



Western Development Museum

Media Process for Staff and Volunteers

Date of issue: June 3, 2024

Revision date: June 20, 2025

1.0 Media Defined and Applied

1.1 General

Media is defined as medium by which the WDM mass communicates with its collective audiences. This can include broadcasting, publishing or any internet related channel.

Generally, there are two types of media, the first being **Traditional Media** and including radio, print and television. The second being **Digital Media** including social apps (Facebook, Twitter, Instagram), blogs, vlogs, podcasts, or any online content.

Only those with expressed permission should engage in media related interviews, posts, or inquiries to engage in media interview on behalf of the Western Development Museum. Positions related to programming or management of a functional area may periodically be asked to respond to traditional or digital media requests when they are subject matter expert for that topic. It is important to remember that only subject matter experts should engage with the media on their topic and should defer to the appropriate party when they are not the expert in that area.

2.0 Questions/Inquiries

Media releases are created by the internal communications team at Corporate Offices and issued with related contact information. In many cases the contact person will be the CEO, the Director of Community Engagement or the Museum Manager for a particular location. There will also be instances where media releases will suggest a subject matter expert but ask that interviews be booked through

either the marketing team or the Museum directly. In all cases, media release must be vetted through the internal communications team prior to publishing for clarity and tracking.

Media inquiries are to be directed to:

Kristy Rempel, Director of Community Engagement
WDM Curatorial and Corporate Services Centre
2935 Lorne Avenue
Saskatoon, SK S7J 0S5

Ph: 306-934-1400
krempe@wdm.ca

In most cases a media release will trigger media outlets to request an interview related to the topic outlined in the release. These are normally directed to the people named in the media release. However, there are occasions where the media is looking for a story or following up on something related to an emergency or crisis situation. In these instances, please refer the request to the subject matter expert or the Director of Community Engagement.

3.0 Interview and Media Processes

3.1 General Talking Points

The Western Development Museum (WDM) is the largest human history museum in Saskatchewan with a collection of over 75,000 artifacts ranging from pins to locomotives. With four locations in the province, the WDM shares the Saskatchewan story from the beginning of settlement to present day.

The WDM's vision is: **A Saskatchewan where everyone belongs and histories matter.** Each location focuses on different aspects of Saskatchewan history - transportation in Moose Jaw, farm and rural life in North Battleford, 1910 Boomtown in Saskatoon and the stories of immigrants to the province in Yorkton.

Public programming is created to accompany the exhibits and is often reviewed and refreshed to create opportunities to experience the museum in new and interesting ways. Curriculum connected programs are developed to go beyond field trips for school aged children and provide learning opportunities within the Museum.

The Museum strives to embody Saskatchewan's diverse cultural heritage and inspire curiosity in our shared histories. We are actively engaging and creating partnerships in our communities to better highlight the histories and stories of under-represented cultures in our Museums. Further to that, we have created a WDM specific TRC Strategy in response to the Truth and Reconciliation Calls to Action.

The WDM is a registered charity and was established in 1949 when the Government of Saskatchewan passed the Western Development Museum Act. The Museum is governed by a provincial government appointed board.

There are approximately 100 FTE employees working at the corporate office and four museum locations across the province, Saskatoon, North Battleford, Yorkton and Moose Jaw. In each location the number and scope of support handled by volunteers varies, but system wide, the WDM is very proud of the nearly 20,000 volunteer hours annually.

3.2 Standardized Speech Writing

It is important to thank our supporters every chance we get. This includes the Provincial Government, our specific ministry, and our donors, members, and visitors. The following is a standardized paragraph to be included in speeches where WDM representatives are addressing groups, crowds, the media, or the general public:

“We gratefully acknowledge the ongoing support of the Government of Saskatchewan, through the Ministry of Parks, Culture and Sport, whose investment sustains much of the Museum’s operations. We also extend our heartfelt thanks to our donors, members, visitors, and community partners whose continued support helps us preserve and share Saskatchewan’s diverse heritage.”

When speaking on behalf of the WDM, it is important to recognize any dignitaries present and include a brief acknowledgement of the Treaty territory you are on—even if a full land acknowledgement or full dignitary recognition has already been done earlier in the program. This reinforces our organizational commitment to reconciliation and respect. It is not necessary to repeat individual names if they have already been acknowledged by the Emcee or a speaker earlier in the program. However, WDM representatives should still offer a respectful collective mention, such as:

“I’d like to acknowledge all the dignitaries present, including government representatives, Chiefs and First Nations leaders, Elders, and special members of the community, as well as our many friends and supporters.”

Similarly, a brief Treaty recognition is appropriate if a full land acknowledgement has already occurred:

“We are gathered today on Treaty [#] territory and the Homeland of the Métis. The Western Development Museum is honoured to be part of this shared journey of learning and reconciliation.”

For more detailed guidance on speaking order, event structure, and planning exhibit openings, please refer to the *Exhibit Opening Planning Document* on mywdm.ca.

3.3 Subject Matter Experts

The WDM has many departments and may change titles and job descriptions to better utilize currently available skills and employee talents or to suit the needs of the department. Be sure to confirm the details below are the most up to date:

As of June 20, 2025 requests related to the following items can be forwarded to these subject matter experts (while also copying in the marketing team at corporate office marketing@wdm.ca):

Curatorial & Exhibits

Elizabeth Scott escott@wdm.ca - Chief Curator – Director of Collections & Research

For requests or inquiries related to artifacts on display, items in the collection, deaccessioning, historic research done by the WDM, exhibit related media inquiries or things stemming from in museum displays.

Finance, Administration, Employee and or Government Relations

Joan Kanigan jkanigan@wdm.ca – CEO

For requests or inquiries related to the WDM's finances, organizational structure, government relations, TRC Strategy, employee matters, or anything of a crisis or emergency nature, the CEO should be the subject matter expert. Also anything related to or about a board member.

Community Engagement

Kristy Rempel krempe@wdm.ca – Community Engagement Director

For all items related to the general system-wide administration of volunteers, programs, fundraising, partnerships, sponsorships, marketing, admission pricing or memberships. If unsure where an inquiry should be directed to, please send to Kristy.

Museum Managers

Karla Rasmussen krasmussen@wdm.ca - Museum Manager – WDM Moose Jaw

Sharain Jones sjones@wdm.ca - Museum Manager – WDM North Battleford

Julia Wagner jwagner@wdm.ca – Museum Manager (Operations) – WDM Saskatoon

Jamie Hein jhein@wdm.ca - Museum Manager (Commercial Services) – WDM Saskatoon

Carla Madsen cmadsen@wdm.ca - Museum Manager – WDM Yorkton

Location specific inquiries related to museum operations and/or volunteers, events, programs, offerings, partnerships, admissions, gift shops, catering, bookings, café's, tours, traveling exhibits, educational content, or guest experience should be first reviewed and approved by the Museum Manger in that location.

At their discretion, museum managers may defer an interview or response to a coordinator that has taken the approved training or has subject matter experience. Example: a programmer can, with the managers approval, accept a media interview to promote an event they are directly involved in organizing.

Designates can be appointed by any of the subject matter experts to speak in their place or absence. These generalizations also apply to inquiries from the general public.

3.4 Expectations and Media Relations (Traditional Media)

When preparing for an interview on radio, podcast, television or print a couple of things to please be aware of:

1. You are speaking on behalf of the WDM.

- a. Only speak to subjects you are the expert in.
 - i. If asked to comment on something out of your area of expertise, defer to the job title of the person that could speak to that or deflect to something you do know about: “That would be a question for our CEO” or “I am not sure about that, but I can speak to xxxxx” or “I cannot speculate on that at this time”.
- b. As a spokesperson, anything you say should be framed as ‘we’ instead of ‘I’ and all your personal opinions should not be referenced.
- c. Nothing is ever off the record. Any information exchanged can be used in the interview. That includes the description in the email that accompanies the media release, the portion of conversation before or after the interview, the time on the phone before the interviewer begins recording, etc.

2. No amount of media training can replace interview preparation.

- a. Do not accept an interview immediately, allow time between the request and the actual interview to:
 - i. Confirm what the interview is about and if necessary defer to another subject matter expert,
 - ii. Review details, statistics or dates that will be required in the interview,
 - iii. Make point form notes of three items you would like to ensure are included in the interview,
 1. In moments of uncertainty or when a question is unclear or repetitive, answer using one of the points outlined above, regardless of the question. Example: “that is great question, but before I get to that, I want to make sure everyone knows the date of our upcoming event” or “I cannot speak to that, but I can say that we have some amazing volunteers here for the weekend at our event, very excited to welcome you to the WDM”.

3. The rules change in a crisis or emergency.

- a. If something unthinkable should happen, the crisis communication plan takes precedence over regular subject matter experts and should be referred to in all emergency related instances. When in doubt, send the request to your supervisor.

4. Most reporters/interviewers are on your side.

- a. In many cases the person interviewing you wants the interview to go well and will help tailor the questions to do just that.
- b. If at any time you feel the interview is becoming hostile; defer, make clear statements with out excessive explanation and/or end the interview calmly.

5. Record the interview in the [Media Tracker](#)

- a. Once completed and published, please update the media tracker spreadsheet with the link and details as required.

3.5 Expectations and Media Relations (Digital Media)

Digital media includes interview type opportunities (podcasts, online show, blog post content), like traditional media, and also single statement sources like social media. In a world of viral content and mass consumption this is a constantly evolving area. If you have been granted access to create content for programs, events, tours that may appear on promotional material, the website or social media it is important to remember:

1. You are speaking on behalf of the WDM.

- a. Try to only speak to subjects you are the expert in, even on social media.
- b. It is okay to say “I don’t know” but please follow it up with “but I will find out and get back to you”.
- c. Opinions and personal perspectives should not be shared on WDM platforms.

2. Social Media platforms are designed to be two-way communication.

- a. Ensure that posts and content are designed from the onset to engage with the audience, start conversations, and provide details,
- b. Be ready to answer questions and reply to comments on posts. Also to answer direct messages sent in relation to the post or project being promoted,
***it is important to remember anything in print can be copied or screen-shot and reposted in whole or part. It can be shared widely and easily taken out of context. Be sure to be clear, precise and truthful in all responses without over sharing or releasing confidential information.*
- c. If in doubt about a response, or how to answer and/or handle a situation that appears to be gaining traction or becoming viral, please defer to the marketing team or Director of Community Engagement, Kristy Rempel.

3. All content created should be vetted by the marketing department for adherence to brand standards and communications guidelines.

- a. Please send to marketing@wdm.ca or engagement@wdm.ca

- b. This includes graphics, media releases, internal memos, operational signage including admission pricing, way finding and external signs.
 - i. Excludes previously approved templates.

***Personal pages, opinions and non-WDM accounts – Items of Importance**

Similar to *'nothing is off the record'* in an interview situation, social media is much the same. Even on a private personal page a posted opinion or statement that is damaging to the WDM may have employment related consequences.

While it is not expected that any one employee would know all the suppliers, partners, sponsors, affiliates, or ministers related to the WDM, it is generally advisable that negative comments, statements or accusations of government, businesses, or persons remain at a minimum even on an employees' personal pages.

In addition, TikTok is strictly prohibited from being installed and used on all WDM owned and subsidized devices. In addition, WDM employees are not allowed to use their personal TikTok accounts for anything related to the WDM. The WDM is a government agency and TikTok has been banned by the provincial government for all Ministries and agencies.

4.0 Summary

It is only appropriate to engage the media if you have been approved to do so. No employee or volunteer should speak on behalf of the WDM unless previously authorized as a spokesperson. If you are unsure if you are approved, please contact your supervisor.

If you have received approval to speak on behalf of the WDM on social media, or in an interview, ensure you are prepared with ample time and knowledge on the subject. In the event you are not the subject matter expert either defer the question to the person who is, or answer with something you are the expert in.

When there is any doubt about an interview, post, comment, or any internal or external content or media related inquiry please reach out to the listed subject matter expert or the Director of Community Engagement to clarify and review before proceeding.