



MEMORY AND VALOUR

Public History • Remembrance • Storytelling

Rate Card & Schedule of Services

Samantha L.G. McCrea

First World War Author • Researcher • Podcaster • Public Historian

Provided on request • Effective October 2026 • All fees in Canadian dollars

"Where memory endures, valour lives on."

www.memoryandvalour.ca | memoryandvalour@gmail.com



Speaking & Presentations

Every presentation is built from primary research - service files, war diaries, letters, and family testimony - and written for the audience in the room, whether that is a Legion hall, a Grade 6 classroom, or a heritage conference.

Engagement	Fee
Community, Legion, library, or museum talk 45-60 minutes with Q&A, Edmonton area	\$350 - \$450
Virtual talk or online guest appearance 45-60 minutes, delivered by Teams or Zoom	\$250
School presentation - one session Curriculum-linked, Grades 5-12	\$350
School presentation - two sessions, same day	\$600
Conference session or half-day workshop Includes handout or reading list	\$700 - \$1,000
Keynote or Remembrance Day address Custom-researched to the host community or unit	\$1,200 - \$1,800
Self-guided audio tour or walking route Scripted, recorded, and delivered by QR code	From \$1,500
Guided heritage tour or presentation - half day Up to 4 hours, includes research and preparation	\$450
Guided heritage tour or presentation - full day Over 4 hours	\$800

No more than two school presentations can be booked in one day.

Travel beyond 50 km of Edmonton is charged at the current CRA mileage rate, round trip. Engagements requiring an overnight stay include accommodation at cost. A 50% deposit confirms the booking; the balance is due within 7 days of the event.



Research, Content & Interpretation

Custom Research

Service	Fee
Standard research rate Service records, war diaries, genealogy, archival leads	\$75 / hour
Opening research block - 5 hours Minimum engagement, includes a written findings summary	\$375
Research block - 10 hours	\$750
Research block - 20 hours Full cited research report with source documents	\$1,500
Single record retrieval or lookup Flat fee; archive and copying charges at cost	\$75

Written, Audio & Social Content

Service	Fee
Researched article or feature 1,000-1,500 words, cited, publication-ready	\$400 - \$700
Social media package Five pieces: scripts, captions, and vertical cutdowns	\$500 - \$750
Video or reel script Per script, historically verified	\$150 - \$250
Companion audio for an exhibit or collection Per finished minute, scripted and recorded	From \$200

Exhibition & Interpretation Support

Service	Fee
Consulting day rate Interpretation planning, programming, advisory	\$650 - \$800
Research brief for a museum or archive Scoped, cited, delivered as a working document	\$1,200 - \$2,500
Narrative label and panel writing Per panel, including research and revisions	\$120 - \$180



Terms & Booking

Commissioned Family Projects

Tribute Books, Legacy Books, and Commissioned Personalized War Stories are quoted separately by project, beginning at \$1,000. Each includes archival research, recorded interviews with transcripts, and a finished deliverable. A full scope and quotation is provided after a free initial consultation.

Terms

- All fees are quoted in Canadian dollars.
- A signed Client Services Agreement and deposit confirm every engagement.
- Speaking engagements, tours, and in-person events: 50% deposit to hold the date, balance due within 7 days of the event.
- Research and content projects: 25% deposit, balance due on delivery.
- Research blocks are billed against actual hours worked; unused hours are credited or refunded.
- Out-of-pocket costs - archive fees, record requests, copying, printing, travel - are billed at cost.
- Cancellation within 14 days of a booked engagement retains the deposit.
- Payment by e-transfer to memoryandvalour@gmail.com or by cheque payable to Samantha McCrea. Receipts issued for all payments.

To Book or Request a Quotation

Samantha L.G. McCrea | memoryandvalour@gmail.com | www.memoryandvalour.ca

Rates are reviewed annually and are held for 90 days from the date of quotation.

"Where memory endures, valour lives on."

MEMORY AND
VALOUR