expression of individual hopes and dreams, of unsuspected motives and drives, of frustration or triumph in life, the University experts say.

Is Farmer Jones railing at the "injustice" of a new state sanitary law making mandatory that milk be kept in a house separated from other farm buildings? Are other Farmer J.'s likewise concerned? In all likelihood the problem will appear repeatedly as a theme in original play production and, thus aired and viewed, may rearrange social viewpoints.

The plays are usually produced by rural organizations such as grange groups, farmers' unions, farm bureaus, and country churches. Last year among 4H clubs alone there were 400 which produced shows.

Director Gard believes that an estimate of 2,500 to 3,000 plays produced by Wisconsin farm groups in the year 1949 is conservative.

Latest effort of the Wisconsin Idea theater to give new encouragement to this "peoples theater" is the holding of district rural life drama training schools. These schools are one-day classes to brief individuals in the basics of rural life drama production. The rural life theme is stressed on the theory that creativeness that is born in the country expresses itself best in what it knows best.

Classes have been held or are to be held in eight Wisconsin localities-- Spooner, Menomonie, Wausau, Sparta, Dodgeville, Appleton, West Bend, and Janesville. Attendance at these meetings is drawn from all surrounding counties, and plans for the future call for one meeting a month in every one of the state's counties. These conferences will be the source for vital information on the whole situation in Wisconsin's rural drama.

The Idea theater is also conducting an intensive drama experiment in Winnebago, Waushara, and Waupaca counties and hopes to use such experiments as the trying ground for new plays and new ideas.

ad two---rural drama

Altogether the activities of the Idea theater add up to more fun and a creative experience for the Wisconsin people who live out their years in a setting of barnyard and field.

As Director Gard puts it:

"We want to ally drama to Wisconsin people's own lives---we want to build a theater of the human spirit rather than of the mechanics of the stage."

##

FEATURE STORY

3/14/50

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE immediately

By Vivien Hone

Madison, Wis.--The Ides of March were fearful to the ancients, but an idea in March--one that the University of Wisconsin's Wisconsin Idea theater is promoting--is directed toward fighting the frightening and destructive forces in this modern world.

Briefly stated, the idea is to focus attention on all branches of the American theater and certain related arts which are participating in a March-long program for greater international understanding.

The theater is one of the most potent and dynamic vehicles for teaching sympathetic attitudes between national and cultural groups--attitudes that built toward peace and a better world. Recognizing this, the educational, scientific, and cultural organization of the United Nations has summoned the theaters of the world to action with an International Theater month.

Hundreds of American theaters and dramatic groups are taking part in the March project by presenting plays, pageants, sketches, and other art forms which reflect the broad concept of international goodwill and peace.

The Wisconsin Idea theater will make its contribution to International Theater month with a program on March 21 and 22 in the University's Bascom theater. Built around the central theme of the atom bomb and its impact on the contemporary world, the presentation is an experiment in theater somewhat in the manner of the epic drama.

The services of other University branches, of individual faculty members of theater groups, and of writers from around the state have been enlisted to help.

-more-

File

3/14/50

Prof. Harvey Sorum of the University chemistry department will give a short lecture on the implications of atomic energy. The Bureau of Visual Instruction will contribute a moving picture of atomic explosions. Orchesis, University dance group, will interpret the atom through dance, and at least five Wisconsin writers will be represented with original sketches or short dramas written especially for the occasion.

The writers include Fidelia Van Antwerp, Wisconsin Dells; Maria Barlow Buckman, Crivitz; Dore Reich, Milwaukee; Emilie Sprague Wurl, Wauwatosa; and Louise Zimmerman, Whitewater.

Additional features will be added to the experimental undertaking. The whole will be a composite of moving pictures, sketches, drama, dance drama, poetry, lecture, and narration teaching the lesson of a world now containing the deadly fruits of nuclear physics and of the great necessity for human beings to learn to live together.

Speaking of International Theater and the March idea, [Robert E. Gard, director of the Wisconsin Idea theater said:

"If the theater is still the school of life as it was in the golden age of classical tragedy, here is a magnificent opportunity.

"As 'a thing done' the theater carries enormous weight. It can give its audience a wider view than the local scene; it can affirm with vigor 'the basic rights of man'; it can serve international understanding with all the facets of its many-sided and dynamic art."

The project performance on March 21 and a repeat performance on March 22 will both be played before an invited audience.

The theater guests have been drawn from all over the state and are especially chosen as leaders who in their own communities and in their own activities in theater groups will further teach the lessons of goodwill and tolerance for a better world.

###

WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

7/14/50

RELEASE:

Immediately

File

Madison, Wis. — Robert E. Gard, director of the Wisconsin Idea theater at the University of Wisconsin, has been appointed regional organizing secretary for the National Theater assembly.

The assembly, to meet in Washington, D.C., in January 1951, has the purpose of promoting a national theater for America.

The appointment was made by the American National Theater and Academy (ANTA), a congressionally-chartered organization of professional and non-commercial drama groups.

As one of thirteen regional secretaries throughout the nation, Gard will carry on in the seventh district (comprising the Wisconsin-Illinois area) the following organizational duties in preparation for the assembly:

1. To sum up the theater picture as it exists in the region;
2. To get the requirements for a theater program in that region as visualized for the next five or ten years (through a series of local, state, and regional meetings);
3. To see that the region elects and sends its quota of representatives to the National Theater assembly in Washington, D.C.;
4. To provide for the election of a chairman for the region.

-more-

ad one--Gard appointment

Wisconsin participation in a national theater movement through ANTA is not new with the appointment of Gard. The Wisconsin Idea Theater conference, recently formed group of the state's community theaters which has grown out of the University of Wisconsin creative arts program headed by Gard, last month submitted its own proposal for the creation of a national theater. This was done on invitation from ANTA.

##

WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/19/50

RELEASE:

file
Immediately

Madison, Wis.--A University of Wisconsin faculty member will guide the work of the regional committee of the American National Theater and Academy when that body meets in the Goodman theater in Chicago on Saturday, Sept. 23.

Prof. Robert E. Gard, director of the University's Wisconsin Idea theater, was elected as a regional chairman for ANTA this summer.

The regional group, whose members represent Wisconsin and Illinois organized theater groups, both professional and non-professional, is working toward the establishment of an American national theater.

The Wisconsin-Illinois body and other regional groups of the national organization will pool plans for their mutual goal at the American National Theater assembly, scheduled to meet in Washington D. C. in January, 1951.

##

WIRE NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/19/50

RELEASE:

Immediately

file

Madison, Wis. — [Prof. Robert E. Gard, University of Wisconsin faculty member and director of the Wisconsin Idea theater, has been elected chairman of the national committee for the National Recreation association, according to an announcement made today.

Work of the association is carried on in some thousand or more American cities.

Gard will attend the National Recreation congress when it is held in Cleveland, Oct. 6-8.

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FEATURE STORY

3/22/51

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

7/2 Thursday, March 29

By Vivien Hone

Madison, Wis.--"Who is there to speak for the Wisconsin Earth and the men of earth and toil?"

This was the question nine writer-farmers had in mind when they approached the University of Wisconsin's Bob Gard back in the summer of 1948. Professor Gard was a good man to seek out. As director of the UW's Wisconsin Idea theater, he was concerned with helping every interested Wisconsin man or woman toward the satisfactions that come in play-acting and play-writing.

But he was concerned also with discovering people, especially the ones tilling the state's acres or ruling its farm kitchens, who would sing the Wisconsin rural scene in verse and prose.

Out of that meeting the Rural Writers' association was born, and today, in the group's second publication, just off the press, the question the nine farmer-writers put before Bob Gard is answered in full.

There are, one can gather from association membership, now approximately 2,000 strong, hundreds of Wisconsin people on the farms and at the country crossroads "to speak for the Wisconsin Earth".....and some of the best of their last year's writings are to be found in "Rural Wisconsin in Prose and Verse."

A one-act play, four short stories, and nine poems, all prize winners or honorable mention pieces in the writers' association 1950 annual contest, make up the contents of the "little" magazine.

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Ad one--Wisconsin Rural Writers

Some few are remarkable for qualities which have made other interpreters of the American scene already great. Take, for example, "The Farmer's Wife:"

Her inner parlor was a special place
For high occasions when the pastor called
Or favored guests. The room was stiff with lace
As fragile as a spider web, and old
Time yellowed keepsakes. It held all the spoil
A woman loves to feast her soul upon,
Filched from a simple life of strenuous toil
And cherished like the remembrance of things gone.

Today the door stands open to receive
The curious and those who come to grieve.

Kinder than a Dorothy Parker opus in its searching of human frailties but no less pointed in its final lines, "The Farmer's Wife" is the work of a Wisconsin farm wife, Inga Gilson Caldwell, of the Waupaca area. The four poem sequence of which it is a part won for Mrs. Caldwell the first prize in poetry competition.

Other contributors to the publication are: Dr. F. W. Southworth, Edgerton; Daniel Kazen, Racine; Sharon Romero, Janesville; Mrs. Louis Lindow, Waupaca; Elizabeth Lee Epstein, Millston; Anne C. Rose, Gilmantown; Fidelia Van Antwerp, Wisconsin Dells; Mrs. H. B. Paul, Lima township; Mrs. Hans Morken, Taylor; John A. Cappon, Madison; Frances R. Burt, Albany; Nell R. Simak, Bridgeport; Ruth Westover, Waukau; and Enid Boyd Rogers, Pittsville.

"Any one who writes knows the kind of creative stimulus that comes with talking to other people who write--about writing, of course," says Edward Kamarck, regional playwright of the Wisconsin Idea theater staff and the man responsible for the Writers' organization directorship.

"The association is giving Wisconsin rural writers a chance to get together--and it's aiding a significant movement in rural Wisconsin creative life," he adds.

Ad two--Wisconsin Rural Writers

Sponsored by the UW Wisconsin Idea theater in the University Extension division and College of Agriculture, the association offers membership to all Wisconsin residents. Its program of helping and encouraging Wisconsin's creative writers now extends to the formation of writing clubs, an annual contest, a criticism and advisory service, an annual state-wide meeting of rural writers, University Extension courses in writing, and a publication program including the collection from the best rural writings of each year's contest.

"Rural Wisconsin in Prose and Verse" may be obtained free from the University of Wisconsin at Madison.

###

U. W. NEWS

4/9/51

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

Madison, Wis. — [Prof. Robert E. Gard], director of the Wisconsin Idea theatre at the University of Wisconsin, is author of a new novel to be published May 7.

The book, "Midnight: Rodeo Champion," is based on the life of one of the world's most famous bucking horses.

Written primarily for teen-age readers and horse lovers, the novel contains a large amount of North American folklore.

Midnight was raised in southern Alberta, Canada. Unlike other rodeo stars, he started out as a gentle ranch horse. His owners found out, however, that Midnight loved to compete and to buck. His name soon became synonymous with rodeo.

When Midnight died in 1926, a monument was erected in his honor at Johnstown, Col.

Professor Gard first heard the details of Midnight's life when he was doing research in Canada on North American folklore for the Rockefeller foundation. He became so intrigued with the horse's story that he traced its complete life and career. The story was first written by Gard as a play broadcast by the Canadian Broadcasting Corp. and the Mutual network. The story was later included in several anthologies.

The book is illustrated by C. W. Anderson, one of the leading horse and animal artists in America. It is being published by Duell, Sloan, and Pierce.

-more-

ad one--Gard's book

Professor Gard came to the University in 1945 to start the Wisconsin Idea theater in the University Extension division and supervise a general drama project for the state. He is also the author of "Johnny Chinook," "Wisconsin is My Doorstep," "The Lake Guns," "The Cardiff Giant," and other books and plays.

###

U. W. NEWS

4/15/52

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--"If I could wish for one thing in this life it would be: that I might live long enough...to see good plays, joyously presented, and viewed in every American community almost every night..."

This wish, expressed by [Prof. Robert E. Gard,] has been the strong companion of the work carried on by the Wisconsin Idea Theater, Extension Division agency of the University of Wisconsin. Gard, director of the theater, tells of the origin and development of the UW's creative theater arts program for the state in "A Search," lead article in the latest issue of the Wisconsin Idea Theater Quarterly.

Beginning with an account of UW College of Agriculture men like Dean Chris Christensen and Sociology Prof. John Kolb, who planted the seed of a rural art program in Wisconsin and cleared the ground for the next venture in a people's art movement, Gard tells of his first years at Wisconsin in a crowded corner of Science Hall. He tells of a period of planning and a period of doing out of which came first a radio program, then a project to collect expressions of Midwest frontier humor, a first show based on Wisconsin themes written by himself and a new staff member, and the organization of the Wisconsin Rural Writers Association.

A generous sampling of Wisconsin stories of the past and of Midwest folklore is presented by the Idea Theater director to indicate the authentic materials from which original plays out of and about the Midwest might come.

-more-

ad one--Gard

"A feeling for places and at least an instinctive understanding of the lore of the people seem basic to the creative processes of anyone wishing to make sincere and honest interpretations of regional scene," Gard states in "A Search."

"At least the seeds of such a movement (a great people's theater movement) have been sown. People in Wisconsin now accept the arts as part of the pattern of neighborhood life," Gard asserts in a later portion of the article.

"Just what the actual contribution of the Wisconsin Idea Theater to such development has been is hard to estimate," he says, "but we have worked toward the end of popular arts understanding and participation in many ways."

Evidence of the expanding nature of the Idea Theater efforts is supplied by Gard in a concluding paragraph offering a list of a dozen or more fields in which the Idea Theater is presently engaged. The list includes publication of the Wisconsin Idea Theater Quarterly; research in the phases of theater as a community force; development of a young people's rural drama program and of new theater techniques; production of the works of new playwrights; work toward a state-wide movement in children's theater; work toward the raising of general standards of play production in the state's high schools; aid to community theater groups in the development of the Wisconsin Idea Theater Conference; and participation in the efforts of the Wisconsin-Illinois Theater Assembly.

Non-subscribers interested in reading the full story of the Wisconsin Idea Theater may obtain copies of the quarterly at 25 cents each from the Wisconsin Idea Theater, University of Wisconsin.

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RADIO NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

10/20/52

Immediately

MADISON, Wis.--Wisconsin people and places, true and legendary, provide material for a new State Stations' radio series called "Wisconsin Yarns." The broadcast is scheduled for 2 p.m. Wednesday, and 7:30 p.m. Friday as a semester series, according to Producer Karl Schmidt.

[Prof. Robert Gard,] director of the Wisconsin Idea Theater, and one of the country's leading folk-lore specialists, wrote the scripts. Before coming to Wisconsin, Gard wrote the book, "Johnny Chinook," and a series of radio programs for the Canadian Broadcasting Company. He has, in addition, written a book on Wisconsin folk tales entitled, "Wisconsin Is My Doorstep." The series of radio dramas, "Wisconsin Yarns," is based on the research he did for this book.

Among the "yarns" is the story of the fabulous Gene Shepherd of Rhinelander who invented, among other things, the Hodag. Another story, "Peshtigo Half-light" is based on the great fire in the last century which completely destroyed the town of Peshtigo. Other programs to be heard are: "Wisconsin Sketches," "Sparta Bubble," "Ridgeway Ghost," "Wisconsin Names," "Little Brown Bulls," and "Lost on the Lady Elgin."

Actors and actresses for the new series will be drawn from University of Wisconsin student members of the Radio Hall Players and from the State Station staff.

This program series is one of several dramatic productions to be broadcast this year by the Wisconsin State Broadcasting Service.

##

U. W. NEWS

6/25/53

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON--Fedelia Van Antwerp, Wisconsin Dells, president of the Rural Writers Association, has been awarded the first place citation for her essay on "The Wisconsin Idea Theater" in the National Federation of Women Clubs' contest.

The Wisconsin Idea Theater is a branch of the University of Wisconsin Extension Division. [Prof. Robert A. Gard] is the director.

Miss Van Antwerp was in competition with essay writers from the other 47 states, each describing the part that her state drama plays in the lives of its citizens. The citation is considered a tribute to the accomplishments of the Wisconsin Idea Theater as well as Miss Van Antwerp, according to Prof. Gard.

The Idea Theater was organized in 1945 in an effort to stimulate a state-wide creative program in the theater arts, and has resulted in increased dramatic activities throughout the state.

####

MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

6/26/53

Immediately

MADISON-[Robert E. Gard,] director of the Wisconsin Idea Theater, at the University of Wisconsin, and James A. Schwalbach, director of the UW's Rural Arts program, will travel to England for two months this summer under a Rockefeller Foundation grant.

The trip was inspired by a visit of Martin Wilson, director of education of Shrewsbury, England, to the UW campus. Following his return to England, Wilson requested that Gard and Schwalbach personally make a trip to Shrewsbury to assist the local program.

The trip will include a two-week instruction session at the adult education college at Shrewsbury followed by a six-week tour of England and Scotland. At each stop, the team will inspect the drama and art programs and offer suggestions for improvement. Schwalbach will do a series of tape recorded radio programs with children of the British Isles which will later be presented on the State Radio Network.

The Wisconsin Idea Theater is a branch of the University of Wisconsin Extension Division and the Rural Arts program is a division of the UW College of Agriculture.

####

FEATURE STORY

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

10/21/53

MATS AVAILABLE

MADISON--Returning to the University of Wisconsin after two and one-half months in England, [Prof. Robert E. Gard, director of the UW Extension Division's Wisconsin Idea Theater (WIT), termed the State of Wisconsin "a world-wide pioneer in stimulating public interest in the arts."

Though praising a revived "Elizabethan spirit" for stimulating British cultural movements, Prof. Gard added that "in the amateur field, Wisconsin is far ahead." This he credited to the dynamic role of the University in encouraging cultural arts activities for the past 50 years until they have become an integral part of the University's program.

Prof. Gard and Prof. James A. Schwalbach, director of the UW's Rural Arts program, visited England under a Rockefeller Foundation grant. Their trip was part of an extensive research study of Wisconsin's cultural arts movement.

The two-man team studied cultural activities in England, Scotland, and Wales, and conferred with British education officials and cultural leaders. Prof. Gard said that many persons in England have heard of the University's cultural extension programs.

"In England," Prof. Gard said, "the universities have done little in developing theater movements and the like." He added, however, that in Britain, as in Wisconsin, there is an extensive rural theater movement, usually sponsored by Women's Institutes, the British version of homemakers' clubs.

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ad one--Gard

"Responsibility for local arts activity," he said, "falls on the County Education Authority. One of its members is usually a dramatic adviser."

Speaking of the professional theater, Prof. Gard commented that there is much more activity in England than in this country. He said there are 150 repertory theaters outside of the London area. Aside from summer stock, he added, we have nothing to compare with this.

He said the advent of the motion picture, radio, and television have had a greater effect here than in England. "The village is still the center of British social life. And the professional theater plays an important part in that life."

Prof. Gard noted with interest a recent British cultural development, the growing number of adult colleges. Many of these, he said, have been established on the former estates of wealthy Britons. Shortly after his arrival in England, Prof. Gard attended for two weeks Attingham Park Adult College at Shrewsbury in Shropshire County.

High points of his tour were the great festivals at Edinburgh and at Wales. According to Prof. Gard, "The nine-year-old Edinburgh affair, which draws upon the greatest theater and musical companies in the world, has stimulated the growth of cultural festivals throughout England.

"The Welsh Eisteddford," he said, "is a great national festival of poetry, music, and drama. I was impressed by the spontaneous quality of expression in the Welsh people, especially in their singing. It appeared evident that poetry and music are a necessary part of Welsh life."

Prof. Gard expressed hope that a Wisconsin festival, modeled on the Eisteddford, may be organized for the state's artists, poets, and musicians.

While in England, Prof. Gard told the story of the Wisconsin Idea Theater on a BBC program. His tour also included visits to Stratford-on-Avon, where he attended Shakespeare presentations by the Stratford Memorial Theater; Cornwall; London; Oxford University; and the Old Vic Theater in Bristol, Somerset County.

ad two--Gard

"Somerset County," he said, "showed an extreme interest in encouraging cultural activities. At present 12 beautiful theaters are being constructed for the rural folks."

Prof. Gard concluded his visit to England with a series of conferences with Shropshire County educational authorities.

Besides the idea for a state-wide culture festival, he brought back with him the hope of establishing professional repertory theaters in Wisconsin.

"These," he said, "would furnish an outlet for the talent developed in our amateur theater groups."

The exchange of ideas was by no means one-sided. As a result of Prof. Gard's visit, Shropshire has begun organizing a Rural Writers Association modeled on the Wisconsin Rural Writers Association founded by the Wisconsin Idea Theater in 1948.

Looking back on his visit, Prof. Gard commented that he believed it was only the first step in a continuing exchange of ideas which would benefit both England and Wisconsin. "It is my hope," he said, "that a team from Shropshire may come to Wisconsin this year to continue the trade of culture across international boundaries."

####

LOCAL ITEM

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

10/11/54

RELEASE:

Immediately

MADISON--Prof. Robert E. Gard, widely known to northern Wisconsin residents as director of the University of Wisconsin Extension Division's Wisconsin Idea Theater (WIT), will speak on "Keeping the Theater at Home" at the opening meeting of a theater workshop in Rhinelander, Sunday, Oct. 17.

The workshop program, to be held at the Eagles Club in Rhinelander, is sponsored jointly by the WIT and Bernard J. James, Rhinelander Extension Center director, in co-operation with Rhinelander's Lake Country Players. The players will present "The Twelve Pound Look," by J. M. Barrie, at the close of the workshop.

During the workshop, Prof. Gard will conduct sessions on children's theaters at 2:30 Sunday, and playwriting and selection at 4 p.m. Prof. Edward L. Kamarck, of WIT, will guide sessions in style in stage design at 2:30 and acting at 4 p.m. Sessions in organizing and guiding the community theater, and in directing will be led by Ronald Gee, also of the WIT staff.

Prof. Gard is well-known as an author of folklore and community drama works, and just recently completed his fourth book, "Grass Roots Theater." The volume will be published by the University of Wisconsin Press in May, 1955. Prof. Gard is also the author of "Johnny Chinook," "Midnight, the Story of a Champion," and "Wisconsin Is My Doorstep." The latter book has resulted in a weekly television series by the same name depicting Wisconsin folklore and legends, over WHA-TV.

ad one--Gard

Prof. Gard is also the author of numerous plays. As the head of the statewide program aimed at serving the drama aspirations of Wisconsin people in their own communities, he has praised the State of Wisconsin as "a world-wide pioneer in stimulating public interest in the arts."

He is a graduate of the University of Kansas and received his master's degree from Cornell University. For five years he directed the New York State drama project. In 1943 he undertook the direction of the Rockefeller Foundation folklore and local history project in Alberta, Manitoba, Canada. At Wisconsin, he has served as co-ordinator of all off-campus extension services in the drama fields.

Registration for the Rhinelander theater workshop may be made by contacting the WIT, Stadium Offices, University of Wisconsin, Madison 6, or the Rhinelander Extension Center.

####

MADISON NEWS

4/20/55

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

[Robert E. Gard,] director of the University of Wisconsin Extension Division's Wisconsin Idea Theatre, will be a featured speaker at the National Folk Festival Association annual meeting in St. Louis, April 27.

Gard, whose work in native literature has gained him a nationwide reputation, will speak on "Folk Lore and a Native Literature."

Before coming to the University 10 years ago, Gard was organizer and first director of the Alberta, Canada, Folklore and Local History Project. He has also worked in New York on rural cultural activities with Cornell University's famous Alexander Drummond.

####

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/26/55

RELEASE:

Immediately

MADISON--A new book by the Johnny Appleseed of America's grassroots theater, [Prof. Robert E. Gard], will be introduced to State Broadcasting Service listeners before it reaches the bookstores in the state, the University of Wisconsin Press announced today.

Through special arrangement with writer and publisher, Karl Schmidt of University station WHA's production staff will read Robert Gard's "Grassroots Theater" on the state stations' Chapter a Day program, heard at 1 p.m. Monday through Friday, starting Monday, May 2.

The book will reach local bookstores May 9.

In his book, which might be subtitled "A Search for Regional Arts in America," Gard has attempted to bring up to date Wisconsin's contribution to the community theater movement. Covering many facets of the state's cultural history, the writer presents the development of the Wisconsin Dramatic Society in Milwaukee and throughout the state. He discloses too, the story of the Wisconsin Idea, the University Bureau of Dramatic Activities, the Wisconsin Idea Theater, and the little theater groups in the state. Personalities like Thomas Dickinson, Zona Gale, William Ellery Leonard, Laura Sherry, Ethel Rockwell, and the present day leaders figure prominently in his book.

Prof. Gard, the son of a Kansas pioneer, has traveled widely and puts into "Grassroots Theater" a personal account of his search for regional arts in America. His previous books include "Johnny Chinook," a collection of tall tales and true tales of the Canadian West; "Wisconsin Is My Doorstep," a collection of

ad one--Gard

folklore and local history in Wisconsin; and "Midnight," a story of the Calgary Stampede, for young readers. With A. H. Drummond he has edited and written "Lake Guns of Seneca and Cayuga," a group of New York State plays; and "The Cardiff Giant," a regional drama based on the famous hoax. In addition he has written numerous plays for stage and radio.

Schmidt's reading of Prof. Gard's latest book will be broadcast by WHA, Madison; WLBL, Auburndale; and the state FM stations in Delafield, Chilton, Rib Mountain, Colfax, West Salem, Highland, and Brule.

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U. W. NEWS

5/9/55

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--A book on "Grassroots Theater" by the University of Wisconsin professor who has been called the "Johnny Appleseed of the theater" was published Monday by the University of Wisconsin Press.

Like the pioneer Johnny, who tramped the Midwest frontier, sowing it with appleseeds and thereby ultimately with the gift of fruit, University of Wisconsin Prof. Robert Gard has wandered into all corners of the Badger state, encouraging the growth of cultural arts.

For 10 years now, through dozens of rural and community projects, this director of the Wisconsin Idea Theater and his staff have been helping Wisconsin people to know the deep creative pleasures in singing, painting, staging plays, and writing.

With a half-dozen books and numerous stage and radio plays already to his credit, the UW professor, in "Grassroots Theater" tells about Wisconsin people and places and the University's hand reaching out to lead Badgers everywhere into more easy, intimate terms with the arts. He tells also of the prelude to this Wisconsin experience--extension of the state's long tradition of democracy in education. This is the account of his work toward a popular arts movement in New York and Canada.

"The sproutings of artistic expression, the coming to life in a thousand places, the places where people strive honestly for the spark of an art impulse are my satisfactions and the results of my search," Prof. Gard reports.

-more-

ad one---Gard

John Gassner, critic, has said of "Grassroots Theater":

"Like no other book on the theater in recent decades...vibrant with love of the theater and love of America."

Robert Gard was born in Iola, Kan., in 1910, and from his Kansas pioneer lawyer father, early acquired a feeling for back-country American places. Studying at the University of Kansas under Allan Crafton and at Cornell University under A. M. Drummond, he developed his liking for places and his ideas of theater and learned to apply them to regional life.

Until joining the University of Wisconsin in 1945 he was constantly on the move across America as a university student, then as a Rockefeller Foundation Fellow; and across the Province of Alberta, Canada, as director of the Alberta Folklore and Local History Project.

"Grassroots Theater" may be purchased at local bookstores for \$4.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE:

6/16/55

Immediately

WITH UW 1955-56 BUDGET

MADISON, Wis.--Promotions of 128 University of Wisconsin faculty members and emeritus status for 12 others were confirmed by the Board of Regents Thursday with the approval of the University's 1955-56 budget.

The action raised 32 faculty members to full professorships, 52 to associate professorships, 43 to assistant professorships, and included the promotion of one administrator.

Those voted emeritus status include:

Dean F. H. Elwell, School of Commerce; Profs. Norris F. Hall and Henry A. Schuette, chemistry; Paul A. Knaplund, history; Cecil Burleigh, School of Music; Pearl E. Whitehead, zoology; Isaac F. Hall, agricultural economics; Arlie W. Schorger, forestry and wildlife management; Edwin R. Shorey, mining and metallurgy; H. Rowland English and Bernice D. Kuney, Extension correspondence study; and Ruth M. Johnson, teacher at Wisconsin High School.

Those promoted from associate professor to professor include:

Paul J. Bender, chemistry; J. Theodore Morgan and H. Edwin Young, economics; Karl G. Bottke, French and Italian and Joseph Palmeri, French and Italian and Extension; Preston C. Hammer, mathematics; Richard C. Church, music; Kenneth M. Watson, physics; David A. Baerreis, sociology and anthropology; Edward R. Mulvihill, Spanish and Portuguese and Extension;

[Robert E. Gard,] agricultural education, speech, and Wisconsin Idea Theatre; Julia I. Dalrymple, education and home economics; Burton W. Kreitlow, education and agricultural education; Kenneth P. Buchholtz, agronomy; Arthur L. Pope, animal

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/20/55

RELEASE:

Immediately

MADISON, Wis. [Prof. Robert E. Gard, director of the University of Wisconsin Extension Division's Wisconsin Idea Theatre (WIT), has received word that his latest novel, "Midnight," has been accepted for publication.

Little, Brown, and Co., Boston, have notified him that this story of western Canada will be published in the late fall or early winter.

Prof. Gard says that much of the background for the novel is based upon his observations while director of the Alberta Folklore Society.

This will be the second book by Gard to be published this year. In May, the University of Wisconsin Press released "Grassroots Theater: A Search for Regional Arts in America," on the history of the Wisconsin Idea Theatre and the growth of regional arts movements in America.

Gard, the author of several other fiction and non-fiction works, has been director of the WIT since it was started in 1945.

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CUT LINES

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

8/4/55

RELEASE: Immediately

98809-C

This is how a novel begins-----at least for some budding writers who attend the University of Wisconsin Creative Arts Workshop. Above, members of the creative writing class receive suggestions from Prof. Robert E. Gard, director of the University of Wisconsin Extension Division Wisconsin Idea Theatre, and co-director of the annual Workshop. For two weeks, 50 Wisconsin writers, artists, musicians and community arts leaders attend special classes on the UW campus, to learn methods of creating more art activity in their own communities. Five special workshops enable enrollees to work in creative writing, painting, music, crafts, and drama. Left to right are: Miss Dora Dussureau, Antigo; Gard; Mrs. Paula B. Carey, Racine; Mrs. Gene McAtamney, Appleton; Ellis Burcaw, Green Bay; and Theodore Olsen, Rhinelander.

--Gary Schulz photo

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U. W. NEWS

8/26/55

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON--Winners in the 1955 Wisconsin Rural Writers' Association contest were announced today.

Out of 875 entries, five first prize awards and a special regional award went to:

Article: "Eulogy of the West Side School House," by Nina Adair Schell, Blue River.

Essay: "Half Past Five," by Dorothy Carey, Monroe.

Playwriting: "Ninety and Nine" by Anne Megna Dunst, Milwaukee.

Poetry: "Another World Awaits," by Ethel Case Cook, Eagle River.

Short story: "Those Who Light the Candles," by Margaret Freer, Oconomowoc.

Special Regional Award: "Lost Lake," by Marie Barlow Buckman, Crivitz.

The Special Regional Award was made possible by Prof. Robert E. Gard, director of the Wisconsin Idea Theatre of the UW Extension Division. The award is a scholarship for a course in short story or playwriting from the Extension Division Correspondence Study program. Gard had asked that the writing be based on a regional theme--contemporary or historical, fact or folklore.

In the other five categories prizes were \$25 for first, \$15 for second and \$10 for third place. Following tradition of past contests, jade rings will be presented to all first place winners except Anne M. Dunst, who placed first in playwriting. She won a ring in the 1954 contest and therefore is ineligible to receive another. The ring will go to second prize winner, Ruth Seymour Burmester, Reedsburg.

-more-

ad one--Rural Writers Contest Winners

Other award winners were:

Article: Second prize, "My Idea of Fun," Dorothy Fristad, Humbird; third, "Grand Hotel--Country Style," Dorothy McCarthy, Portage. Honorable mention: "Gypsy Jellies," Eileen M. Hasse, Loganville; "Jamison's Wonder Museum," Pat Theisen, Cassville; "There's an Old Rocking Chair in the Parlor," May Augustyn, Fond du Lac; "My Metamorphosis," Mrs. Paul E. Peterson, Racine; and "Au Large!", Marie Barlow Buckman, Crivitz.

Essay: Second prize, "Merry-Go-Round," Alvin M. Peterson, Onalaska; third, "Moods," Victor Roberts, Milwaukee. Honorable mention: "Masque of the Fall," Mary M. Walter, DePere; "The Miracle of Spring," Marie Barlow Buckman, Crivitz.

Playwriting: Second prize, "William, The Box is Empty," Ruth Seymour Burmester, Reedsburg; third, "Lolly," Margaret Haines-Means, Manitowoc. Honorable mention: "Hired Man by Proxy," Emma A. Heath, Phillips; "Illusion," Patricia A. Theisen, Cassville.

Poetry: Second prize, "Morning in March," Dana Kneeland Akers, Superior; third prize, "The Old Settler," Emily Sprague Wurl, Wauwatosa. Honorable mention: "Leave-taking," Belle Schacht, West Bend; "An Old One's Prayer," Frances Crewes, Milwaukee; "The Night is Like a Cat," Vera Springer, Elmwood; "On Yucca Flat," Eleanor Roraff, LaCrosse; "Small Miracles," Theo Marie Ferch, Pelican Lake; "Displaced Person," Mildred Nell Sutcliffe, Mazomanie; "Rebuttal," Betty Chapman Buckley, Waukesha; "Hill Fever," Marian Pier Paust, Richland Center; "Exiled," Dana Kneeland Akers, Superior; "Orison Morale," Mary Susan Chambers, Madison; and "Filler," by Theo Marie Ferch, Pelican Lake.

Short story: Second prize, "Her Daddy's Daughter," Dana Kneeland Akers, Superior; third prize, "Advertisement," Marion Kirkland Brown, West Bend. Honorable mention: "Young and Tender Green," Wanda Waters, Wauwatosa; "Broken Alibi," Patt Roberts, Milwaukee; "Yesterday's Champion," Margaret Brough Baily, Shropshire, England.

ad two--Rural Writers Contest Winners

Special Regional Award: Special mention: "Pioneering 1948," Mildred Ross Lonsdorf, Birnamwood; "My Heritage," Florence Trumpy, Monroe. Honorable mention: "Chief Namakagon and His Silver Mine," Viola Robertson, Menomonee Falls; "Pioneer Days," Thea Berg, Milwaukee; "Black Friday," Josephine Herian, Denmark; "Tellers Castle," Isadore B. Schwartz, Minocqua; "Legend of a Wild Rose," Elizabeth Herritz, Baraboo; "The Story of the Driftless Area," Anne C. Rose, Gilmanton; "Albion Academy and the Loyalty Legion," Viola M. Stout, Edgerton; "A Trusting Man," Maude Totten, Delavan; "The Little Red School House," Alice Dixon Taylor, Lyndon Station.

Contest judges were David Klinger, managing editor, "Wisconsin Agriculturist and Farmer," Racine, for articles; Vernon Sternberg, associate editor, University of Wisconsin Press, Madison, for essay (creative non-fiction); Lawrence A. Keating, journalism professor, Northwestern and Marquette Universities, for short story; Julius Landau, former UW Extension Division playwright-in-residence, now of Milwaukee, for playwriting; Emeritus Prof. Harry Glicksman, English department, and former assistant dean, College of Letters and Science, for poetry; and Gard for the special regional contest.

Full details of the contest will be publishedⁱⁿ the fall number of "Creative Wisconsin," the Association's quarterly magazine.

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MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

1/5/56 aa

Immediately

Al P. Nelson, Madison free lance writer, and Robert E. Gard, director of the Wisconsin Idea Theater, will conduct a second semester sequel to the Creative Writers' Roundup class offered this fall by the University of Wisconsin Extension Division, the University announced today.

First meeting of the new class will be held Tuesday, Jan. 10, at 7 p.m., in Room 106 of the University Mechanical Engineering Building. Information and enrollment may be obtained by writing or calling the Madison District Class Office 203 Extension Building, telephone 5-3311, Extension 4628.

Although this course continues the Creative Writers' Roundup, the first class is not a prerequisite to this second one. Any interested person may enroll at a fee of \$9.

Instruction will center on article and short story writing, and writing for children.

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RADIO NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/4/56

RELEASE:

Prior to local broadcast on days shown on attached sheet, week of April 8-14, 1956.

MADISON--The wit and humor of pioneer Wisconsin will be discussed on the coming week's "Wisconsin Radio Weekly" program.

Prof. Robert E. Gard, director of the Wisconsin Idea Theatre, will be the program guest, relating anecdotes from our state's past which reflect the good humor of early Wisconsin.

The musical portion of the program will feature two selections by the University Concert Band and a third by the University Symphony Orchestra. Prof. Raymond F. Dvorak will lead the band in John Philip Sousa's "Mama Papa" and the "Southpaw Director" by Cleve Akey. The orchestra, conducted by Prof. Richard C. Church, will play Rimsky-Korsakov's "Dance of the Buffoons."

The "Wisconsin Radio Weekly," a service of the UW Extension Division, is broadcast by more than 80 stations in Wisconsin and Upper Michigan. Broadcasts in this area are scheduled at _____.

(EDITORS: PICK UP TIME OF LOCAL BROADCASTS FROM ATTACHED LISTS.)

U. W. NEWS

3/5/57 129

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE: Immediately

MADISON, Wis.--Robert E. Gard, director of the Wisconsin Idea Theatre at the University of Wisconsin, has received a Rockefeller Foundation grant to make a nation-wide study of community theaters.

The study will take him on a five month tour of community theaters throughout the United States. He began the first lap of the tour this week and will return at the end of the month. He will complete the tour from May through August.

Gard will visit community theaters and directors doing outstanding creative work, and will seek to uncover new ways of encouraging and developing the "living theater of America."

Gard made a similar tour to Great Britain in the summer of 1953, also under a Rockefeller Foundation grant, to inspect the drama and art programs of that country and make suggestions for improvement.

The author of numerous books and plays, Gard has taught at the Universities of Kansas and Cornell. He spent two years in Alberta, Canada, directing a folklore and local history project, and also founded a similar project in New York State.

Gard joined the UW Extension Division in 1945.

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CUT LINES

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/26/57 db 220

RELEASE: Immediately

MADISON--Prof. Robert E. Gard, director of the Wisconsin Idea Theater, discusses the musical play, "Toward Separate Skies," Friday with Sister M. Thomas More (left), author of the play, and Sister Mary Justinia (right), composer of the music. The play was presented as the closing session of the Fifth Governor's Conference on Children and Youth at the Wisconsin Union Theater. Both sisters are from Edgewood Academy. More than 50 Edgewood students starred in the musical which depicts four years in a high school student's life. Gard served as a consultant and adviser. More than 1,400 youngsters and adults from around the state attended the two-day conference. The UW Extension Division, which Prof. Gard represented, was one of 11 sponsoring organizations of the conference. Not shown in the picture was Barbara Ann Welter, Shorewood, Wis., graduate student at the UW, who assisted Sister More in writing the play.

Gary Schulz Photo

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/28/57 cjc 284

RELEASE:

Immediately

MADISON--Ten outstanding professionals of the American theater, among them Wisconsin's Robert E. Gard, are contributors to a newly published book entitled "Ten Talents in the American Theatre."

Director of the University of Wisconsin Extension Division's Wisconsin Idea Theatre, Prof. Gard is the author of the first chapter in this volume in which each of the 10 theatricians relates his experiences in developing a greater appreciation of the American community for the theater.

In Gard's chapter, "A Soil for Theatre," he discusses his experiences in working with Wisconsin people and the Wisconsin Idea Theatre to help develop native writers, children's theater, young people's dramatic groups, and many other efforts to bring together the community and the theater.

Published by the University of Oklahoma Press, the book is edited by David H. Stevens, author and former associate dean of the University of Chicago and director of the humanities program for the Rockefeller Foundation from 1936 to 1950.

Dramatist, folklorist and author, Gard was born and educated in Kansas. He received his master's degree from Cornell University and taught drama and literature at Cornell. Before coming to the University of Wisconsin in 1945, he directed the New York state drama project and the Rockefeller Foundation folklore and local history project in Alberta, Canada.

Widely known in the state for his radio and television programs devoted to Wisconsin folklore, Professor Gard's publications include "Grassroots Theatre," "Wisconsin Is My Doorstep," and two children's novels, "Johnny Crinook" and "Midnight."

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WIRE NEWS

Bury
FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

7/13/57

Immediately

MADISON--Leave of absence for Mark H. Ingraham, dean of the University of Wisconsin College of Letters and Science, from Sept. 18 to Nov. 19, 1957, was approved by the UW regents Saturday.

The regents also approved leaves for [Robert E. Gard], professor of agricultural and extension education, and Maurice E. White, associate professor of agricultural journalism.

Ingraham's leave was granted to permit him to visit Europe. Gard will be on leave from the University from July 1 to Aug. 31 to study American community theaters under a Rockefeller grant, and White is to serve as a fellow in a special extension education program at Cornell during the same period.

In another action, the regents approved a special service contract with Emeritus Dean George C. Sellery to permit him to continue his work in connection with the history of the University of Wisconsin. The contract provides for his employment on a part-time basis for the 1957-58 academic year.

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U. W. NEWS

5/8/58 bg 662

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON-Robert E. Gard, director of the Wisconsin Idea Theatre of the University of Wisconsin, was notified today by the University of Kansas, Lawrence, that he is one of two alumni to be awarded special recognition by the department of speech and drama.

Gard will receive an honor award, the first of its kind to be awarded by the department, at a banquet in the University of Kansas Union May 13.

The other award has been granted to William Inge, nationally-known author of such plays as "Bus Stop," "Dark at the Top of the Stairs," now running on Broadway, and "Picnic."

Gard was graduated from the University of Kansas with a bachelor of arts degree in 1934 and was an instructor in the Kansas Extension Division from 1934 to 1937.

Gard's recognition comes from his career of developing regional and community theater groups throughout the Midwest. His contribution to preservation of Wisconsin folklore has included several books and magazine articles.

Gard will be the main speaker for the first Alberta Theatre Conference, Saturday, May 10, at the University of Alberta, Edmonton.

The purpose of the conference is to explore the possibility of establishing a regional theater in Alberta. Gard spent three years in that province as director of the Alberta folklore project sponsored by the University of Alberta Extension Department and the Rockefeller Foundation.

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U. W. NEWS

Gard, Robert Bing

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/20/58 bg 688

RELEASE:

Immediately

MADISON, Wis.--Nearly 80 amateur actors from community theaters in Wisconsin will gather here for two days of work on acting, directing, production, and box office promotion techniques June 7 and 8.

The occasion will be the 13th annual meeting and workshop of the Wisconsin Idea Theatre (WIT) Conference.

The two days are filled with theatrical highlights. A special, one-night public showing of "Antiatam in the Lower Forty" will be presented free Saturday, June 7, in the Wisconsin Union Theater. The play was written by Prof. Edward Kamarck, assistant director of WIT, and has been staged in Madison and Wausau.

Another original play, "Antiques, Inc.," recently written by Mrs. Eleanor Grant, (2925 Oakridge Ave.) Madison, will be read at the workshop.

Kenneth Janes, who wrote and produced "The Pool" for the Grace Episcopal Church centennial observance here last month, will return to Madison to conduct a directing exercise, using one scene from his play for the demonstration.

Guest speaker for the two-day gathering will be Kendrick Wilson, director of the Omaha, Neb., Community Theater.

Richard John, comptroller of the University of Wisconsin-Milwaukee, will direct a seminar on box office promotion, and Kamarck will hold a clinic on directing technical aspects of theater.

At the Sunday morning breakfast, board members will be elected for the conference. Present officers are: Fred Miller, Nashotah, president; Mrs. Eugene Baker, Kenosha, vice-president; Mark Bruce, Evansville, treasurer; and Prof. Sherwood Collins, Madison, secretary.

-more-

Add one--Theater Meeting

Other board members include: Louis Poliere, Beloit; Dorothy Patchett, Burlington; Theodore Cloak, Appleton; Ralph Percey, Sheboygan; Chauncey Peterson, Ashland; Harold Smith, Tomah; Donald Schwer, Fennimore; and Emily Wurl, Wauwatosa.

As a finale to the workshop, an open forum on theater will be held in the Wisconsin Center Building from 2 to 4 p.m. Sunday. Prof. Collins, coordinator of the meeting, will conduct the forum.

The WIT conference was founded in 1945 by Robert Gard, director of WIT. The purpose of the group is to "encourage the use of theater arts as an educational and recreation force in Wisconsin," according to Gard.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

7/16/58 bg

RELEASE:

Immediately

MADISON--Thirty-five writers and community theater persons are engaged in five days of conferences and workshops at the University of Wisconsin in two concurrent institutes conducted by the Wisconsin Idea Theatre of the UW Extension Division.

The first National Community Theatre Training Center drew 24 participants from four states, while the Creative Writers Workshop has 10 persons engaged in article, novel and play writing and critiques during the July 13-18 workshops.

A distinguished theater quartet is working with the theater group in leadership training for the community theater.

John Wray and Margaret Mary Young, nationally-known for their work with community theater and directors of the Shreveport, La., Little Theatre, Robert Gard, WIT director, and Eric Salmon, British producer working in the United States on an educational TV series, are presenting lectures, seminars, and discussion sessions.

The writers are devoting a major portion of the five days to actual writing, interspersed with discussion sessions led by Gard and Sherwood Collins, a WIT staff member.

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MADISON NEWS

8/14/58 bg

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE: **Immediately**

MADISON--One of Wisconsin's most prolific authors, [Robert E. Gard,] announced today the publication of his eighth full-length book, "Run to Kansas."

Gard, director of the Wisconsin Idea Theatre of the University of Wisconsin Extension Division, now has published five works of fiction and three non-fiction books.

"Run To Kansas" is set in mid-1870 Illinois and Kansas. It relates the flight of a teenager to Gard's native Kansas, a flight on horseback amidst the turmoil of pioneer life. Publisher of "Run To Kansas" is Duell, Sloan and Pearce of New York City.

Gard was honored last spring by his alma mater, the University of Kansas, as one of its outstanding alumni. He has become nationally-known for his work with regional and community theater groups in Wisconsin and the Midwest. He recently conducted a nation-wide study of small theater and play groups on a Rockefeller Foundation grant.

Gard's other works include "Wisconsin Is My Doorstep"; "Grassroots Theatre"; "Johnny Chinook"; "Midnite: Rodeo Champion"; "The Big One"; "A Horse Named Joe"; and "Scotty's Mare."

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MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

12/15/58 fc

RELEASE:

Immediately

MADISON--**[**Prof. Robert E. Gard,**]** director of the Wisconsin Idea Theatre of the University of Wisconsin Extension Division, has been elected a trustee of the National Theatre Conference.

The National Theatre Conference is an organization of 80 directors from throughout the United States who are devoted to the idea of a national American theatre.

Gard, who came to Wisconsin in 1945 to coordinate off-campus extension services in dramatics, was also recently reelected president of the Wisconsin Arts Foundation and Council.

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U. W. NEWS

4/20/59 mcg

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--Prof. Robert E. Gard, director of the Wisconsin Idea Theater, has been awarded a Fulbright grant to study Finnish Theater in Helsinki during the 1959-60 academic year.

He will be the second Wisconsin professor within two years to study at the Finnish Theater School, for Prof. Jonathon Curvin of the speech department spent the 1957-58 year there on a similar grant.

Prof. Gard, who came to Wisconsin in 1945 to coordinate off-campus extension services in dramatics, was recently elected a trustee of the National Theatre Conference and re-elected president of the Wisconsin Arts Foundation. and Council. One of Wisconsin's most prolific authors, he published his eighth full-length book, "Run to Kansas," last fall.

Previous grants from the Rockefeller Foundation have enabled him to conduct a nationwide study of small theater and play groups.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/30/59 fc

RELEASE:

Immediately

GREEN BAY--Some 100 members of the Wisconsin Regional Writers Association will meet in Green Bay Saturday, May 2, at the Beaumont Hotel for their annual spring meeting and writing workshop.

The one-day affair is conducted in cooperation with the UW Extension Division's Wisconsin Idea Theatre. Robert E. Gard and Edward L. Kamarck, director and assistant director of WIT, will conduct workshop sessions.

Also on the program are talks by William Steuber, (2210 Lakeland Ave.) Madison, author of the recent novel "The Landlooker," Charles House, columnist on the Green Bay Press-Gazette, Eva John Kuhn, Whitehall writer, and Mrs. Rita Ritchie, Washington Island, author of junior historical novels.

The Wisconsin Regional Writers Association was founded by WIT in 1948 for the purpose of stimulating and encouraging creative writing throughout the state. The association is now self-sustaining and WIT acts in an advisory role.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/26/59 bg

RELEASE:

Immediately

MADISON--A series of statewide art festivals for summer, 1960, staffed in part by national figures, is being planned by the Wisconsin Arts Foundation and Council.

Robert Gard, president of the Foundation and Council, announced Tuesday that three art festivals will be located in three different areas of Wisconsin--with Waukesha as the choice for the first festival.

The Waukesha attraction will span the areas of drama, music, visual arts and creative writing.

Gard said that tentative plans for Waukesha include production of a large, outdoor drama to present plays for one or two months, in addition to getting one or two veteran Broadway performers to do scenes from some of their successful productions.

A three-day workshop for artists and a three-day writers' meeting in addition to a community theater phase would be included in the festival. The community theater aspect would present several full-length productions.

An under-the-stars program, amphitheater-style, by the Waukesha Symphony in an opera and symphony concert series would highlight the musical aspect of the festival.

Art exhibits, including a national exhibit of contemporary paintings, particularly religious art, in addition to Wisconsin art works, will highlight the art portion of the first festival, Gard explained.

The major portion of the festival will be capsuled into a 10-day period, with the longer programs continuing on a sustaining basis, Gard said.

-more-

add one--art festivals

The other festivals, with sites as yet undetermined, will encompass the rural arts, international art films, architecture, and other art modes.

Gard noted that the purpose of the festival program is three-fold: "to foster greater popular interest in cultural arts in the state; to provide an outlet for creative talent in the state, giving impetus to more extensive local programs; and to focus national attention on Wisconsin through this kind of cultural program."

The Wisconsin Arts Foundation and Council was organized two years ago as a non-profit organization to promote the arts in Wisconsin.

Other statewide officers of the Foundation and Council are: Mrs. B. C. Ziegler, West Bend; Robert H. Schacht, Madison; and Edward Dwight, Milwaukee. The organization is governed by a 15-person board of directors.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

6/24/59 fc

RELEASE:

Immediately

MADISON, Wis.--The philosophy, functions and specific problems of the community theater are the subjects of an intensive series of lectures and discussions at a four-week National Community Theatre Center which began Monday, June 22, on the University of Wisconsin campus.

More than 25 community theater directors and graduate students will attend the center sponsored by the Wisconsin Idea Theatre of the University Extension Division and the UW department of speech. Enrollees come from Wisconsin, Ohio, Illinois, North Carolina and Montana.

Daily classes are being conducted in community theater management and community theater history and theory and there is a daily seminar on community theater practice and organization. Under these general headings, a variety of field in production, leadership, and technical work are being discussed. Also scheduled on the program are evening activities and discussion groups as well as field trips to summer theaters.

The staff for the classes is headed by Robert E. Gard, director, WIT, Edward L. Kamarck, assistant director, WIT, and Robert Hethmon, UW department of spe

Guest lecturers who are teaching class sessions and conducting seminars include John Wray Young and Margaret Mary Young of the Shreveport, La., Little Theatre; Eric Salmon, British producer-playwright; and David Bryant, director of the Sheboygan Community Theatre.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN
RELEASE:

7/20/59 fc

Immediately

MADISON--A step toward a national organization of community theatre groups in the United States has been taken with the designation of community theatre as an operational unit of the American Educational Theatre Association (AETA).

John Wray Young, president of AETA, announced this development Monday in Madison. Young is a faculty member of the National Community Theatre Center now in session at the University of Wisconsin.

"This significant step toward national unification of community theatres is of historic importance," Young said. "This is the first time in the 47-year history of the community theatre in the United States that such attempts have been successful."

A national organization of this kind will mean that the more than 20,000 community theatre groups throughout the United States will, for the first time, have their own headquarters, staff and membership. The organization will act to draw together these groups by providing information and guidance.

The impetus for unification of community theatres came out of the National Community Theatre Center at Wisconsin. The center, conducted for the second year by the Wisconsin Idea Theatre, is the only training program for community theatre leadership set up within a university.

[Robert E. Gard,] director of the Wisconsin Idea Theatre, says that he feels the national organization is "a significant development for American theatre and will lead toward a national American theatre."

-more-

add one--community theatre

The petition for membership in AETA was signed by representatives of community theatres in more than 30 states and was completed at the center. Mr. Young then received approval from the executive board of AETA.

The board includes Samuel Selden, chairman of theatre arts, UCLA; Norman Philbrick, chairman of theatre, Stanford University; Delmar Solem, chairman of theatre, Miami University; Lillian Voorhees, head of drama, Fisk University, and Mary Ellen Burgess, head of drama, department of education, Saskatchewan, Canada.

Dorman E. Richardson of the Toledo Repertoire Theatre is chairman of the petitioning committee.

AETA requires three years for a petitioning group to achieve full division status.

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Hazel
Sachs

ANNOUNCEMENT OF

UNITED STATES EDUCATIONAL EXCHANGE GRANT

The Department of State has announced the awarding of a grant to

NAME: Mr. Robert E. Gard
TITLE: Professor and Theater Director
INSTITUTION IN U.S.: University of Wisconsin - Madison 6, Wisc.
PURPOSE OF GRANT: To study Finnish theater
INSTITUTION ABROAD: Finnish Theater School
LOCATION: Helsinki, Finland
HOME ADDRESS: 3507 Sunset Dr., Madison 5, Wisconsin

This award is made under the provisions of the Fulbright Act, Public Law 584, 79th Congress. It is one of more than 400 grants for lecturing and research abroad included in the program for the academic year 1959-60. All candidates, according to provisions in the Act, are selected by the Board of Foreign Scholarships, the members of which are appointed by the President. Lecturers and research scholars are recommended for the Board's consideration by the Conference Board of Associated Research Councils, a private organization under contract with the Department to receive and review the applications of candidates in these categories.

The funds used for carrying out the program under provisions of the Fulbright Act are certain foreign currencies or credits owed to or owed by the Treasury of the United States. Under executive agreements with foreign governments, programs are currently in effect in the following countries: Argentina, Australia, Austria, Belgium and Luxembourg, Brazil, Burma, Chile, Colombia, Denmark, Ecuador, Finland, France, Germany, Greece, Iceland, India, Iran, Israel, Italy, Japan, the Netherlands, New Zealand, Norway, Pakistan, Paraguay, Peru, Philippines, Thailand, Turkey, and the United Kingdom.

MADISON NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

1/23/61 vt

RELEASE: Immediately

MADISON--The premiere of Robert E. Gard's new play "Cordelia" will be staged in the Wisconsin Union Theater at 8:30 p.m. Tuesday, Jan. 24. Gard is director of the University's statewide dramatics program.

Adele Gordon, R. Mitchel McElya, and Don Robinson will star in the historical Civil War drama built around Cordelia Harvey's famous interview with Abraham Lincoln. It was through the efforts of Mrs. Harvey that military hospitals were established in the North--a mission that saved the lives of many Union soldiers and earned her the title "Angel of Wisconsin."

Cordelia was the wife of Wisconsin's first Civil War governor, Louis P. Harvey. He drowned shortly after his inauguration in 1862 while assisting Wisconsin's wounded soldiers stationed in Tennessee.

"Cordelia" will be presented by Wisconsin Idea Theatre (WIT) in commemoration of the Civil War Centennial. Eric Salmon, British theatre personality and visiting lecturer with WIT, will direct the play. Supporting roles will be played by University of Wisconsin graduate students William Smith, Arthur Grosser, and Sanford Syse, and a University senior, Frances Fuller.

Costumes and songs popular during the Civil War will help set the time and mood while contemporary music will be used for atmosphere.

###

U. W. NEWS

1/19/61 vt

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON--Adele Gordon, known to Wisconsin theater-goers for her performances with The Port Players, will play the title role in "Cordelia," Civil War drama to be staged at the Wisconsin Union Theater on Tuesday, Jan. 24, at 8:30 p.m.

The new play by Robert E. Gard of the Wisconsin Idea Theatre is based on Cordelia Harvey's memoirs of her famous interview with Abraham Lincoln. Eric Salmon, British theatre personality, will direct the Farm and Home Week production.

R. Mitchel McElya of the Green Ram Summer Theatre, a veteran, will co-star as Abraham Lincoln while Don Robinson, Montello, will play the role of Wisconsin's first Civil War governor, Louis P. Harvey.

Supporting roles will feature University of Wisconsin graduate students: William Smith from Bayside, N.Y.--Lincoln's private secretary; Arthur Grosser from Brooklyn, N.Y.--a political opportunist and Senator Sherman; Sanford Syse from Blanchardville--Ned; and Frances Fuller, UW senior from Green Bay--Betty.

Adele Gordon, Oconomowoc, is director of The Schoolhouse Players, an adult children's theatre group. She has appeared in numerous character, dialect, and mature lead roles with The Fred Miller Theatre in Milwaukee and The Port Players in Oconomowoc.

McElya recently starred as Cyrano de Bergerac in a Wisconsin Players' production in Madison. A graduate student at the University, he comes from Hanover, Va.

-more-

Add one--play

The curtain will rise Tuesday evening on a composite set designed with Lincoln's office, the battlefield, Cordelia's hotel room in Washington, D.C., the White House anteroom, and the governor's mansion in Madison.

Costumes and songs popular during the Civil War will help set the time and mood while contemporary music will be used for atmosphere.

As Cordelia, Adele Gordon will play a unique role. Usually, an actor assumes a new character; however, Miss Gordon must not only assume a new character-- she must deliberately leave her new role to imagine and play the hospital surgeon and guests at a tea. "In these scenes she is partly narrator and partly impersonator," Salmon explains.

The play, based upon the memoirs of Mrs. Harvey, is a factual presentation of American history and contains many local references.

Director Salmon is visiting lecturer at the University.

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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

736
American Embassy,
Helsinki, Finland,
July 26, 1961.

Dr. Conrad A. Elvehjem,
President, University of Wisconsin,
Madison, Wisconsin.

Dear President Elvehjem:

I have just had the pleasure of meeting Professor Robert E. Gard of your University and of reading the excellent report which he has submitted covering his work in Finland. I have discovered in conversation with Professor Gard that he is a native of the State of Kansas, as am I, and that we grew up in the same area of the State. As a young man, I knew his cousin and some of his friends.

We appreciate very much the generosity of the University of Wisconsin in loaning us again the services of Professor Gard. He has demonstrated an unusual ability to establish contact with and to bring to bear his influence on Finnish leaders in the cultural field, particularly those in education and the theater. He has rendered an invaluable service to his country and this Mission through his work in Finland.

The high regard in which Professor Gard is held by his Finnish associates is attested by the letter which I recently received from Professor Oiva Ketonen, President of the Vaasa Summer University, and from Professor Arvi Kivimaa, Director of the Finnish National Theater. I am enclosing a copy of this letter. Professor Gard was also accorded a very high honor for his work at the Theater Seminar in the award of the Gold Medal of Honor of the Finnish National Theater. This is the highest award made by the National Theater and one rarely given to foreigners. The only previous American recipient is Miss Helen Hayes.

I hope that Professor Gard's interest in Finland will continue and that he will maintain his contacts with his Finnish associates. We are looking forward with keen interest to the development of the proposed academic affiliation of the University of Wisconsin and the University of Helsinki and I know that Professor Gard can be of assistance to you in this matter. I especially hope that he can interest others as competent as himself to apply for the annual Fulbright awards to Finnish institutions of higher education.

Again, with many thanks for the fine cooperation which we have had from the University of Wisconsin, I remain

Sincerely yours,

Bernard A. Gufler
American Ambassador

Enclosure:

Copy of letter from
Professor Ketonen and
Professor Kivimaa.

COPY

Vaasa, July 12, 1961

His Excellency
Ambassador Bernard A. Gufler
American Embassy
Helsinki

Dear Mr. Ambassador:

On behalf of the Vaasa Summer University and its Theatre Seminar, we wish to express to you our heartfelt thanks for your assistance, which facilitated Professor Robert E. Gard's coming to Finland. As the principal lecturer of our Theatre Seminar, he has won the unanimous admiration of his students and colleagues. Professor Gard's scholarship and fine personality and his ever ready willingness to be of help to his students - who have come to attend his courses from all over Finland - in every way, have definitely contributed to the success of the Seminar. In addition to you personally, we also wish to extend our thanks to Mr. William L. Grenoble, who on previous occasions too has spared no efforts in furthering the relationships between the theatre of your country and that of ours. We hope for an increased exchange in this important cultural field.

Sincerely yours,

/s/ Oiva Ketonen
President of the Vaasa Summer University
Professor of the University of Helsinki

/s/ Arvi Kivimaa
Director of the Finnish National Theatre

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/8/61 jr

RELEASE:

Immediately

MADISON--Wearing two hats, Prof. Robert E. Gard of Wisconsin Idea Theatre will direct and also play one of the roles in the dramatic production of "The Chairs" by Eugene Ionesco staged by Man and Mime Theatre on Friday, Saturday and Sunday, Nov. 10, 11, and 12 at 8 p.m. in the Wisconsin Center auditorium.

Margot Herriot, familiar Madison actress, and Don Robinson, well-known for his numerous appearances with theater groups in Wisconsin, will be featured as the other members of the cast.

The Nov. 11 performance is the climax of the sixth annual Religious Drama Conference, a full-day's workshop beginning at 9 a.m. at the Wisconsin Center.

Presented by Wisconsin Idea Theatre of the University of Wisconsin Extension in association with Man and Mime Theatre, the conference is planned for people interested in discussing drama as an art closely allied to religion and in learning valuable techniques in religious drama presentation.

"New Dramas for Our Time," staged by Mime and Man Theatre in the morning, will feature dramatizations of avant-garde plays of ethical significance, including "The Zoo Story," "The Sand Box," and "The Sausage Maker's Interlude." An afternoon discussion by the directors of plays, values, and methods will be based on the morning's presentations.

Complete information may be obtained from Prof. Robert E. Gard, Wisconsin

Idea Theatre, 3020 Stadium, Madison, Wis.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

11/1/61 jr

RELEASE:

Immediately'

MADISON, Wis.--Art and religion--their dynamic relationship in contemporary society--will be the theme of the sixth annual Religious Drama Conference presented by Wisconsin Idea Theatre of the University of Wisconsin Extension on Nov. 11 at the Wisconsin Center.

Arranged by the Man and Mime Theatre, this year's workshop is open to individuals and representatives of groups and institutions who are interested in discussing drama as an art closely allied to religion and in learning techniques valuable in presentation of drama within the church.

"The conference will feature formal and informal productions of avant-garde plays of ethical significance staged by the Mime and Man Theatre," says Prof. Robert E. Gard, director of WIT, "and a special evening performance of 'The Chairs' by Eugene Ionesco in the Wisconsin Center auditorium." Gard directs the Ionesco drama.

The morning program--New Dramas for Our Time--includes dramatization of "The Zoo Story," "The Sand Box," and "The Sausage Maker's Interlude" by the Mime and Man Theatre. In the afternoon the directors will discuss plays, values, and methods--based on the morning's presentation.

Complete information may be obtained from Prof. Robert E. Gard, Wisconsin Idea Theatre, 3020 Stadium, Madison, Wis.

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MADISON NEWS

10/16/61 ns

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE media.ely

MADISON--Responding to increasing nationwide interest in community theatre, Prof. Robert E. Gard of the Wisconsin Idea Theatre will speak this week on the campuses of two southern universities.

Gard, founder and director of the University of Wisconsin Extension WIT, will talk on placing the community theatre in the urban community at the University of Chattanooga on Wednesday, Oct. 18. The occasion is a symposium on the urban community which will be held in celebration of the 75th anniversary of the university.

In connection with plans for a statewide dramatic program currently being discussed by the University of Georgia extension division and department of speech, Gard will speak to the faculty and students on Thursday, Oct. 19, at the Continuing Education Center in Athens.

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Two University artists and professors of art education are currently exhibiting their work in the galleries of Lawrence College, Appleton.

Prof. Warrington Colescott has hung a one-man show of paintings and etchings. Prof. Dean Meeker, also in a one-man exhibition, is showing etchings and serigraphs.

Both exhibitions will continue through October.

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-more-

Add one--faculty items

Emmett R. Sarig, chairman of the UW Extension music department, left Monday for a research tour of eight European countries.

Prof. Sarig has been given a grant through the University and the Johnson Foundation of Racine to investigate subsidization of adult music programs on the continent. He will visit London, Amsterdam, Brussels, Bonn, Berlin, Zurich, Vienna, Rome and Paris and will confer with government music personnel on various aspects of support for state music activities.

-0-

F. Chandler Young, assistant dean of the College of Letters and Science, will represent the University of Wisconsin at a conference Tuesday and Wednesday, Oct. 17-18, at Wright-Patterson Air Force Base, Ohio.

The conference is to acquaint representatives of 30 colleges with operations of the Air Force Logistics Command and the Aeronautical Systems Division and with work opportunities for college graduates in civil service.

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extension

NEWS

News Service

EDITORIAL AND COMMUNICATIONS SERVICES University of Wisconsin Extension Division, Madison 6 AL 5-3311, Ext. 2027

7/11/61 ww

IMMEDIATELY

MADISON, Wis. -- Prof. Robert E. Gard (3507 Sunset dr.), director of the Wisconsin Idea Theatre and professor of speech at the University of Wisconsin Extension, has been awarded the gold medal of honor by the Finnish National Theatre of Helsinki, Finland.

It is the second time in the history of the Finnish theatre that such an honor has been bestowed upon an American. The only other recipient is actress Helen Hayes.

Professor Gard's award was given in recognition of his contribution to the National Theatre during his stay last year while in residence in Helsinki on a Fulbright grant and for his lectures at a seminar of the Summer University at Vaasa, Finland. He is at present back in that country as a U.S. State department representative to help establish theatre education at the University of Helsinki.

Announcement of the honor was made by Mrs. Ritva Heikkila who recently brought a Finnish Theatre exhibit to the UW campus.

A native of Kansas and a graduate of the University of Kansas, Prof. Gard received his masters from Cornell University. For five years he directed the New York State drama project and has directed in Canada as well as having studied in Great Britain.

On coming to the University of Wisconsin in 1945, he was assigned to serve as coordinator of all off-campus extension services in dramatics.

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U. W. NEWS

12/15/61 jr

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--Premieres of two original plays will celebrate the Golden Jubilee of the Wisconsin Cooperative Extension Service and the National Centennial of the Land-Grant Colleges and Universities during Farm and Home Week at the University of Wisconsin in January.

"Fifty Years of Growing," written and directed by Prof. Robert E. Gard, and "The Whitewater Kiss," a musical by David Peterson, will be presented by Wisconsin Idea Theater on Jan. 23, 1962, at 8 p.m. in the Wisconsin Union Theater.

Local casts, singers, and musicians will be featured.

Gard, director of the UW Extension WIT, is responsible for the state-wide drama program and has an international reputation in community theater.

David Peterson (3401 Dawes St.), young Madison composer, is a music teacher at Monona Grove High School. Directing "The Whitewater Kiss" is Dean Hess, (114 W. Wilson St.), active in the Village Playhouse of Madison. James H. Christensen, (1909 Commonwealth Ave.), UW band assistant, is musical director and will do the orchestration.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

1/30/62 jr

RELEASE:

Immediately

Attn: Drama Editor

Madison, Wis.--American theater will get its first comprehensive appraisal according to a decision of the National Theater Conference at its recent annual meeting in New York.

[Prof. Robert E. Gard, founder and director of the University of Wisconsin Extension Wisconsin Idea Theater, was appointed chairman of the Assembly Committee, which will prepare the report. The target date is the next annual meeting in November, 1962.

The selective group of theater directors also resolved that, following the study, NTC will act in terms of the conclusions to stimulate developments necessary for the good of American Theater as a whole.

The 80 NTC members, representing 33 states, will make individual contributions to the committee on the present state of theater in their respective areas plus personal views on American theater of the future.

Members of the committee are Theodore Viehman, Carmel, Calif., president of NTC and former director of the Tulsa Little Theater; Prof. Edward Wright, speech department chairman, Denison University, Granville, Ohio; Prof. Marston Balch, secretary of NTC, speech and drama department chairman, Tufts University, Medford, Mass.; Mary Cattell, director of the Little Theater of Western Springs, Ill.; Art Cole, Community Theater director, Midland, Tex., and Prof. Leighton Ballew, director, University of Georgia Theater, Athens, Ga.

-more-



Add one--theater study

The NTC board of trustees held that a major report of this kind could be used to define purposes and goals of the American theater; would be valuable to public and private agencies seeking guidance in program direction; and, with NTC serving as an initial integrating factor, would consolidate efforts of many organizations toward stimulating American theater.

A small staff will be retained to help in screening of material and preparation of a final report. There is a possibility of foundation funds to finance the study.

Gard, who heads up the state-wide drama program in Wisconsin, is a prolific author and playwright and has an international reputation for his activities in the field of community theater.

NTC, established in 1925, is the oldest non-commercial theater organization and the parent of many theatrical organizations in the U.S.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/17/62 jr

RELEASE:

Immediately

MADISON, Wis.--The first exchange of professors between the University of Wisconsin and the University of Helsinki, Finland, will be continued by Prof. Robert E. Gard, director of the UW Extension Wisconsin Idea Theater.

Gard will leave Madison May 31 to conduct the third Finnish Theater Seminar for professional playwrights and theater workers in Vaasa, one of the summer campuses of the University of Helsinki.

The other partner to the exchange, Dr. Hans E. Luther from the University of Helsinki department of zoology, is spending the current semester as a UW Brittingham visiting professor. Dr. Luther arrived in January shortly after the Madison visit of Dr. Edwin Linkomies, rector of the Finnish university.

Gard, one of only two Americans awarded Finland's highest decoration for service to the Finnish theater, has been associated with the seminar since its beginning in 1960. As a Fulbright research scholar he was co-director with Prof. Kenneth Rowe, University of Michigan.

Again in 1961, this time as a U.S. State Department specialist in theater, he conducted the second seminar.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

9/17/62 jr

RELEASE:

Immediately

MADISON, Wis.--"Young people are as creative as they ever were--perhaps even more so," says Prof. Robert E. Gard, director of the Wisconsin Idea Theater, University of Wisconsin Extension Division.

Impressed with original plays written for state drama contests by high school students, the Wisconsin High School Forensic Association (WHSFA) is sponsoring the first workshop for high school playwrights. The workshop will be conducted by Prof. Gard at Wisconsin State College at Stevens Point Saturday, Sept. 22.

"We must open the doors, give full rein to young imaginations. Stimulate them to draw on their own experiences instead of relying on 'play lists,'" says Gard, "and who knows what we may uncover in talent and originality."

Bringing manuscripts--completed or in progress--or ideas for plays, instructors and high school juniors and seniors will meet at 10 a.m. for a full day with Gard.

Gard has just returned from the University of Helsinki, where he conducted the third Finnish Theater Seminar for playwrights and theater workers. He has been associated with the seminar since its inception in 1960.

Leading up to the WHSFA state drama contest Dec. 1 will be the high school playwright's workshop and three speech and drama training institutes, according to Frederick E. Haug, secretary-treasurer of WHSFA, an affiliate of UW Extension.

-more-



Add one--Playwright's Workshop

The institutes are scheduled as follows:

Saturday, Sept. 29--speech and drama institute for coaches, Stevens Point State College, with Prof. Pauline Isaacson, of the college speech department.

Saturday, Oct. 6--speech and drama institute for coaches and students, Wisconsin State College at Platteville; chairman, Harold Gall, Lancaster, chairman of the WHSFA board of control; staffed by State College speech department professors Harold Hanson, Paul Gauger, and Theodore Smith.

Friday, Oct. 12--speech and drama institute for coaches and students, Wisconsin State College at Superior; chairman, Prof. O. Gayle Manion, college speech department chairman; co-chairman, Gordon Nelson, WHSFA Superior district chairman and superintendent of schools, Maple.

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U. W. NEWS

5/3/63 jr

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

MADISON, Wis.--The Wisconsin Fellowship of Poets will host the 1963 convention and workshop of the National Federation of State Poetry Societies (NFSPS) on the University of Wisconsin's Madison campus, June 14-16.

With headquarters at the Madison Inn, the group will meet at the Wisconsin Union on Friday, June 14, and at the Wisconsin Center Saturday and Sunday, June 15-16.

Business meetings June 14 will be followed by lunch and welcomes by Gov. John W. Reynolds, UW Pres. Fred Harvey Harrington, and Edna Meudt, Dodgeville, NFSPS president.

A free verse workshop will be conducted by Eunice Pond La Selle, nationally known poet and lecturer from Harrisburg, Pa. The program also will include talks on "Poems and Great Paintings," by Joanne B. and James Alderson, Oshkosh, and "The Kinship of the Arts," by Fred Buerki, of the Wisconsin Union Theater and UW assistant professor of speech.

On June 15 Aaron Bohrod, UW artist-in-residence, will introduce an exhibit. Mildred Breedlove, poet laureate of Nevada, will lead a workshop on "Rhyme and Rhythm as a Science."

Addresses will be delivered by Paul Pross, editor and publisher of Windfall Press, Chicago, and Edward Uhlan, editor of the Exposition Press, New York.

A panel of editors will include Carmen Nelson Richards, editor of the Moccasin, magazine of the League of Minnesota Poets, St. Paul; and James Bull and William Pauly, editors of Loras College's Spokesman.

-more-

Add one--poetry societies

Contest winners from approximately 1,000 entries will be announced at the banquet on June 15.

[Prof. Robert E. Gard,] director of the Wisconsin Idea Theater, will talk June 16 on "The Relation of the Arts to Religion," and August Derleth, Sauk City author, will review "American Regional Poetry," followed by an address by Henry Rago, editor of Poetry Magazine, Chicago.

Open to the public, the program is planned to help both members of NFSPS and others who are interested in poetry and to bring a better understanding of the relationship of the arts.

Registration information may be obtained from Dr. John M. Grinde, NFSPS convention chairman, 534 Main St., DeForest, Wis.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

6/23/66 jb

MADISON, Wis.--A rare, difficult challenge in education has been encountered and conquered by seven University of Wisconsin faculty members who call themselves "the Kingery Committee."

They met first in 1957 to plan a special creative writing course for an ex-Air Force captain and electrical engineer from Stoughton. The University has had considerable experience in mapping such programs. But this was different, because the student, Kenneth Kingery, was paralyzed from the neck down as the result of a polio attack in 1952.

The educators' task was to make a writer out of a man who had no formal training in writing and who could neither hold a pencil nor strike a typewriter key.

Their determination and the persistence of their pupil paid off this summer when Kingery, 46, sold his autobiography titled "As I Live and Breathe" to a New York publishing house. It is expected to be in bookstores by October.

In 1955 Mrs. Kingery gave her husband a birthday present which was to alter the course of his life. It was an electric page-turner, and with it, he began to read and study. He decided to become a writer.

To accomplish this ambition, however, Kingery needed help and encouragement. Here's where the University and the Veterans' Administration stepped in.

The committee members, all accomplished writers or teachers of writing, included Profs. Charles A. Wedemeyer, director of the UW correspondence study program; Ralph A. McCanse, English; George B. Rodman, chairman of the Extension English department; Robert Gard, director of the Wisconsin Idea Theater; Clay Schoenfeld,

chairman of the Extension journalism department; Edward L. Kamarck, drama; and Arthur S. Krival, assistant director of the study program.

Also helping was Charles Schefft of the Milwaukee VA office.

The committee's first assignment was to find out if Kingery's goal was a realistic one. In July, 1957, he began work on the first of nine correspondence study Sessions in a specialized writing course taught by Emer. Prof. McCanse.

"We found that Ken was highly motivated, extremely creative, and had a natural though untrained ability to express himself," Prof. Wedemeyer related. "After he completed his first nine lessons with superior grades, it was evident to us that his goal was both reasonable and appropriate."

The next step was devising a three-year program which consisted of correspondence study assignments in feature writing, playwriting, and novel and short-story writing, all taught by Kingery committeemen. His articulated course included specific writing assignments, films, tapes, reading and studying professional writers' journals, and personal visits from writers and his professors who read and evaluated his efforts.

Everybody took a personal interest in the project.

"We never gave Ken the comfort of not criticizing his work when it wasn't up to snuff," Prof. Schoenfeld noted. He wrote the textbook used in the feature writing course.

"I was a man whose disability had robbed him of all self-confidence," Kingery explained. "The University and the VA gave me faith."

About this time, Emer. Prof. McCanse encouraged Kingery to begin work on his autobiography. He "wrote" by dictating into a tape recorder. A typist came in regularly to transcribe. A portable breathing device enabled him to dictate over long periods of time without tiring.

As his world expanded beyond the confines of his bed, so did Kingery's interest in the community around him. He became concerned with local education in Stoughton and was elected to the school board. He joined the mayor's community

council and worked to establish a youth recreational program.

Five years ago the Extension division awarded Kingery a special certificate of achievement in creative writing to celebrate the completion of his formal course of study. That same year he was named Wisconsin's Handicapped Person of the Year, and he began to see his byline over stories and articles in state and national publications.

"The committee's three goals were to train Ken to become a successful writer, to accomplish his rehabilitation to the level of a self-supporting family man, and to develop a method of training that could be used with other disabled veterans," Prof. Wedemeyer said. "All three have been realized to a greater extent than we had dared to imagine."

The success of the project indicates it will become a model in the field of adult education and VA retraining programs.

When it was conceived, it was the only program designed for a single veteran which engaged the attention of a number of specialists at a major university. It was the first rehabilitation program focusing on the needs of a 100 per cent disabled person, and the first that combined various enrichment devices such as tapes, films, and visits from instructors with the basic method of correspondence instruction.

The University's new experimental AIM (Articulated Instructional Media) program, designed by Profs. Wedemeyer and Schoenfeld, uses this same approach to form new ways of teaching students who cannot come to the campus for formal residence study. It now has about 100 students enrolled in UW credit courses in two test areas--one in north central Wisconsin and another in Milwaukee. There also is a statewide graduate credit program for professional engineers.

"The Kingery program reaffirmed our belief that University programs continually must be devised to open avenues of study for students such as Ken," Prof. Schoenfeld added.

Add three--Kingery

And Prof. Wedemeyer pointed out:

"Although Ken was the student, he taught his teachers a few things, too. He taught us not only that real persistence pays off, but most important, how to look at our problems in a new way and to build on what you've got."

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

8/4/66 mcg

MADISON, Wis.--Prof. Oiva Ketonen of the University of Helsinki, Finland, will come to the University of Wisconsin in Madison for the first semester of the 1966-67 academic year under an exchange arrangement made with the Finns in 1962.

A philosopher and mathematician who is coordinator of higher education for his country, Dr. Ketonen will be visiting research professor of higher education in the department of educational policy studies.

The universities agreed to send their representatives to occupy the chairs in Madison and Helsinki in alternate years. Botanist Hans Luther began the exchange in 1962. In 1963, Prof. Arthur D. Hasler, zoologist and head of the UW laboratory of limnology, went to Helsinki. In 1964 Prof. Antti Sovijarvi was visiting research professor of linguistics at Madison, and last year botanist John W. Thomson spent a semester in Finland.

Wisconsin members of the exchange committee are Prof. Hasler, chairman; Dean Henry Bertram Hill of International Studies and Programs; and Profs. [Robert Gard] and Richard Vowles.

##

For your interest, I enclose this letter
from Leonard Marks of the United States Information
Agency.

This is especially interesting because I have
just finished writing a CBC radio script for
broadcast as part of the Canadian Centennial.

-Bob



OFFICE OF
THE DIRECTOR

UNITED STATES INFORMATION AGENCY

WASHINGTON 20547

December 9, 1966

Dear Dr. Gard:

I take great pleasure in informing you that you have been nominated by Senator Nelson to serve on the National Advisory Committee to the United States Commissioner General for the U.S. participation in the World Exhibition at Montreal, Canada, EXPO 67.

As the Senator may have informed you, we have received from the Canadian Corporation an invitation to have you visit Montreal before the official opening. Arrangements for this visit are now being made and we will shortly send you the details.

At this time we suggest that you reserve March 30 and 31, 1967 for the purpose of visiting Montreal and previewing the U.S. Pavilion and other exhibits. Round trip transportation by air and hotel accommodations will be provided by the Canadian authorities.

We hope it will be possible for you to take part in this program. In order that we can make the necessary arrangements, please advise at your earliest convenience. Your reply should be sent to the Office of the U.S. Commissioner General, Canadian World Exhibition, U.S. Information Agency, 1750 Pennsylvania Avenue, N.W., Washington, D.C.

More detailed plans will be communicated to you as they develop.

Sincerely,

Edward T. Marks
Director

Dr. Robert Gard, Director
Wisconsin Idea Theater
School of Agriculture
University of Wisconsin
Madison, Wisconsin

uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

1/16/67 mcg

MADISON, Wis. — [Prof. Robert Gard,] director of the Wisconsin Idea Theater of the University of Wisconsin, has been nominated by U.S. Sen. Gaylord Nelson to the U.S. committee advising on American participation in the World Exhibition, EXPO 67, in Montreal.

The advisory committee, which has been invited to visit Montreal in March to preview the U.S. Pavilion and other exhibits, will report directly to the U.S. Commissioner General.

Prof. Gard has already written a radio script for broadcast over CBC as part of the Canadian Centennial.

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uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

3/8/67 vh

MADISON, Wis.--A University of Wisconsin professor's achievements in developing the state's cultural arts will be honored this June when an historic old theater in Spring Green, Wis., is given a new name and dedicated with special ceremonies.

Announcement that the 72-year-old, small town entertainment center will be named for (Robert E. Gard), director of the University's Wisconsin Idea Theatre, was made this week by the new owners, the River Valley Theater Corp., a group of arts minded persons in the Spring Green area. Plans for remodeling and decorating the playhouse before a resident company moves in for a summer of repertory were also announced.

Prof. Gard joined the University of Wisconsin faculty in 1945, founded the Wisconsin Idea Theatre in the same year, and in the 22 years since then has worked to promote the arts at the grassroots level through both state and national agencies. He was a founding father for many of these organizations. Author of more than 20 books, many with Wisconsin subjects, he has been honored frequently by Wisconsin groups. Beyond the state, the University of Kansas has recognized his contributions with an Award of Merit and Finland has awarded the Wisconsin professor the Gold Medal of Honor.

- more -

Add one--Theater Named for Robert E. Gard

The summer of repertory planned for the Gard--with a Wisconsin Idea Theatre company presenting both widely known Broadway musicals and original comedy written by Wisconsin playwrights--represents another step forward in the efforts of community-minded persons to make the Spring Green area one of the state's most important cultural centers. More than that it constitutes a new cooperative experiment on the part of local groups, the University, and the federal government. For the first time the federal government will support an effort aimed at improving opportunities in cultural activities in small communities and at involvement of a greater share of the small town populations in these activities.

A grant of \$58,000 made to the Wisconsin Idea Theatre by the National Endowment for the Arts will support the first year of a three-year effort in this direction. Projects for community theater and related arts in Portage, Adams-Friendship, Wausau, and Rhinelander are also supported by the grant.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Immediately

4/27/67 aw

MADISON--The Wisconsin Idea Theatre contributes to the Canadian centennial celebration Monday, May 1, with an hour long dramatic production presented over Canadian Broadcasting Company radio and introduced by University of Wisconsin President Fred Harvey Harrington. The program will be heard from 9-10 p.m. C.D.T.

Called "The Canada I Know," the musical drama was written by Robert Gard, director of the Wisconsin Idea Theatre, and set to music by David Peterson, director of productions for WIT. Gard came to the UW from Alberta, Edmonton. His contribution to the centennial is a tribute to the Canadian people.

In his taped introduction to "The Canada I Know," President Harrington noted that the presentation communicates a sense of the Canadian homeland, the friendliness of the Canadian people, and the greatness of the Canadian national culture. "The University of Wisconsin and the people of Wisconsin are proud to pay tribute to Canada in her centennial year," he said.

President Harrington also explained that the name Wisconsin Idea Theatre "refers to our belief that the university should use its knowledge to benefit the people of the state. The spirit of the Wisconsin Idea Theatre is a profound love and respect for people and their heritage."

Cast for "The Canada I Know" was drawn from Wisconsin Idea Theatre performers, from WHA radio, where it was produced, and from other Madison talent. The cast includes Robert Towner, Ruth Plakias, Cliff Roberts, Jo Fisher, Irene Connors, Robert Brown, Ivor Rogers, Linda Clouder, Monona Rossol, Kent Toepfler, Ron Rocko, and Steve Marquart. Production was supervised by Mark Waldron.

uw news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

2/19/68 cjc

MADISON--A program of WHA Radio and Wisconsin State Broadcasting Service's new series, "This Land, This Heritage, This People," has won an Ohio State Award in the 1968 American Exhibition of Educational Radio and Television Programs.

"The People of the Ozarks," first segment in the series which premiered Feb. 7 and which was prepared by Prof. Robert E. Gard, Wisconsin Idea Theatre director, and Mrs. Ruth Plakias, script editor at WHA, was entered in the competition.

The citation from the exhibition-sponsoring Institute for Education by Radio and Television of Ohio State University read: "'This Land, This Heritage, This People' is a masterful illustration that our appreciation of history may be enriched--not by pedantry and pontification--but by imaginative blending of songs, narratives and stylized readings from letters and diaries. Professionalism of a high order in every aspect of production render this a first-rate example of non-commercial radio education."

The series traces "the footprints of America" and was created from diaries, letters, narratives and songs. Among the other six programs are "Jack London and Hoboes That Pass in the Night," "Mike Fink and the Ohio River," "Mark Twain and the Mississippi" and "Chicago."

"I consider 'This Land, This Heritage, This People' one of the most important radio series with which I have been connected," said Prof. Gard.

Add one--WHA Radio award

"The movements of peoples, the building of places, the lore of places, the voices of pioneers, the songs the people sang and sing, the tales they tell and told...these are a part of the precious inner wealth of America. Much of our flavor as a people is contained in the series," he stated.

The programs are broadcast on WHA and the state radio network on Wednesdays at 8:30 p.m. through March 20 and will also be distributed by National Educational Radio (NER). The series was produced for NER on a grant from the National Home Library Foundation.

Appropriate to the series content is the background guitar and folk tune music provided by Kent Toepfer, a Madison native who has appeared in many WIT productions.

Ralph Johnson, production manager at WHA Radio, produced the series.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706 Phone 262-1156

5/8/68 mnf

Immediately

MADISON--Marc Connelley, Pulitzer prize-winning author of "The Green Pastures," will be the writer in residence at the Rhinelander School of Arts July 22 to Aug. 2.

The School of Arts was founded in 1964 by Wisconsin Idea Theater, now a division of Community Arts Development of University Extension, the University of Wisconsin, present sponsor of the workshop.

Connelley's 1930 award-winning play was first produced on Broadway that year, and was shown in 203 cities before the road company disbanded in 1935. The all-Negro drama presented the religion of the American Negro of the deep South.

Connelley also received the O'Henry short story award for "Coroner's Inquest." He was professor of playwrighting at the Yale University School of Drama for four years, and has conducted seminars and lectures at universities since 1948.

The instructors and workshops this summer include Al Nelson, article writing; Edna Meudt, poetry writing; Robert Gard, playwriting; Mrs. Marle Kezeli, marketing seminar, Mrs. Helen O'Brien, creative dramatics for youth.

August Derleth, fiction writing; Prof. George Hartung, University of Wisconsin, humorous and satiric writing; Tere Rios, fiction for beginners; Rus Arnold, photography for writers; Donald Ruedy, painting, and Tibor Zana, director of the Wisconsin Ballet Company, ballet. The ballet workshops will be divided into beginner, intermediate and advanced sections.

Information about the program is available from Community Arts Development, 216 Agriculture Hall, University of Wisconsin, Madison, Wis., 53706.

NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706 Phone 262-1156

4/10/68 cjc

Immediately

SPRING GREEN--The Milwaukee Repertory Theatre paid its first visit here this week.

Nine actors and actresses, their directors, and staff were taken on a tour of the Robert E. Gard Theatre--where this summer they will be in residence outside of Milwaukee for the first time--and in the scenic Iowa County area where they will live.

With one accord, the youthful, accomplished troupe bounded on stage in the 286-seat theatre. They inspected the backstage area and climbed the exposed stairway at the back of the theatre--a covering is promised for summer's inevitable inclement weather--to the huge room that is being turned into dressing room areas.

Then, settling down to face the proscenium, they heard Gard--after whom the 72-year-old converted opera house was named a year ago--say that "the summer will be great for all of us. I am interested in you, and in what will transpire here. I hope that we can use this as a laboratory experiment to show how professional theatre can be merged into small community life."

He added to his remarks a little of the lore of the region: where Architect Frank Lloyd Wright lived and worked, where the ghosts have "infested" the hills since 1822 and where, on the Wisconsin River, steamboats once plied, and catfishing and swimming are good.

Gard is director of Community Arts Development, a section of University Extension Arts, the University of Wisconsin, which is sponsoring the summer-long Arts in the Uplands program.

- more -

Add one--MRT in Spring Green

Gard indicated he would like the 1968 Spring Green program with the Repertory Theatre become an annual event, eventually of the "magnitude of the Stratford (Ontario, Canada) Festival or the Minnesota Theatre Company of Minneapolis."

The equity company of 12 will present three plays popular in the Repertory's 1967-68 season: "Amphitryon 38," "Mary Stuart" and "A Streetcar Named Desire." Arts in the Uplands students, who have auditioned for 32 scholarships in opera, drama, and ballet, will assume minor roles as well as take on a large share of the technical work.

Arts in the Uplands, directed by Ralph Kohlhoff of Extension Arts, will consist of workshops conducted by such luminaries as Actors' Studio head Lee Strasberg, opera maestro Boris Goldovsky and Budapest ballet instructress Elvira Vecsey.

The students will present three programs, and the Wisconsin Idea Theatre will perform its new folk musical, "Straddlebug," written by director David Peterson.

Season tickets for \$10 are available until June 7 from Arts in the Uplands, 216 Agriculture Hall, the University of Wisconsin, Madison 53706. Individual performance tickets will go on sale after that date.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706 Phone 262-1156

5/20/68 cjc

Immediately

MADISON--Robert E. Gard, director of Community Arts Development, University Extension, the University of Wisconsin, is one of the authors of a new book appraising contemporary American theater.

Marston Balch, drama professor at Tufts University, and Pauline Temkin, research assistant on Gard's staff and a free lance writer, authored "Theater in America, Appraisal and Challenge," for the National Theatre Conference.

It was published by Dembar Educational Research Services, Inc., Madison, Wis., and Theatre Arts Books, New York City.

In the appraisal's section on community professional resident theater, the authors charge each regional theater with having a sense of responsibility to its community and audiences.

The Wisconsin Idea Theatre, founded in 1945 by Gard, is reported in the book's educational theater section as having the largest field drama service in the country.

WIT reaches every kind of community in the state, performing in the cities as well as at county fairs. It conducts an annual drama festival for rural young people and does experimentation and research under a "Small Community Arts Development" grant from the National Endowment for the Arts, the book reports.

Add one--Theater in America

In addition to the educational and regional repertory scenes, "Theater in America" appraises other activity: the New York scene with its Broadway, off-Broadway and newer off off-Broadway stages, repertory theaters and free Shakespeare in Central Park, and the community theater scene that is the amateur volunteer movement.

The National Theatre Conference, which Balch serves as executive secretary, began the book project in 1961, with various foundations providing the financing. He was co-chairman of the project and Gard was chairman.

"Theater in America" is available in hard cover for \$6.50 and in soft cover, \$4.95, from Dembar Educational Research Services, Inc., P. O. Box 1148, Madison, Wis., 53701, or Theatre Arts Books, 233 Sixth ave., New York, N.Y.

###

NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

7/19/68

cjg

Immediately

RHINELANDER--Books and ballet. Creative dramatics for children and canoeing. Seminars and Wisconsin Idea Theatre's "Straddlebug." A Pulitzer-prize winning author.

These are some of the highlights of the fifth annual Rhinelander School of the Arts, opening Monday and running through Aug. 2. It is sponsored by University Extension, the University of Wisconsin.

The Pulitzer prize-winner, playwright-author Marc Connelly, will be the school's writer-in-residence. He won the coveted prize for his play, "The Green Pastures," and has written many novels and short stories, including "The Farmer Takes a Wife" and "To the Ladies." Connelly was at Yale University for many years until retiring.

Registration, classes and the American Association of University Women's book fair get underway Monday at the school headquarters, Rhinelander Union High School.

Instructing the adult workshops will be [Robert E. Gard, School of Arts' director and founder of the Idea Theatre, teaching playwriting; Al Nelson, Delafield, article writing; Edna Meudt, Wisconsin poetess, poetry writing; Marle Kezeli, long

more

Add one--Rhinelander School of Arts

active in the Wisconsin Regional Writers Association, a marketing seminar.

Wisconsin author August Derleth, fiction; George Hartung, Extension English department, humorous and satiric writing; Tere Rios, fiction for beginners, and Rus Arnold, a photo-journalist, photography for writers.

Helen O'Brien, Evanston, Ill., will instruct children in creative dramatics, and Tibor Zana will hold beginning, intermediate and advanced ballet classes for children and adults.

The students also will have the opportunity to attend the Idea Theatre's new production, "Straddlebug," and a performance of "Othello" by Wisconsin State University Players of Stevens Point; go on a canoe trip; attend ballet and children's creative theatre programs; a drum and bugle corps presentation; an art show and a banquet.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release:

Immediately

5/23/69 rs

MADISON--Creative writing for adults is the purpose of a five-day session to be held July 14-18 at the Indianhead Area Arts Center, Shell Lake.

Professional instruction in fiction, non-fiction, and poetry will be given by Prof. Robert E. Gard, noted lecturer who is the author and co-author of more than 25 books plus many plays and short stories. He has received many honors, grants, and fellowships, both here and abroad.

Information and application blanks may be obtained by writing to the Associate Director, Indianhead Area Arts Center, Shell Lake, Wis. 54871.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706

(608) 262-1156

Immediately

7/3/69 cjb 262-0074

RHINELANDER--Linking the visual arts and creative writing will be the focus of a seminar at the Rhinelander School of Arts July 21-25 and July 28-Aug. 1.

Well-known writers, including Wisconsinites, and University of Wisconsin Extension artists and writers will serve as seminar and workshop leaders in the two-week creative writing school. They will back up writer-in-residence Louis (Studs) Terkel, Chicago author, actor, critic, folklorist, lecturer, and broadcaster.

The combined arts seminar will range from the nature of organizational methods and various contemporary art movements to qualities of design and particular nuances of form. Leading it will be school director [Robert E. Gard], director of Extension's Community Arts Development, and James A. Schinneller, Milwaukee, chairman of Extension arts department.

A multi-media art workshop encompassing creative writing, drawing, painting, and photography will be conducted by Schinneller with Community Arts Development faculty members Ralph Kohlhoff and Emanuele Corso.

Forming the workshops' teaching staffs will be August Derleth, Sauk City author and publisher, who will teach fiction; Tere Rios, author of many books including "The Fifteenth Pelican," basis for the television show "The Flying Nun," beginning fiction; Edna Meudt, Dodgeville prize-winning poetess, on poetry.

- more -

Add one--School of Arts

Also, Milwaukee Journal outdoor writer and prize-winning book author Mel Ellis, on article writing and photography; George Hartung, Extension English department, humorous and satiric writing, and Marie Kezeli, long active in the Wisconsin Regional Writers Association, marketing.

Helen O'Brien, Evanston, Ill., will direct children in creative dramatics and Elvira Vecsey, Wisconsin Rapids, former solo dancer and ballet director at the Budapest Opera in Hungary, will teach ballet.

Classes are scheduled at Rhinelander High School, with evening activities including ballet, plays, creative writing sessions with the staff, and autograph parties.

The school is sponsored by University Extension, Wisconsin Regional Writers, Rhinelander Board of Education, and the citizens of Rhinelander.

Further information may be obtained from Community Arts Development, University Extension, 216 Agriculture Hall, Madison, Wis. 53706.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706 (608) 262-1156

Immediately

4/7/70 c jg 262-0074

Attention: Art Editors

RHINELANDER, Wis.--Creative writers--professional and amateur--will gather here July 20-31 for the annual Rhinelander School of Arts.

Rhineland native and author Theodore V. Olsen will serve as writer-in-residence at the school, sponsored annually since 1964 by University Extension Arts, the University of Wisconsin, in cooperation with Wisconsin Regional Writers Association, the citizens of Rhinelander, and Rhinelander Board of Education. This year, Nicolet College and Technical Institute was added to the list of co-sponsors.

Founder-director [Robert E. Gard, University Extension drama specialist, said the school would continue its focus on creative writing. There is special emphasis on developing writers of the "heartland," such as Jesse Stuart (the school's first writer-in-residence in 1967) and Hamlin Garland.

Olsen decided on a writing career while still a Rhinelander High School student. Since selling his first work in 1955, he has written 30 novels--mainly westerns--of which two, "The Stalking Moon" and "Arrow in the Sun," have been sold to films.

Writers may attend the school for either one or both weeks. All courses are designed on a continuous basis, but special help will be given to second-week-only students. Workshops will be conducted in playwriting, fiction and beginning fiction writing, article writing, poetry, photography for writers, and marketing.

- more -

Add one--Rhineland School of Arts

Meeting the needs of growing numbers of students--300-plus from a dozen states in 1969--the school has expanded to include other areas of the arts, as well as creative dramatics and ballet for children. Additions to the 1970 curriculum include a photo exhibit from Smithsonian Institution; visual arts workshops conducted by Mel Kishner, Milwaukee Journal artist, and Joseph Havachek, on the Wisconsin State University-Whitewater art faculty; and "Music in the Small Church" and "Television as an Art Medium" workshops.

Classes are held at the high school; accommodations are the responsibility of enrollees.

Information is available by writing to Community Arts Development, University Extension, 216 Agricultural Hall, Madison, Wis. 53706. Registration will close June 15.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

2/23/71 mcg

MADISON--University of Wisconsin experts on investments, insurance, and taxes will discuss their special fields during the third annual Wisconsin Women's Estate Planning Seminar in the Wisconsin Center April 27.

Sponsored by the University of Wisconsin Foundation, the seminar follows by one week the annual Women's Day scheduled by the UW Alumni Association on the Madison campus.

Registration in the center and the coffee hour in Alumni House lounge will precede a 9 a.m. orientation session and welcome by Robert B. Rennebohm, executive director of the foundation, in the center auditorium.

Morning speakers include Prof. Stephen L. Hawk, School of Business, "Building Your Estate-Investments," followed by a question period; Prof. Louise A. Young, School of Family Resources and Consumer Sciences, "Safeguarding Your Estate--Insurance, Record Keeping, Income Tax Returns"; and "Disposition of Your Estate--Legal and Tax Considerations," Prof. August C. Eckhardt, Law School.

Featured speaker at the luncheon in the center will be Prof. Robert E. Gard, UW Community Arts and Development, who will discuss UW lore and legend, using material collected since the publication of his popular book on the University.

Discussion sessions from 2 to 4 p.m. will end the all-day seminar. Faculty discussion leaders are Profs. Arnon R. Allen, Extension Law; Stuart G. Gullickson, Law School; Richard M. Heins, business; Miss Young; and Theodore W. Zillman of the foundation, who planned the program.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706

(608) 262-1156
262-0074

Immediately

5/1/72 jg

COLUMBIA, S.C.--University of Wisconsin-Extension won all three national awards presented here Monday by the American College Testing Program and the National University Extension Association.

The awards were presented during the NUEA annual meeting being held here this week. UW-Extension Vice Chancellor George Strother also accepted an institutional plaque that went to the University for winning all three awards.

In an open category, the award went to UW-Extension (Prof. Robert E. Gard) for the outstanding state creative writing program. Gard founded the Wisconsin Regional Writers' Association and the Rhinelander School for the Arts.

An award for the "outstanding new program with demonstrated impact" went to Extension Engineering Department Chairman John P. Klus for creating a professional development degree for engineers in Wisconsin and surrounding states. The program permits engineers to continue their professional training without leaving their home communities.

The award for the "best program combining instructional techniques" went to UW-Extension's WHA-TV for RFD, Rural Family Development program. The pilot adult education program combines the use of television and other media with counseling and other teaching methods. Boris Frank is the project director.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706

(608) 262-1156
262-0074

Immediately

8/30/72 jw

MADISON--The Wisconsin Regional Writers Association will hold its annual fall conference Sept. 23-24 in Green Bay.

The meeting, open to all state residents, will feature seminars on writing techniques, led by established writers in the fields of fiction, poetry, and journalism.

WRWA was founded in 1948 by (Robert E. Gard), well-known state writer and University of Wisconsin Extension faculty member who was then director of Extension's Wisconsin Idea Theatre. The organization provides Wisconsin writers access to suggestions, encouragement, and criticism from other writers in branch clubs.

Spring and fall conferences offer the opportunity for study under outstanding authors, publishers, agents, editors, and poets.

Further information is available from Mrs. Nancy Rose, 215 Oak Hill dr., Green Bay 54301.

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CONTACT:

James R. Batt, Wisconsin Academy
5001 University Ave., Madison, Wisconsin 53705
Telephone 608--263-1695

1/31/73

A major Academy Literary Award of between \$5,000 and \$10,000 to be presented in 1976 as a part of Wisconsin's commemoration of the American Revolution Bicentennial has been announced by Dr. Louis W. Busse, president of the Wisconsin Academy of Sciences, Arts, and Letters.

The award will match or exceed the National Book Awards of \$5,000.

Final details for the award are being developed by UW-Extension Prof.

Robert E. Gard, Wisconsin Academy vice president for arts, in association with representatives of the Wisconsin Writers Council, the Wisconsin Regional Writers Association, the Wisconsin Library Association, the Wisconsin State Historical Society and the Wisconsin American Revolution Bicentennial Commission.

Administration and funding of the award will be the responsibility of the Wisconsin Academy, with provisions for judging to be assumed by the Wisconsin Library Association.

The award will be given for a literary work of major significance, either fiction or nonfiction, of more than 60,000 words. Subject matter must reflect a Wisconsin influence, either directly or indirectly. Eligibility is limited to those writers now residing in Wisconsin or authors who lived in Wisconsin during a particularly formative period of their lives, according to Gard.

Interested writers must complete an application or prospectus prior to submission of a manuscript. No previously published manuscripts will be considered for the award.

Further details may be obtained by writing James R. Batt, Executive Director, Wisconsin Academy, 5001 University Avenue, Madison, 53705.

Who knew?

Eileen Gilligan

Q. Where does our school song, "Varsity," come from and why does everyone wave at the end?

A. A UW-Madison music instructor, Henry Dyke Sleeper, arranged the music (composed by Gounod, who also composed the opera "Faust"), wrote the lyrics and published the hymn just over 100 years ago. It was then known as "Toast to Wisconsin" or "Varsity Toast," and through the years has been shortened to "Varsity," according to Robert Gard, a former UW professor who wrote the book, "University Madison U.S.A."

It actually can be shouted as a cheer, notes Art Hove, another UW historian. (The "U rah rah! Wisconsin!" makes a lot of sense as a cheer, too.) The wave came courtesy of longtime band director Ray Dvorak, now retired. He witnessed a University of Pennsylvania crowd waving their hats as they sung their alma mater after a particularly painful defeat to the University of Illinois' football team. Then an assistant to Illinois' band director, Dvorak said he took the idea and "stuck it in my back pocket."

In 1934 at Madison, Dvorak cued the students to wave their hats during the end of "Varsity" after a speech by then-President Glenn Frank. And the wave caught on.

By the way, "varsity" actually means "university." According to Gard's book, "It comes from the English pronunciation of 'Uni-varsity.'" Check your dictionaries.

Q. What does the university's official seal mean?

A. Well, no one knows for sure.

According to Art Hove, retired historian extraordinaire, the president who commissioned the seal never explained what its parts meant.

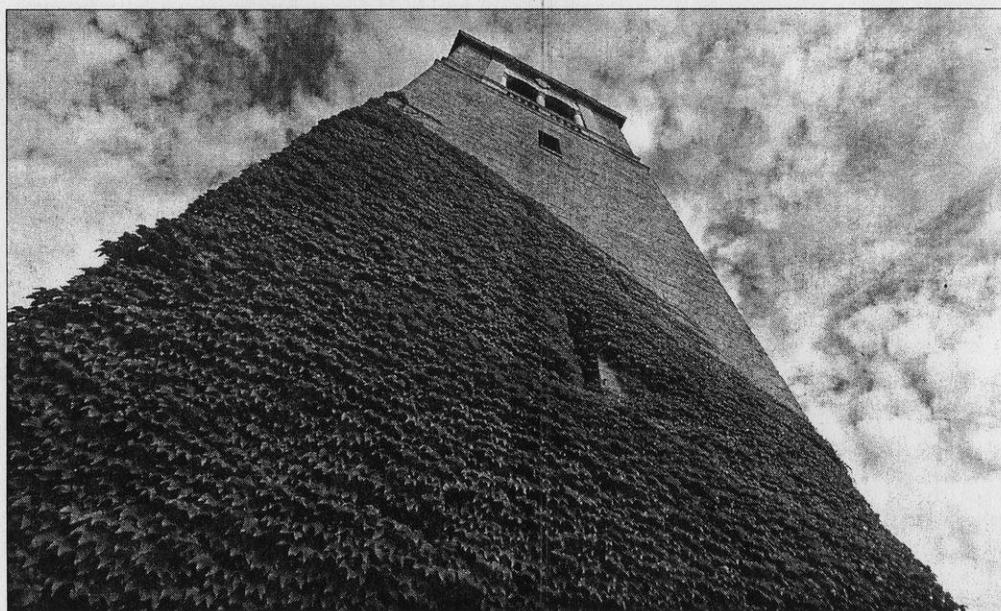
Shortly after taking the job in 1849, John H. Lathrop was ordered by the Regents to create a university seal. While they waited, the American eagle side of the quarter was designated the official corporate seal.

In 1854, the Regents adopted its own seal. But Lathrop never explained what the seal meant, specifically the eye and the rays.

Much debate has ensued in the last 145 years about it, according to Hove's book, "The University of Wisconsin: A Pictorial History."

One theory is that the eye represents a Roman god, Hove says. But the rays? "Everywhere in the universe there's a manifestation of some spirit. From those spirits around us, we derive the light which we call knowledge," he adds.

The phrase "Numen Lumen," which sounds like it could have been uttered by Jerry Seinfeld on his TV sitcom, literally means god, our light, Hove says.



Ivy tower

Shoots climb Carillon, swath other sites

Jeff Iseminger

This ballerina arches and soars and swoops over walls, showing with slow-motion elegance how graceful it can be. This star of brick and mortar can change a building from a box to a structure with botanical character.

By performing with such élan over centuries, it has climbed into the American public's image of old English universities. Aptly enough, the root of its name is Old English, "ifig." From there it is just an etymological hop to the Middle English "ivi" and then a mere skip to the modern English "ivy."

Most of the ivy you see on UW-Madison buildings is either Boston or English ivy. Both typically have glossy green leaves with three to five lobes and inky-black berries. At UW-Madison, the leaves turn a soft burgundy in autumn and in milder climes stay evergreen.

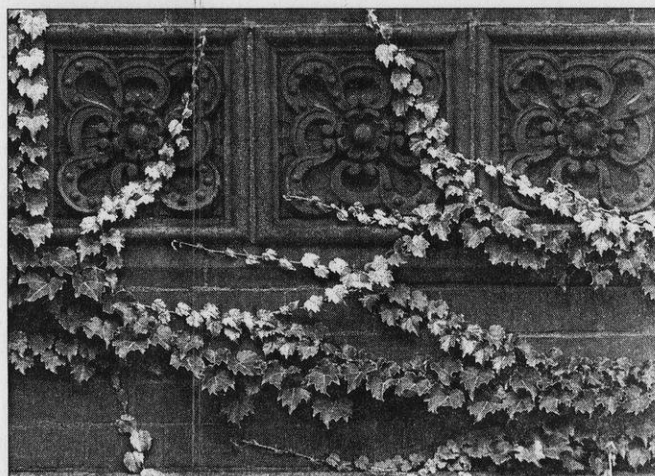
As it grows, ivy inches across a wall every which way. These fingers of ivy are freed by the wall from worrying about uprightness, so they roam in search of unclaimed bricks and sunlight.

Ivy has roamed through history, too. It was a favorite of Dionysus (also known as Bacchus), the god of wine and an orgiastic religion in ancient Greece and Rome. Paintings of bacchanalian feasts show guests wearing wreaths or garlands of ivy.

But the same plant venerated by debauchees was worn by early Christians to celebrate the birth of Jesus. And the poet Byron called it "the garland of eternity." Ivy, it seems, is what you make of it.

It was planted by Thomas Jefferson at his Monticello home in Virginia and by founders of early American universities (later prompting the name Ivy League). But it really began to get a grip on America in the 1870s, when tourists came back from Britain with photos of ivy-covered campuses and castles.

Today ivy abounds in the United States, gracing everything from china to wallpaper



Ivy clinging to the Carillon Tower in front of Social Science ripples in the late summer breeze, top, and shoots weave across terra cotta tiles at Science Hall, above. Photos: Jeff Miller

to book jackets. And since this is America, there's a group for it, too: the American Ivy Society (<http://www.ivy.org>).

Though UW-Madison isn't as ivy-covered as some other campuses, you can find some fine effusions here. For example, ivy blankets much of Memorial Carillon in front of the Social Science Building. On a sunny day when a breeze is blowing, stand in front of the magnificent patch on the carillon's west side.

This pulsing organism shimmers in the sun and ripples in the wind. Like quaking aspen, ivy is easily animated by air — a green excitability that somehow soothes the observer, a tremor that somehow calms.

Then walk downhill to the south side of Science Hall, where a single young ivy plant has started its climb. Luminous light green shoots curve over terra cotta tiles and the pinkish-gray foundation of volcanic rhyolite, creating a palette as rich as it is rare. The pairing of ivy and rhyolite shows what quiet visual glory comes from combining the botanical and the geological.

Ivy on walls is indeed a ballet, and the curtain is constantly up. ■

A single young ivy plant looks deceptively delicate as it starts its initial upward creep. But left unpruned, it can evolve into a lattice of vines that gives a building a big horticultural hug.

Too rough a hug, say some. Grounds Supervisor Gene Turk knows of no official policy on ivy, but his staff has at times been asked to tear it out from buildings.

One reason for this ivy-anipathy is vine vigor, which can lead to occluded windows and smothered air conditioners. That problem is prunable, but ivy is disliked by some for another reason: how it hangs on for dear life.

The climbing shoots put out small rootlets to help them adhere to the wall. They especially love the texture of bricks and rocks, which offer up tons of microscopic handholds.

Ay, there's the hug, some contend, because the rootlets penetrate mortar in an overly enthusiastic embrace. Even if the rootlets don't weaken mortar, they pull some of it out if the plants are torn from the wall. In short, walls and ivy don't mix.

Not so, says Peter Q. Rose, author of the book "Ivies." He flatly asserts that the rootlets have no penetrative power. "On sound walls [without flaking bricks or crumbling mortar]," he writes, "ivy is harmless, indeed beneficial, keeping them dry in winter and cool in summer — an economical form of insulation."