

# *The Megaphone*

*Edition # 23 – Posted On-line April 8, 2009*

**meg·a·phone** [meg-uh-fohn] –noun  
1. a cone-shaped device for magnifying or directing the voice, chiefly used in addressing a large audience out of doors or in calling to someone at a distance.  
www.dictionary.com

Hello everyone!

This week, it's the first part of our double *Megaphone* feature on our 2009 Annual General Meeting and Mini-Conference.

As you know, the Annual General Meeting will be held on Thursday, May 28 at the Heritage Inn in Saskatoon. This edition, I'd like to begin by introducing you to our presenters!

I've asked each of them to give us a brief synopsis of their presentations. Here they are:

## **Connecting with Audiences Through Social Networking Technologies**



**Heather Dunn**

Is your museum making use of new social networking technologies to connect with your audiences? Heather Dunn, of CHIN, will demonstrate some of the ways museums are using technology to enhance networking, marketing, communications and visitor experience.

We will begin with an overview of some of the "Web 2.0" or "social media" services that are available (such as blogs, wikis, social networking sites, video and photo sharing sites, and microblogging), and some examples of innovative ways that

museums in Saskatchewan and across Canada are using them. Many social networking technologies are available for free, do not require technical expertise, and can be very useful to museums.

We will end with an inspiring case study from the Morse Museum, which demonstrates how small museums can make use of a wide variety of these free technologies to create a dynamic web presence.

## **Engaging Students through Collaboration between Museums and Schools**



**Heather Wilson**

Educating students about their province's history and heritage can be a challenging area for volunteer run museums. This doesn't have to be the case.

Educational programs and partnerships can be developed using the Department of Learning's Curriculum Guide and open communication with your local schools.

Heather Wilson, of Morse Museum, will provide some sample units from the Curriculum Guide which, when adapted to museums, can supplement the resource material a teacher uses in her classroom.

An overview of the Morse Museum and Cultural Centre's Educational School Tour Program will be given, as well as the partnership which was developed between the Morse Museum and Morse School. This partnership has earned them the 2009 CMA's Museums and Schools Partnership Award.

### **First Peoples and Métis Community Involvement and Repatriation**



**Michelle McKay**

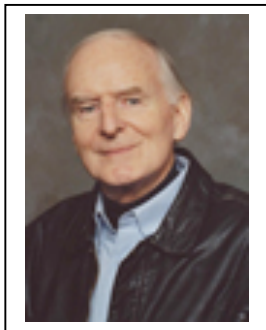
This presentation will be about involving Aboriginal culture within your facility and promoting existing First Peoples and Métis items within your displays.

Involving First Peoples and Métis who are aware of the culture, protocols and significance of your items provides a different perspective, as well as the cultural connotation of your item.

MAS has been compiling a list of First Peoples and Métis cultural contacts throughout the province that may be contacted. Protocols and procedures for involvement will be presented in this session by Michelle McKay, MAS' Director of Aboriginal Cultural Heritage.

MAS, with the assistance of the First Peoples Museums Committee, is in the process of developing Repatriation Guidelines so facilities can develop their own Repatriation Policies. These guidelines, as well as the education piece, will be presented to the group. Repatriation is a sensitive issue and will be presented and discussed from both Aboriginal and museums perspectives.

### ***Every one and Every thing has a Story to Tell – Lunch Presenter – Vincent Murphy***



**Vincent Murphy**

Welcome to the wonderful world of...story discovery, gathering and telling.

Storytelling is more than just telling. It is a cycle of discovery, gathering and expression. There is a continuum of cause and effect – a ripple effect – that embodies the underlying power of collected and expressed experience – real or imagined. What power!

Despite the overburden of external influence, story has not lost its fundamental magic or appeal.

Story is the centre of our whole-person human existence. Thus it takes only a slight prodding of exposure to bring people of all ages to a renewed appreciation of the magic of story and storytelling. Museums restore, store and display a wondrous array of artifacts. In terms of story, a museum is, in reality, a treasure chest of voices 'holding their breath'. Each artifact is simply bubbling with the energy of story that patiently awaits discovery. It awaits someone to give it voice.

For more information or forms for registration, resolutions, motions and board nominations, you can go to our website at this link <http://www.saskmuseums.org/masnews.php?id=557>

Talk to you next week! – Lisa