



MEMORY AND VALOUR

Public History • Remembrance • Storytelling

Media Kit & Collaboration Overview

Samantha L.G. McCrea

First World War Author • Researcher • Podcaster • Public Historian

"Where memory endures, valour lives on."

www.memoryandvalour.ca | memoryandvalour@gmail.com



Media Kit Overview

Memory and Valour is a Canadian heritage and remembrance project dedicated to preserving and sharing the stories of those who served and sacrificed during the First World War and beyond. Through research, writing, podcasting, genealogy, and public history, Memory and Valour turns archival evidence and family memory into accessible storytelling for modern audiences.

The project is led by **Samantha L.G. McCrea** - First World War author, podcaster, researcher, personal and public historian, and genealogist. It is more than a podcast: it is a growing public history platform built around remembrance, education, legacy work, and community engagement.

Mission

Memory and Valour preserves and shares the lived experiences of Canadian servicemen and women so that their stories are not forgotten, but honoured, understood, and passed forward.

Brand	Memory and Valour - public history, remembrance, podcasting, books, and legacy storytelling.
Primary Focus	Canadian military history, especially the Canadian Expeditionary Force and the First World War.
Platforms	Website, podcast platforms, Facebook, Instagram, TikTok, Substack-style writing, and video reels.
Audience	General history listeners, educators, veterans, families, museum audiences, genealogists, and remembrance communities.

MEMORY AND
VALOUR

Founder Profile

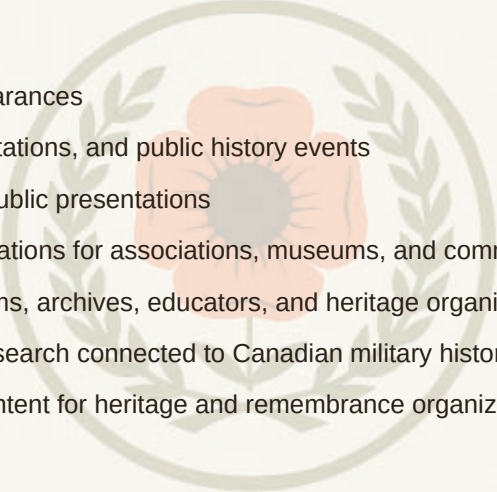
Samantha L.G. McCrea is a Canadian First World War author, podcaster, researcher, personal and public historian, and genealogist. Her work bridges archival research, family history, public heritage, and accessible storytelling.

Samantha is graduating from the **Heritage Resources Management** program at Athabasca University in November 2026 and has a practicum placement with the **Loyal Edmonton Regiment Military Museum**. Her work with Memory and Valour focuses on restoring human texture to military history - moving beyond names, dates, and battle maps to the lived experiences of soldiers, families, communities, and the long aftermath of war. She also leads guided heritage tours and public presentations for associations, museums, and community groups.

Memory and Valour also offers **Tribute Books** and **Legacy Books**: personalized family history and remembrance projects that transform research into narrative keepsakes for families and communities.

Available For

- Podcast interviews and guest appearances
- Remembrance talks, school presentations, and public history events
- Guided heritage tours and on-site public presentations
- Regimental and unit history presentations for associations, museums, and community groups
- Research partnerships with museums, archives, educators, and heritage organizations
- Genealogical and service-record research connected to Canadian military history
- Written, audio, and social media content for heritage and remembrance organizations

A large, faint watermark of the Memory and Valour logo is centered on the page. It features a circular emblem with a red maple leaf and a wreath, with the words "MEMORY AND VALOUR" written below it in a large, bold, sans-serif font.

MEMORY AND
VALOUR

Areas of Expertise

First World War History

Research, writing, and interpretation of Canada's role in the Great War, with emphasis on the Canadian Expeditionary Force.

Public & Personal History

Making complex history meaningful for families, schools, local communities, and general audiences.

Genealogical Research

Military service records, personnel files, family history, archival leads, and commemorative storytelling.

Podcasting & Audio Storytelling

Long-form narrative episodes, interviews, cold opens, dramatic structure, and historically grounded scripts.

Heritage Resources Management

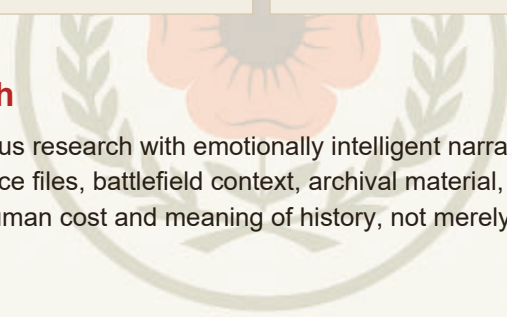
Preservation, interpretation, guided tours, museum support, archival engagement, and public programming.

Digital History & Social Media

Short-form educational video, reels, captions, calls to action, and audience-friendly public history content.

Core Storytelling Approach

Memory and Valour combines rigorous research with emotionally intelligent narration. Episodes and written projects often draw from diaries, letters, service files, battlefield context, archival material, and community memory - with the goal of helping audiences feel the human cost and meaning of history, not merely remember the facts.

A large, faint watermark of the Memory and Valour logo is centered on the page. It features a circular emblem with a red maple leaf and the words "MEMORY AND VALOUR" below it.

MEMORY AND
VALOUR



Published Works & Podcast

Published Works

The Great War Series - available on Amazon.

<i>Ancestors Sitting Between Us</i>	<i>The War That Stayed: Shellshock, the Iron Harvest and Shot At Dawn</i>
<i>In Flanders' Shadow</i>	<i>Zero Hour</i>
<i>The Great War in Four Acts</i>	<i>Once A Patricia, Always A Patricia</i>

Standalone - Tribute & Legacy

The Endurance of Private Hughie John McDonald: A Runner's Bravery in the Great War
Available on Amazon.

Memory and Valour Podcast

The podcast delivers narrative storytelling, historical deep-dives, interviews, and remembrance-focused episodes. Its tone blends accessible teaching, archival detail, and emotional gravity - designed for listeners who want history that feels immediate, human, and lasting.

Available on: Spotify, Apple Podcasts, Amazon Music, and other major podcast platforms.

MEMORY AND
VALOUR

Platforms, Audience & Reach

Platform	Content Focus
Website - memoryandvalour.ca	Long-form articles, research, project updates, service pages, and credibility hub.
Podcast - Memory and Valour	Narrative storytelling, interviews, historical deep-dives, and remembrance episodes.
Facebook	Community engagement, heritage discussion, veteran/remembrance audience, episode promotion.
Instagram	Visual history, archival imagery, reels, carousels, remembrance posts.
TikTok	Short-form history content designed to reach younger audiences with strong hooks.
YouTube - Memory and Valour	Podcast episodes are also available here, along with video storytelling, short-form reels, and remembrance content: youtube.com/@MemoryandValour

Audience Fit

- Canadian history and First World War audiences
- Veterans, serving members, families, Legions, and remembrance groups
- Teachers, students, heritage educators, and social studies classrooms
- Museums, archives, historical societies, and community heritage organizations
- Families seeking military genealogy, tribute writing, and Tribute Book and Legacy Book support

Note: current platform metrics, download numbers, demographic screenshots, and campaign-specific analytics can be supplied on request when needed for sponsorship or media proposals.

Collaboration Opportunities

Speaking Engagements and Tours

Remembrance talks, guided tours, heritage conferences, schools, museums, Legions, and community programs.

Research Partnerships

First World War genealogical, archival, and service-record projects with families, museums, and heritage organizations.

Content Creation

Written, audio, video, or social media content for organizations that need historically grounded public-facing material.

Exhibition & Interpretation Support

Museum programming, public history interpretation, narrative labels, research briefs, and companion audio.

Tribute Books and Legacy Books

Personalized family military history books and remembrance projects for families and communities.

Sample Partnership Uses

- A museum or archive wants a public-facing mini-series tied to a collection, anniversary, or local service history.
- A school or educator wants accessible Canadian First World War content connected to curriculum and remembrance.
- A veteran or heritage organization wants polished copy, audio, or social media content for outreach.
- A family wants a researched, written tribute that preserves a relative's service and story.
- An association or community group wants a researched guided tour or talk. Fees are on page 8.

MEMORY AND
VALOUR

Speaking, Tours & Programs

Memory and Valour offers guided heritage tours, First World War presentations, and remembrance talks for regimental associations, museums, archives, schools, Legions, and community groups. Every program is built on primary-source research and delivered in plain, human language, so audiences leave with the people behind the history, not only the dates.

Tours and Presentations

Program	Fee
Guided tour or presentation, up to 4 hours (half day)	\$450
Guided tour or presentation, over 4 hours (full day)	\$800

A half day is never prorated. Fees include research, program preparation, and delivery.

Research, Writing, and Audio for Organizations

Service	Fee
Research, writing, and audio content, hourly	\$75 per hour

Includes museum interpretation text, research briefs, narrated or companion audio, and podcast content for heritage organizations. Family research, Tribute Books, and Legacy Books are priced separately on the website.

Not Included

- Travel and accommodation outside Edmonton and area, quoted separately.
- Venue, equipment rental, printed handouts, and production costs.

Booking and Payment

- Please send the date, location, expected group size, and program length to memoryandvalour@gmail.com.
- Tours, presentations, and in-person events: 50% deposit to confirm your date, balance due within 7 days.
- Research and content projects: 25% deposit to begin, balance due on delivery.
- No more than two school presentations can be booked in one day.
- Payment by e-transfer. A receipt is issued for the deposit and the final payment.



Contact & Booking

For interviews, collaborations, research projects, speaking engagements, guided tours, Tribute Books, Legacy Books, media requests, or institutional partnerships, please contact Memory and Valour directly.

Name	Samantha L.G. McCrea
Email	memoryandvalour@gmail.com
Website	www.memoryandvalour.ca
Brand	Memory and Valour - Public History • Remembrance • Storytelling

For tours and presentations, please include the date, location, group size, and program length.

Scan to visit the website



Boilerplate Description

Memory and Valour is a Canadian public history and remembrance project founded by Samantha L.G. McCrea. Through books, podcasting, genealogy, Tribute Books, Legacy Books, and accessible storytelling, Memory and Valour preserves and shares the human stories of Canadian service and sacrifice during the First World War and beyond.

“Where memory endures, valour lives on.”