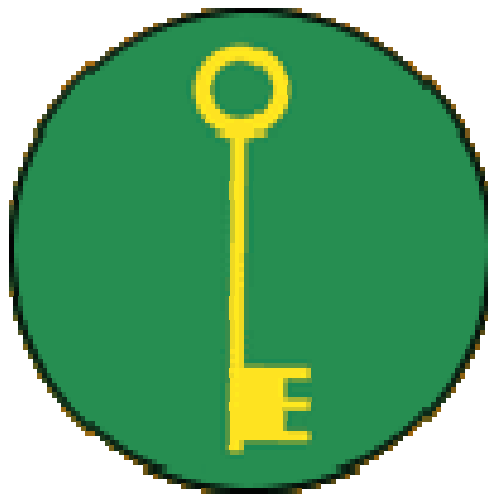


Middle Kingdom Chatelaine's Handbook

Second Edition
June 2010



“Be Welcome!
Be of Light Heart and Be of Good Cheer!
Enter our doorway and join in our song.
There is much to do here, all the day long.
Sit by our fire, drink from our cup,
Share a new story and then we will sup.”

Mistress Rhiannon Siobhan Shynane

ACKNOWLEDGMENTS

I would like to thank the former Middle Kingdom Chatelaine, Mistress Susan O'Dell, for allowing me the opportunity to put this handbook together. I would also like to thank THL Hillary of Langforde for allowing me to complete it. I would be remiss if I didn't thank all of those people without whom I would not have been able to do this. I would like to thank Sir Kyppyn Kirkcaldy, Baroness Genevieve Macpherson, THL Azrael ben Shemhazai, THL Margery Jennet of Lincoln, Mistress Heirusalem Crystoma, and my mother Earnesta Bluhm (Beverly Marshall). This was quite fun to work on and I hope that it will be of great help to you as a chatelaine!

In service to Crown and Kingdom,

Mistress Rhiannon Siobhan Shynane

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CHATELAINE'S HANDBOOK

I. Introduction

Greetings and welcome to the Office of Chatelaine. You have chosen one of the most exciting and challenging offices in the Society. You are the link between the SCA and the everyday world.

A. What is a Chatelaine

Chatelaine is just one of many words used to refer to the SCA officer responsible for helping newcomers in the society and it is the term that will primarily be used in this handbook. Chatelaine is the feminine form of the word and Chatelain is the male form of the word. There are also other terms that you may hear used such as Hospitaller, Castellan and Gold Key. Whichever term your group chooses to use, the responsibilities of your office will remain the same. In a historical sense a chatelaine was a small hook or chain worn on a belt to hold the keys of a household or other useful items. The person who wore a chatelaine and kept the keys was often known as a castellan in English or in French as the chatelaine(e). The symbol we use today for this office is a gold key on a green background.

Chatelaines have to wear many hats. On one hand, you are the person that explains, in everyday terms to bystanders, what is happening at a demonstration (demo). On the other hand, you are making sure that a new member is taking everything they need to an event. You are the person that hands out flyers one day and helps newcomers to understand our terms and traditions the next. You will need to be a little bit salesman, a little bit parent and a little bit Indian guide. You will need a strong understanding of the Society and the ability to explain everything in terms that anyone can understand. These are the three main areas of the office which will be discussed in this handbook (along with other areas):

- * Recruitment and retention
- * Education and development
- * Reporting

One of the most important areas of this office is to promote the SCA to the general public and find new members. This can be as simple as explaining what you do on the weekends to a coworker or as complicated as organizing a demonstration at a local festival. It can involve putting together a display at the local library to handing out flyers. You will need to look for opportunities to expand your membership and invite people to participate.

There is so much information for a new member to learn. Your office takes care of developing these new members into the SCA member they want to become. You also need to make sure that members that have been in the Society for a while do not get bored or burned out. Keeping in touch with the regular members is just as important as taking care of new ones. It is also a great way to keep your group growing and healthy.

Regardless of how much you do with the office, you haven't done anything if you do not report it. Let me say that again. You haven't done anything if you haven't reported it. Reports are due twice a year. In six months there will be plenty to report. Even in a small group, there are lots of opportunities to reach out to the everyday world. Make sure that you get the credit you deserve. Report what you and your group are doing.

This may seem like a lot of work but don't despair. There is help out there. The most obvious is your deputy. This is a great way to be in more than one place at a time. You can be handing out information at an activity fair while your deputy is talking to people at fighter's practice. Deputies can also balance your weaknesses. You may be fine at talking to people one-on-one but you get nervous talking to large crowds. Pick a deputy that can help you with the public speaking. The next place to look for help is your group's officers. Although all of your group's officers have something to give, you will be working hand-in-hand with your Seneschal. The responsibilities of these two offices are unique but they work in tandem with the membership.

You also have help outside of your group. You have your Regional and Kingdom officers and other local Chatelaines that can give you ideas and support. There are also the Regional and Kingdom Media Officers. They will help you with dealing with the newspaper press and TV segments.

In order to hold any office in the Society, you *must* be a paid member. Additional qualifications for this office are experience, enthusiasm, creativity and communication skills. Experience is very important. You must have a strong understanding of the SCA. Giving someone misinformation can not only turn a potential member away but it can also put your group and the Society in a difficult position. Know what you are talking about. Enthusiasm and excitement can make your office easy. The whole point of the office is to share your excitement with people outside of the SCA. If you love being in the SCA, it's easy to share that with others. Be creative. "Seeing the opportunity" can be the most effective part of your office. Noticing that people are watching at your fighter practice or that there is an empty display case at the local library can be the first step to obtaining new members. Look around; find new ways to share information.

Lastly, you need to be able to talk to strangers. This office is about communication. It is your responsibility to talk to bystanders at fighter's practice and demos. You must be able to talk to anyone. This includes: spectators, librarians, committee members, local business men, large and small groups, children, students, Boy Scouts, Girl Scouts, Kiwanis and anyone else that expresses an interest in the SCA.

B. What You Can Expect From Your Regional and Kingdom Officers

The MK chatelaine will maintain a roster of warranted local and regional officers. Warrant rosters are submitted to the Crown and the Kingdom Seneschal every Crown tournament for their signature and approval.

Foremost, you can expect your superior officers to act as a resource. They can provide you with the information and materials you need to perform your duties to the best of your abilities. Your Kingdom Officer will provide additional information for your

office on the Kingdom Web page and with messages in the Kingdom newsletter, the *Pale*. You should receive a subscription to the *Pale* with your paid membership. The MK chatelaine will also publish a summary of all reports and make them available to local and regional officers. The MK chatelaine will incorporate deputies for special projects as needed.

The Kingdom Chatelaine can arrange meetings at both the Regional and the Kingdom level. These are great opportunities to meet other Chatelaines and to exchange ideas. You can always expect a prompt response to your inquiries or problems, although you may not necessarily receive an ideal solution. Remember, the Kingdom Officer and Deputies are human and cannot always provide a perfect resolution. You can, however, expect them to listen carefully to your problem and provide the best counsel they can. Lastly, you can expect support and recognition for your hard work. Your superior officers should provide guidance and leadership for this office. Hopefully this handbook will be the beginnings of that support.

II. Administration

Like any office the chatelaine's office can run smoothly if you follow some basic guidelines. Following are some ideas to help your office be productive and well run. Remember you are an officer in the SCA and should behave as such. All reports should be turned in on time and to the appropriate people. They usually need your reports to complete their reports and not having them on time can throw off the whole chain.

A. How to Run the Office

When you take over the chatelaine's office there are some basic rules you must follow and some basic resources available to you. Familiarize yourself with everything on the Middle Kingdom Chatelaine's website. It can be a valuable tool for you. If you have suggestions of things you think would be helpful to have there, don't hesitate to mention it in your reports. The Society Chatelaine's website also has many helpful items on it.

1. Taking Over the Office

When you take over the office you must file a change of officer form with your Regional and Kingdom Chatelaine's office. This form can be found on the MK Chatelaine's website <http://www.midrealm.org/chatelaine/ChangeForm.pdf> or in the appendix of this handbook and can be mailed or emailed in. The current officers can be found under the Chatelaine's section of the website or in the back of the *Pale*. If you are a chatelaine for a shire or canton that is part of a barony you should also file a copy with the baronial chatelaine. It is generally the policy to copy your local seneschal on these so that they may include it with their officer report. This form should tell basic information about yourself such as your name, your membership number, your group, when you took possession of the office, and any questions you may have about your office. You will be warranted at the next Crown Tourney after filling out a change of officer form. You should make sure to take possession of any

materials and files the outgoing chatelaine has. It would be a good idea to either compare it to the current inventory of materials or create one for future reference.

2. Attending Meetings

As an officer it is important for you to attend as many meetings as possible. In many groups the Chatelaine's office is required as a voting officer to achieve quorum for voting purposes. Even if it is not, this is a great opportunity for you to be aware of what is going on in your group. Chatelaines or their deputies should always be represented and available to speak about the roles of newcomers in the group and getting them involved. New people may often be confused about what is happening at meetings and this is a good opportunity to explain things to them. Encourage established members to take part in this as well. Many times a meeting is the first time a new person interacts with the SCA if they find the times listed online and just show up. Meetings can seem very boring to a new person just coming into the SCA. If this is their first experience with the SCA it is good to catch them and explain that this is only a portion of what we do. Get their contact information and invite them to a fighter practice or other get-together. Answer any questions they may have and introduce them to other members. Having a friendly face that they can identify with from the very beginning can make a big difference in determining whether someone stays in the SCA or not.

3. Leaving Office

When you leave the office make sure that all of your records, demonstration (demo) materials, gold key materials, and promotional materials are all inventoried and in order for the new chatelaine. Remember when you were new to the office and how it felt. Have an inventory ready to make taking over the office easy for the next person! Working with a deputy is a good opportunity to train a replacement before you step down. Have them help with reports, demos, contacts etc. so they are ready to step in when you are ready to step down. Make sure that a change of officer form is filled out and sent in by your replacement.

B. Be Aware of Kingdom and Society Laws

Chatelaine is a warranted office in the SCA, as such you must be a paid member of the Society and receive the *Pale* at your residence. Make sure you keep your membership in good standing. You should make sure you read and understand the Middle Kingdom laws which are available on the Middle Kingdom Seneschal's web site. You should also be familiar with the Society laws especially any that pertain to your office. These can be found on the Society website.

C. Organize Your Materials

1. Files

When you first get your files from your successor you should go through them and familiarize yourself with the status of your group. Organize them if they aren't in good order and keep them that way. It will make finding things much easier when you need them. If you need file boxes or other supplies, check with your seneschal or at the next business meeting and find out what resources are available for your office. The group may have funds set aside for your office for business needs like file boxes, copying, etc. If not ask for what you need.

2. Promotional Materials

Organize any fliers your group may have and any handouts for newcomers. Go through them and see if they are current or out of date. Is the contact information current on them? Is the information about the Society up to date? Do you have enough copies? Make sure to keep a master copy of everything in a separate file for when you need to make changes or make more. Please make sure that any flyer or handout that is developed by the group is sent to the kingdom chatelaine at chatelaine@midrealm.org for approval before distribution.

3. Gold Key (Loaner Costumes)

Organize your Gold Key materials so that you have them in order. You want to be able to find things quickly and to have it easy to transport to events. You should have a variety of sizes available. Keep a written inventory of what you have and update it every time your get rid of or add to your Gold Key inventory. It is helpful to put at least a rough idea of sizes on the inventory. This will make it easy to tell what you have at a glance. If you find that you are using more of certain sizes than others you may need to adjust your inventory accordingly. You can either have a group sewing day to make more or solicit donations from current members who may no longer need some things in their closet. (See Section III. D. Gold Key for further information).

4. Demo Displays

Some (but not all) groups have Demonstration Displays that are a permanent part of their inventory. These fall under the care of the Chatelaine in some groups as they are used to attract new members. If you have some of these, try to make sure that they are kept in good condition and updated or fixed as needed. If they need to be taken to a demonstration (demo), make sure that whoever is in charge of them gets them back to you promptly if you aren't taking them yourself. These could be anything from display boxes with scrolls and other arts and sciences in them to old harps that have been donated to the group for demonstration purposes. Whatever the materials are keep an inventory of them if they are in your care. It may be your responsibility to have them at demos depending on what is needed.

D. Reporting Requirements

Reports from local officers are due to superiors by May 1st and November 1st. Reports from regional deputies are due on June 1st and December 1st. Reporting schedules are subject to change. Be sure to keep copies of all reports filed for your office records. There is a downloadable copy of the report in either MS Word or pdf format on the MK Chatelaine's website <http://www.midrealm.org/chatelaine/> that may be printed and mailed in or it may e-mailed to chatelaine@midrealm.org. This address will remain the same no matter who the Middle Kingdom Chatelaine is. It can also be found in the Appendix of this book or there is also an online form that can be filled out and submitted online. The report should be sent to your Regional officer. They can be found in the back of the *Pale* or on the Chatelaine's website. If at some point the Midrealm has Principalities, then a copy should be sent to your Principality officer as well if you live in the Principality. The report due November 1st is considered your Domesday report and should also be sent to your Kingdom officer. A copy should also be sent to your local seneschal so they may include the information in their officer reports for the group. The Domesday report especially should include any major happenings involving new members that your group has had, any plans you have in place for the future, and any ideas or suggestions for your office. Failure to file reports will have consequences. If you miss two consecutive reporting periods your warrant will be removed.

III. Dealing with the Public

As the Chatelaine you will be the first person many people deal with in the SCA. Try to put forth a good first impression and new members will be more likely to return. Think about what it is like when you go somewhere the first time. If the first people you talk to are not friendly and do not present themselves or their organization well, you are not likely to go back. You want to present yourself and the SCA in a positive light. Don't start off by talking about the parties they will find in the SCA, or politics, or households, or infighting that they may encounter. How you introduce people to the SCA and how you help them learn can influence who and what they become in the future. Think of yourself as the doorway to the growth of future generations in the SCA. This is your opportunity to help new members see the best of the SCA and perpetuate that so the SCA may continue to flourish and grow!

A. SCA Demo Policy

The SCA Demo Policy is available from a link on the Middle Kingdom Chatelaine's page, and is listed as an appendix in this handbook. You should familiarize yourself with this policy because, as the chatelaine, you will many times be one of the chief people in your group that deals with demos. If you have deputies they should also be aware of this policy.

B. Demos, Networking, and Public Relations

Demos are very important in creating SCA awareness. They can be a tactile representation of our Society and give a “realness” that a flyer or poster cannot. After all, we encourage participation in our Society. We don't want our audience to just be entertained; we want them to be involved. Having demos allows your audience to touch, see, and interact with our equipment and people. They can ask questions and cheer their favorite fighter on the list. Having the right kind of demo is almost as important as having a demo at all. The right kind of demo can bring you new members while the wrong kind of demo can give you a bad name in your community.

1. Who Should Talk at a Demo

This is a great time for your knowledgeable members to talk about the SCA and what a great group it can be. They should always be positive. Never tell stories that talk about fighters being unchivalrous. If you are recruiting college students, talking about youth activities is probably not the best topic. Brewing, vintning, fighting and dancing may be better types of topics. If you are recruiting families, telling stories about outrageous parties is not good. Again — identify your population and relate to their interests.

2. When Should We Do Demos?

Most SCA groups recruit sporadically when there is a great need. They will go through a time when their older members are burned out and new members are scarce. The group will do a series of demos that brings in a lot of new members and will only hold on to a few, because there aren't enough resources to help them all and then will settle back into a comfort zone, until the next time this happens. This is not the way to increase your group's numbers and maintain a healthy SCA group. Regular demos held through out the year are always better. Become involved with a local community activity, where people know you will be and count on seeing you. If you recruit all year long, you should receive more members in smaller quantities, which your group should assimilate easier.

3. Types of Demos

There are several types of demos that work well in the SCA. Knowing your audience will help you decide which type of demo you may be doing and to take stock of what group resources are needed. Have a sign up sheet to collect contact information from interested parties. It is very helpful to fill out the first line of your sheet since many people don't want to be the first to sign up for anything.

a. Recruitment Demos (ex: out in public)

These demos should have a variety of activities and people who are available to talk to the public. Your focus is having contact with the public and increasing their interest in the SCA. Hold a mock tourney, have an arts and sciences display, perform a dance or a play. Use whatever you can to attract your audiences attention. While the fighters do their combat, explain how our combat works, the rules, who is a knight, a squire, how everything relates. Flyers and other handouts with contact information are important to distribute. A good way to do this is to have a table set up with all of your information available. Try to have flyers, coloring pages for kids, etc. at your table. Give them something they can put in their hand and take home.

b. Educational Demos (ex: schools/scouts)

This demo will most likely have a specific subject or program that will focus on history and medieval culture. You may leave a few handouts with teachers, but recruitment is not the focus. Coloring pages to give out to kids can be a nice "take home" flyer.

c. Publicity Demos (ex: theater lobbies)

These types of demos can be used to recruit or teach, but most likely they will be part of another program (a parade or festival) and you may have to follow the greater structure of your community event. Good Public Relations in your community is very important.

4. What Should We Do at a Demo?

After deciding what type of demo you are going to have, you need to take stock of the resources within your group. Do you have fighters, artisans, archers, dancers, etc.? Draw on your group's talents and make sure they are represented based on the activity. Heraldry and pageantry are always important. Have banners, medieval pavilions, videos, pictures, etc. when possible, based on the activity you are participating in.

5. I Did a Demo, Now What?

Now you need to follow up by contacting people who have signed your sheet. You should contact people within a week of the demo. Those people at least had enough interest to take the extra time to place some of their personal information on a piece of paper. When a newer member contacts the chatelaine or seneschal then return calls or emails should be made within three days.

a. Second Tier Information Packet

They have made the first step in becoming a new member. Now you need to be a hospitable host and provide more information. You do not want to tell them you will get back to them and then not contact them. Remember — you are a professional organization and need to come off professional and competent. Send them a small packet of information about your local group, their meetings, classes, and calendar of events. Maybe a list of what they should bring to their first event or a glossary of some of our unique terminology. This is a time to give them just a little more information to make us seem interesting, but not too much to overwhelm (See Section IV. Interacting with Individuals).

b. Welcome to the SCA Class

It is nice to have a welcome class scheduled at least periodically. This event does not have to be a structured lecture class. Some groups have a newcomer gathering, a newcomer's feast, or a social function to just welcome new people. But it should NOT be your business meeting. It needs to be an event where the focus is on the new people you are hoping to recruit (See Section IV. A. 4. Newcomer Workshops).

6. Networking

Your current members are the most powerful recruiters you can find. They have decided to be active in the SCA and something about our organization keeps them active. They are the best testament to our organization and should be actively recruiting new members. If each member brings in just one new member, you have doubled your group size.

7. Public Relations

Partnering with your community is very important. Whether it is your local schools, churches, or city organizations (i.e.-libraries), these groups represent the community you live in. People will make assumptions about your organization based on the company you keep. They can also be a credible source for you in your community. Each member of your group should see themselves as an SCA public relations representative.

C. Promotional Materials

As Chatelaine you will be responsible for the handouts your group uses to attract new members. You may also write regular articles in your local newsletter or online. There are many examples out there for use that you may find on the web. Your group may already have some or you may want to create new ones. You may want to have some flyers with local officers contact information on them. You may also have business cards made up for the same purpose. When putting officer's contact information on things, remember that you may only want to do a certain number at a time. Officers change and then your handouts or business cards would be useless or have to be hand corrected. If you have a template online you can easily correct them but why waste already printed ones any more than you have to. Use simple easy to read fonts when making things. Fancy writing may look pretty but is often hard to read, especially at first glance. Remember to follow all copyright guidelines when using any materials as suggested below.

1. Copyright for Chatelaines

As chatelaine you can frequently find yourself creating newsletters, flyers or websites for your local group. And although you may not be publishing as much material as a chronicler, it's still crucially important to follow copyright rules.

The basic tenets of copyright hew closely to the ideals of our Society. A person's words and creations are their property, and just as honor and courtesy dictate that you get permission to borrow their armor or artistic equipment, you should get permission to borrow their words or art.

When it comes to copyright, three rules should be foremost in mind: Always get it in writing; better safe than sorry; and when in doubt, assume it's copyrighted.

a. Get It In Writing

Whenever anyone generates any material for you, whether it's a flyer, article, newsletter or website, you need to get permission to publish in writing. This includes anything written by someone, any photograph they take or artwork they produce. Under current Midrealm policy, you don't need an adult's written permission to use them IN a photograph; in that case, verbal permission will do. However, if it is a child, you still need written permission from a parent or guardian.

You can find the necessary forms at the Society Chronicler's website at <http://www.sca.org/officers/chronicler/permit.html>. There is also a copy of the form in the Appendix of this handbook. Keep these on record in your chatelaine's files.

b. Better Safe Than Sorry

If it's new material, have them sign a form. If it's reprinting something they have previously written for elsewhere, have them sign a form. If they wrote it for a newsletter and you want to put it on a website later on, but the original form only gives permission for a newsletter, have them sign a new form. Never forget that you are not getting the rights to the idea from them; you are borrowing the words or art for a certain limited circumstance, and to use it in a different circumstance, you need additional permission.

c. When in Doubt, Assume It's Copyrighted

This is particularly important when dealing with actual medieval images. Just because it's old doesn't mean it's free. The "Mona Lisa", for instance, is the property of the French government and can't be reprinted without permission. You can't reprint Pieter Bruegel's painting "Kinderspiele/Children's Games" without permission from the Kunsthistorisches Museum in Vienna, and so forth. Most medieval images are under copyright to some institution or other. It can be tempting to simply download an image off the Internet and use it, but it's dishonorable and quite possibly illegal.

If you want to use images from a clip art collection, that's all right, but be very careful to ensure that the clip art in question is in fact free to use. If you purchased a commercial clip art collection, read the fine print very carefully and follow their rules. Be very cautious of Internet clip art sites; if you have any doubts about their legitimacy, it's better just not to use it.

And whoever or wherever you get material from, make sure you give them proper credit in the text or web site.

This all may sound complicated, and when you get really deep into things it certainly is, but on the local chatelaine's level, it shouldn't be too difficult. Just remember the basic tenets of our Society and the three rules above, and you should be fine. If you ever have questions or concerns, your Regional or Kingdom Chronicler will be pleased to help to the best of their ability.

D. Gold Key

Gold Key consists of a program where your group will provide loaner garb and other items for new members to the Society. Most people when they first join the SCA do not have the resources or skills to invest in a lot of SCA clothing. Some people come to their first event without any expectations at all. They are unsure what to wear and having a good Gold Key system can provide your new members with items that will assist in making their first impression of the SCA a positive one. It's important to realize that even if your newcomer does not possess any idea what a "period" outfit may look like, they will still want to look nice. If possible, in addition to just T-tunics, have belts, pouches, or even headgear available to help your newcomer feel more like everyone else. Loaner feast gear adds to the ambiance of their first experience. Having loaner equipment for archery, rapier, or other activities will encourage your newcomer to participate in activities. "Iron Key" or loaner armor at practices will allow your newcomer to have the chance to experience heavy combat and/or rapier without having to lay out any expense. Armor is expensive and may be a hindrance to getting your newcomer excited about these activities. Once experienced, you have a better chance of your newcomer wanting to continue to participate in their new found hobby.

1. Compiling

Your stock of loaner items is the first step to building your Gold Key. When soliciting your group for used costumes, be ready for many hand me downs, or garb that needs to be fixed or altered. New people are already going to be self-conscious about wearing "funny clothes". You do not want them to wear items that are shabby, worn out, or torn. Asking for funds from your group's treasury to purchase some basic cloth and having a sewing night to make simple T-tunics in several sizes may be the best approach. Another idea is to have a garb swap for children and adults. People leave items they don't want and pick up something new. You can coordinate a donation of any left over items for your Gold Key. Label your gold key with a symbol or your group's heraldry to identify its ownership. A badge or symbol for newcomers that your group knows about can be strategically placed on the loaner garb as well, to identify who may be new to the SCA, not just new to your event. It doesn't need to be large and obtrusive, just a small favor or badge would do. There is no need to make a new person feel out of place. This will make it easier for everyone to know who to introduce themselves to and to be especially helpful and friendly as the new person may be shy and afraid to ask questions.

2. Maintaining Your Gold Key

It can be a lot of work if you are constantly trying to fix old garb. Take inventory of what you have and get rid of old costumes that do not look presentable. Wash your Gold Key costumes after they have been returned and place them in plastic tubs for future use.

3. Loaning Out

Loaning garb out and receiving it back can be a challenge. Your Gold Key station should be well marked and in a highly visible traffic area. You do not want to add to your newcomer's stress, by them trying to hunt you down. If possible, have your Gold Key sorted and hung up to be more accessible in choosing the right size and style of costume. This will also allow wrinkles to hang out and you can inspect the garb for stains and damage. As stated before, people want to look nice. They do not want to wear a costume that smells, is stained, or torn up, anymore than you do. If you are at an event, manage your new member's expectations, by giving them a place and time to return the garb. Then you can check in your items. There are several numbering and coding systems you can use to log who gets what and where. No matter what system you use, being organized will help you to keep a handle on your Gold Key inventory. Another idea for Gold Key may be to sell basic T-tunics for a minimum cost. A \$5 or \$10 T-tunic is a steal compared to Renaissance festival prices. If you have a few T-tunics already on hand, you can sell them inexpensively, or have people put a deposit on your loaner garb.

No matter what system you put into place for loaner garb, feast gear, tents, etc., you need to take stock of what you currently have in your Gold Key and make sure that it will adequately satisfy your group's current recruitment needs.

E. Web Use for the Chatelaine

In these times the web is used by almost every group in some form or fashion to recruit new members. Chatelaines should have a hand in how their group does this. The web has the potential to be a huge recruiting tool for your group. You can work with your local web minister to make sure that what is available on your website is well presented and likely to attract new members. Many times this is the first place people look for information about the SCA and if it is not presented well they are liable to just go away. If your group has a website then there should be a very visible section on the first page for NEW MEMBERS. This should be easy to see and find. When they click on this you should have contact information for them so they can immediately contact someone if they are interested in the SCA. Whenever possible it can be helpful to use modern terms next to SCA terminology i.e. president/seneschal. This will make things easier to understand for new people. It would also be helpful to have officers' pictures next to their names to make them easy to identify. The possibilities for other things you can have available here are endless. At all times be aware of copyright laws even for the web (See Section III. C. 1. Copyright for Chatelaines).

At the very least there should be basic information on when your group meets, where and what time. It would be nice if you had this for business meetings, fighter practices, and any other meetings your group hosts. It would also be helpful if you had brief explanations for what happens at these. Some new people may not come to fighter practice if they aren't interested in fighting, not realizing that much of a groups socializing often takes place there! Have a link for people to connect to your local and regional E-groups if there are any. Consider having current members write small articles on different subjects geared for new members. This may give them a head start on information before they even make it to a meeting.

Check out other groups' websites for ideas or even other Kingdoms. The web can and should be part of every chatelaine's recruiting toolbox. Make sure that all information is kept current and fresh to keep people interested. Try to think of things that you would like to see if you were new and just looking for the SCA. Talk to new members and ask what they would like to have found on the web page when they were looking for us.

F. Dealing with the Media

Whenever dealing with publicity of any kind, whether it is printed or live media, the Kingdom Media Office should be consulted. This includes any self generated material the group may use to promote itself such as newspaper ads, magazine articles, and posters. The media (whether television, print or online) is a tool like anything else and should never be consider a primary recruiting tool. Personal contact with individuals is always the best way for newcomers to get to know the SCA.

1. Being Contacted By or Contacting the Media

The SCA has had an increased amount of media attention and as a Chatelaine; you may be called upon to deal with the media at an event or a demo. In order to prepare for this possible interaction, you should familiarize yourself with the Society's media policy that is included in the Appendix. If you have any questions don't hesitate to contact the Kingdom Media Officer.

If the media contacts your group in order to do a story, this needs to be reported to the Kingdom media office. This contact usually occurs in one of two ways. Either the visit is unannounced or it is planned. If the media pays your group an unannounced visit, inform the media office as soon as possible after the visit. The chatelaine or the seneschal of the group should be the person to interact with the media during their visit.

If the media contacts your group in order to arrange a planned visit to an event, practice or demo, the Kingdom Media Office needs to be contacted ahead of the visit. This way, any questions you may have regarding interacting with the media can be answered and the Kingdom Officer can provide you with appropriate press materials and the rules for film crews. The Kingdom Officer may wish to attend the event and help with the media visit. Please allow enough time before the event for the officer to make that decision.

If your group wants to contact the media, this contact needs to be approved by the Kingdom Officer ahead of time. Be certain to give the Kingdom Officer enough time to prepare appropriate press materials or to prepare a press release specific to your event. This also will give the officer time to decide if they can attend the event. If the Kingdom Officer cannot attend the event, they may ask you to act in their place, or they may elect to appoint a representative for the event. The Kingdom Officer has a handout available called *Words and Topics to Avoid*. If the Kingdom Officer hasn't already given it to you, you may want to ask for it and review it before the media arrive.

2. While the Media Are Visiting

If the Kingdom Media Officer is on site when media are visiting, the Kingdom Officer is the media contact by default. The officer may ask your assistance with the visiting media, especially if more than one crew is on site at a time. If the Kingdom Officer is not on site, either the group chatelaine or seneschal should be the media contact for the day.

The Chatelaine or the Seneschal should meet the media at the gate when they arrive on site. Introduce yourself using your modern name and give them a brief introduction to the society. Give them the prepared press materials and be sure to include local contact information with the materials. If the media is from television, please have the Society rules for film crews on hand.

The Chatelaine or Seneschal should plan to escort the media while they are on site. They should never be left alone. The fastest way to an inaccurate story is to just let the media wander around aimlessly. Try to remember your first event. An SCA event can be very overwhelming, especially, if you are not introduced to it by someone who knows “the lay of the land”. As a chatelaine, you are one of the people best equipped to make this introduction.

When speaking to the media, try to use “inclusive” language. The SCA, like any other group, has its own language and can be easily misunderstood by observers on the outside looking in. Use modern terms whenever possible. For example, it’s the gate, not troll...it’s youth combat, not boffers, and so on. What are normal everyday terms to us in our SCA life may seem weird to others. In order to help visiting media understand the SCA, it is a good idea to stress the safety protocols in the SCA. It is also a good idea to stress the courtesy and chivalry aspects of the SCA. It is one of the things that help make the SCA the successful group that we are.

Remember when dealing with the media, they can be a friend to your group or one of its greatest foes. Courtesy begets courtesy. If you are in anyway hesitant or reluctant to speak to the media, contact the Kingdom Officer and they will either take over or appoint a representative to do so.

Once the event is over, be certain to contact the Kingdom Officer and report your successful visit with the media.

IV. Interacting With Individuals

Working as a chatelaine in the SCA, you will have the opportunity to interact with a large variety of people. This is a great way to meet people and learn more about your fellow SCAdians.

A. Information for Newcomers

There is a large amount of information available in the SCA. It is important as chatelaine to learn how to disseminate that information to new people.

1. Knowledge and Information Overload

The first thing to remember when someone is interested in the SCA is not to tell them everything you know all at once! The fastest way to send someone running away is to bury them in details they don't yet understand.

2. SCA Organization

At this point, the potential newcomer only needs the general outline of what the organization is (an international, educational organization interested in pre-17th century Europe and whatever lands were known to Western Europe at the time [i.e., we have 16th century Native Americans but not 8th century Native Americans, because Europe didn't know about this continent in the 8th century] and we learn by doing as much as by reading), how it came about (a themed birthday party in Berkeley, CA, in 1966; the attendees had so much fun, they turned the idea into an organization), how it is organized (we have divided the world into kingdoms, with monarchs chosen by tournament), and what kinds of activities are available (anything that was done in the Middle Ages that is legal to do now, someone somewhere is doing; we have the martial arts, needle arts, leatherworking, woodworking, metalworking, calligraphy, cooking, brewing, etc.). If they ask for more information by all means tell them, if not then this is quite enough information for someone to absorb the first time they ask about the SCA.

3. Customs and Courtesies

Tell newcomers that we try to adhere to the ideals of chivalry and courtesy. Let them know that we have many customs, both material and verbal, that may seem strange to them. Invite them, if they come across something they don't understand, to ask questions — to introduce themselves to the SCA member as new to the Society and inquire about what puzzles them. After they have been to a couple of things and are still interested, you can explain some of the basic customs such as belt colors, chains, coronets and basic titles. This will help them feel not so out of place as they prepare for their first event. Try to gauge how well they are absorbing the information so you don't throw too much information at them at once. Having some basic handouts that they can take home and refresh the information at their leisure is always good! Another way to do this if you have multiple new people at once is having newcomers' workshops (see below).

4. Newcomer Workshops

There is no set timeframe on when or how formally a group should hold newcomer workshops. If your group encounters potential newcomers on a regular basis, you might want to schedule regular workshops. If your group only gets occasional newcomers, or you don't have the resources to hold regular workshops, you might want to consider combining workshops with another group or holding the workshops during your regular gathering times. A good time to schedule a workshop is shortly after an event that is likely to bring in newcomers (a demo at a library or college, for example, or participation in a renaissance faire or community festival) or before an event that your group is hosting. Topic ideas include brass hats (what to look for and how to address the people wearing them; include the peerages and their symbols of office), group officers (titles, badges of office, and duties), volunteer opportunities at events (helping with setup/cleanup, sitting at troll, crying the camp, serving at feast, etc.), what to do if called into court (remove weapons, bow/curtsey to all on the dais, kneel on the provided pad, bow/curtsey after being released, and walk backwards for a bit before turning around), how to make a basic T-tunic, and short demonstrations on various martial arts and arts and sciences.

Sometimes having a "garb camp" or sewing day where established members help newcomers learn to sew and create costumes is a great way to get everyone involved! Everyone can bring sewing machines, sewing materials, patterns, and books. Helping newcomers choose what they are interested in before this is a good idea. They can then bring the material they will need that day. You might even help arrange a shopping day so that several of them can go with a member to get fabric.

B. Helping Newcomers Get Involved

1. Integration

Many people have a hard time putting themselves forward in an established group where they know no one and everyone else seems to know each other. Introducing newcomers to a few people helps them get started. Find out what interests each newcomer has; for example cooking, and try to introduce them to established SCA members who hold the same interests. Introduce newcomers to several people, so they don't latch onto one person, otherwise they try to turn that one person into their new best friend in the SCA. This is also a safeguard for you, as you are usually the first SCA member to take an interest in the newcomers. It may even be beneficial to find out ahead of time if anyone might be willing to mentor a newer person in a particular area of study. (See Section IV. C. Getting Members Involved With Newcomers).

2. Education on Opportunities in the SCA

The SCA has many resources, both in terms of materials and of people. Give newcomers the URLs for the Society Chatelaine's web page <http://www.sca.org/officers/chatelain/newcomers.html> , the Kingdom web page <http://www.midrealm.org/chatelaine/> , and your local group's website, and talk about a few of the resources to be found on each site. Make sure they have information on how to join your local E-group if you have one. Let them know about *Tournaments Illuminated*, and Kingdom, Regional, and local publications (including your group's newsletter, if there is one). Talk to newcomers about RUM and any upcoming events that are emphasizing classes. These are excellent ways to learn and often have visual examples or hands-on segments. If they are interested in the arts and sciences, let them know about Regional and Kingdom A&S competitions – always good places to get ideas. Connect newcomers with SCA members who are already involved in the areas newcomers are interested in; established SCA members may already know of book lists or museum exhibits that could be useful to the newcomers.

3. Newcomers' First Event

If newcomers won't have garb ready in time for their first event, help them arrange with Gold Key to borrow garb for the day. Be sure they understand the theme of the event and the activities that will be offered, so they know what to expect. If it is an outdoor event, talk to them about providing their own seating, whether chairs or blankets. Discuss meal options with them: whether a lunch will be available or the fact that they can bring a cooler of food; whether they want to attend feast and what they will need to bring with them. If they don't have what they need, try to arrange loaner materials or connect them with a current member who they can go to the event with. Let them know that they should be fine addressing anyone they meet as My Lord or My Lady until they have learned how to tell whether a person has a title. If the event is not close, find out where newcomers live and look for ride-sharing or caravanning possibilities. Encourage SCA members to invite newcomers to set up their seating areas next to them, to take a class together, or to sit with the new members at feast.

C. Getting Members Involved With Newcomers

1. Know Your Members' Strengths

Potential or new chatelaines sometimes are concerned that they don't know enough about the SCA to be able to lead newcomers. Don't worry — you don't need to know everything yourself; you just need to know who to point newcomers toward. A survey can be useful for this; find out members' time periods, locations, races/countries, and areas of interest/expertise. Have newcomers write down their contact information and possible interests; you can then match the newcomers with members who share their interests or live in the same general area (also useful for carpooling possibilities). Keeping a log for newcomers to put this information in is a useful way to keep the information organized.

2. Mentoring

Encourage established members to mentor newcomers. This could include helping the newcomers develop personas, make their first garb, find resources about their interests, answering questions about the SCA and how it works, offering to drive them to their first event, walk them through troll and help them find their way around the site, and introducing them to more people. This will also make your job less overwhelming, especially if you have a large number of new people.

D. Assisting Relocated Members

There are often times that current SCA members will relocate to a new group when they have to move. Sometimes this will be to an entirely new Kingdom. These members often know how the SCA already works. They may need some help adjusting to being in a new group and making new friends. If they are relocating to an entirely new Kingdom, the customs and laws could vary greatly from where they were before. Chatelaines should try to help introduce these members around and help them by answering any questions they may have about their new group or Kingdom. If they fight introduce them to some of the local fighters and make sure they know when fighter practices are. If they are into arts or sciences introduce them to other members with their area of interests. When you first move to a new group it is often easy to feel as lost as a totally new person. Try to make them feel welcome and part of the group.

E. Minors in the SCA – Working with the Youth Office

Many new members will have families that are also interested in the SCA. If incoming members have children, you may need to work with your local youth officer/minister of children to make sure that the children also get involved. If only one member of a family feels involved and the others feel left out the odds that they will stay in the SCA decrease dramatically. If your group doesn't have a youth officer make sure to introduce the parents to other parents in the group (especially any with children similar in age to theirs). Let them know about any activities that may pertain to children the age of theirs.

F. Know Your Limits (don't be afraid to delegate)

Being a chatelaine can be a very time consuming job, especially if you are in a large very active group such as a Barony. Don't be afraid to delegate some of your responsibilities. Burning yourself out won't do anyone any good! While it may be hard work occasionally, being a Chatelaine should be fun!

1. Deputies

Chatelaines should have deputies to assist them whenever possible. Ideally all of the groups' members will act as a type of deputy and seek out and welcome new people. This doesn't always happen though because people get involved and preoccupied with their own activities. You may want someone to be in charge of the Gold Key materials and getting them to events and demos. You may want someone to be in charge of the chatelaine portion on the web and doing your promotional materials. You may want someone to help out with demos if you can't be there or if it's a really large one, like a renaissance faire, you may need more than one person available to help out. You may just want to train someone to take over the office when you step down. If you do decide to have an official deputy (or two) make sure to list them on your reports. Make sure to let them read the handbook and that they follow the same rules that you do. If you're just having someone help out at an event this is not necessary. This may be a good way to have someone who is interested in the office for the future to learn a little about what you do by helping out occasionally. Regardless of how many deputies you may have, you are ultimately responsible for assuring that the work gets done.

2. Differing Personalities

Chatelaines have to deal with many different personalities and many different situations. The qualities of tact and courtesy are extremely important as the chatelaine. Learn how to make suggestions to newcomers without tearing apart their efforts when they are first learning in the SCA. Encourage others to do the same. There are good ways to encourage people without telling them that something they have done isn't correct. When people are new encourage them to try new things and praise those attempts whether they are done in a completely period fashion or not. Connect them to people who can help them learn their skills better. Try to remember when you were a newcomer and how easy it was to get discouraged, especially if you thought people were looking down on your efforts. There can be a fine line between "help" and criticism (which should always be discouraged). Try to foster an atmosphere of encouragement in your group rather than discouragement.

V. Resources for Chatelaines

Earlier in the handbook we talked about the many resources you would need to organize and the Middle Kingdom and SCA websites. There are many resources you can find there, but there are also other resources it helps to have on hand. Your office should have a copy of the *Known World Handbook* handy. There are guides to customs, courtesies and awards on the Middle Kingdom Herald's website that are very handy to have printed off to share with newcomers as they start asking more questions. It helps to have costuming handbooks, possibly some pictures from events, copies of your local newsletter, and maybe some articles explaining various arts and sciences. Use your local officers and peers for information and help. That is what they are there for. The most important resource that you have though is yourself. Remember what it was like being a new person. Remember how lost you felt, how overwhelmed, possibly how shy and afraid to ask questions you were. Even if you did want to ask questions who would you ask them to? Remember how easy it was to feel left out and ignored. Although you now know it was more than likely not intentional on anyone's part, the result is the same and can often drive someone away. The most important thing regardless of what resources you use, is to make new people feel welcome. If you can do that, they will more than likely stay and eventually become a part of our every growing SCA family!

Society Seneschal's Handbook

Appendix E: Demo Policy

- I. A demo ("demonstration") is an organized educational effort to teach and/or display activities of medieval interest in general, and SCA interest in particular, to the general public. They are the primary way of introducing and finding new recruits for the SCA. However, not all demos are the type that results in new members. An elementary school demo is fun, but the likelihood of recruiting new members is low. A university or Renaissance Fair demo is more likely to attract new members, but does not necessarily contain the educational information of a school demo. Both are important, and a group should find a balance between them.**
- II. In order to be covered by SCA insurance, demos must be approved by the sponsoring group's Seneschal and the branch may restrict who may represent them to the public. Restricting participation should be done with extreme caution and care. A demo may also be an "event" if it meets the requirements for an event as outlined in Corpora. At any demo, a paid SCA member must be present and in charge of the demo.**
- III. Demos where there are no combat-related activities do not require waivers unless they are held as part of an SCA "event." Therefore, if there is no combat, and the demo is not held at an SCA event, waivers are not required. Waivers may be completed individually, or a roster waiver may be used. It is not required that spectators at demos sign waivers, as long as they don't become participants.**
- IV. As with all martial activities, an authorized marshal of whatever forms are being displayed must be present if there is fighting at a demo. SCA combatants must be authorized in that weapons' form/style in order to perform at the demo.**
- V. Demo organizers should pay particular attention to site/host restrictions regarding SCA and live steel weapons. In general it is not a good idea to allow the general public to handle live steel weapons at a demo and live steel weapons must never be left unattended. SCA weapons (non-live steel) must not be left unattended and in plain sight and access of the public. (They may be stored unattended in tents, trucks, etc.)**
- VI. Since observers of SCA demos are generally not familiar with SCA combat activities, special care for safety must be taken. Boundary ropes are strongly recommended, and sufficient safety personnel must be provided to ensure safety of combatants and observers.**
- VII. A member of the SCA may not hit a member of the public with any weapon regardless of whether the member of the public is in armor and gives consent. Adult members of the public who wish to try armored combat should be referred to the nearest SCA group for instruction. (Note: target archery is not considered a "combat-related**

activity," and so waivers need not be signed for that activity, but be certain that all appropriate safety procedures are taught and followed.)

- VIII.** With specific safety restrictions, supervised children age 12 and under may hit an armored SCA fighter with boffer weapons only, not rattan weapons. Waivers are not needed from the parents of children who take part in "fight-a-knight" activities. Minimum safety standards include keeping unarmored observers at least 10 feet away from the armored fighter and child. Individual Kingdoms may make more restrictive policies.
- IX.** Whenever a demo is done with children present, a minimum of two unrelated adults must also be in attendance at that demo. "Children" refers to anyone under the age of legal majority.
- X.** No one may bring weapons of any kind onto the grounds of a school without prior knowledge and consent of the school officials.
- XI.** There is no SCA policy that prohibits an SCA group from charging a "demo" fee to the organization requesting the demo. However, most groups accept donations rather than charging a set fee. With either a donation or a "demo" fee, all monies should be in the form of a check, payable to the "SCA, Inc., [group name]." Under no circumstances should an individual receive cash or a check made out to them personally. SCA site fees may not be charged at a demo unless the demo is held as part of an SCA event.
- XII.** Assuming appropriate safety precautions are in place, and with any necessary instruction, participation is a highly effective method of educating the demo guests—and fun for both the SCA member and guest.

Publication Permission Form

Society for Creative Anachronism, Inc.

This form may be completed and e-mailed to an SCA publication for immediate use. However, if you use this on-line form, it is in trust that you will be forwarding a SIGNED form to the publication. SCA publications must have your signature on file to use your material.

I, , being known within the Society for Creative Anachronism as , do hereby grant permission for the (**Circle appropriate item(s)**: article/poem/picture/song/other) entitled:

to be used as follows (**check all that apply, complete blanks where necessary**):

Ownership by the publication titled and all copyright granted to that publication (Society for Creative Anachronism, Inc.), which shall determine all future use of the item named above. (**Check no other item.**)

- One-time publication in an issue of:
- or:** publication in that publication no more than times (separate issues).
- Performance at the event called
- Posting on the Web page for:

I recognize that persons unknown may link to this site or may use my work without my permission. I shall hold the web page owner harmless from such activity if proper notice appears on the Web page, and I am immediately notified when the link or use is discovered.

If I have checked one of the last three options, I retain all copyright in my work and may grant permission to any other publication or entity to use my work.

I further certify that I am the sole creator of this work, and have not substantially based it upon the work of any other person. If others have contributed to this work, or if I have based this upon the work of any person, their names and addresses (or other contact information) are:

Date: / /

Signature: (Signature must be on completed and mailed form.)

Address:

SENESCHALS, CHATELAINS/HOSPITALLERS AND THE MEDIA

by Stephanie Drummonds, Assistant VP for Press and Media Relations - April 2007

As you should be aware, the Society as a whole has a media policy in place (available on www.sca.org, under the Seneschal's page). I would like to clear up any confusion regarding this policy as it relates to the Chatelain's office and local group interaction with the media. The media (whether television, print or online) is not, and should not be considered, a primary recruiting tool. The best recruiting tool that any of us have is a firm handshake combined with one-on-one interaction.

So, how is the media to be utilized, if at all? The answers break down into two basic categories – if the media contacts you, or if you want to contact the media.

- 1) **If the media contacts your group** for the purpose of doing a story or other media presentation, this needs to be reported to the media office. For example, if a reporter/photographer shows up at a demo or fight practice unannounced, then the chatelain and/or seneschal of the group should talk to them, following the guidelines set forth in the media policy regarding image we want to project, topics/words to avoid, etc. Photographers and videographers should also be informed that any participant may decline to be photographed.

Following this type of contact, a brief report should be emailed to the Kingdom Media Officer for information and possible follow up, if required. An incident report form is listed below.

If there is a period of time between when the group is contacted and when the media attends the event, then the Kingdom Media Officer should be contacted in that interim. That way, the Kingdom Officer can provide the local group with Society press materials and rules for film crews, as well as making provisions to attend or appoint an appropriate spokesperson for the event.

- 2) **If the group wishes to contact the media** and invite them to an event, this must be approved through the Kingdom Media Office ahead of time. This will give the Kingdom Media Office time to provide local representatives with the appropriate press materials, or to prepare event specific materials if required, as well as making provisions to attend or appoint an appropriate spokesperson for the event. For example, if a group is planning an event with a particular theme or a special feature (e.g., authentic 16th-century Turkish feast, Norse poetry competition) then the Media Office can work with the group to send targeted press releases to local media, and plan to attend the event and distribute information which will include the appropriate local contact information. In this case, no local incident report would need to be filed after the event, as the Kingdom Media Officer would already be involved. However, if there is follow up contact after the event, this should be reported as in number 1.

Guidelines for interacting with the media at an event or demo:

- All media contact should be handled by the seneschal or designated representative. Designated representatives should be articulate and conform to the image delineated in the Society Media Relations policy. NOTE: If the Kingdom media officer is on site for the event, he or she is by default, in charge of all media contact, and should be prepared with all appropriate press materials. The Kingdom media officer can choose to delegate or share these responsibilities with a suitable local representative.

- When the media arrives, the designated representative should be waiting to greet them. Introduce yourself, using modern names, and give them a brief introduction to the Society. Give them the prepared press materials (either the general press release or a targeted one if it has been created). Include local contact and meeting information with this information. If the media is from television, please have on hand the Society rules for film crews.
- If the media has been invited to an event, it is the responsibility of the seneschal and event steward to make certain that the event staff is briefed in advance and knows who the designated media contact for the event will be. Conversely, if the Kingdom Media Officer is in attendance, he or she should alert the event staff of their presence and preparedness to handle the media. It is also a good idea to alert any royalty attending the event that the media are expected.
- Guide the press through their interactions. Focus on positive aspects of the Society and use caution in what you say, using the press materials and media policy as a guide for talking points and topics/words to avoid. Remember, anyone can be misquoted.
- Stress safety. This can be done in discussions – by explanation that SCA combat is a martial art form which requires training and skill, and has strictly monitored equipment standards, and routine safety inspections for all participants. This can also be done in practice, by making sure that all spectators, whether media or general public, are protected from any combat areas.
- It is also a good idea to stress the courtesy and chivalry aspects of the SCA. One of the best ways to do this is by treating the media, and demo spectators, as courteously as we strive to treat one another.

3) **National Media:** If any national media outlet, such as a cable television channel, news program, prime time television show, or filmmaker, contacts a local group, they should NEVER be dealt with at a local level. These contacts should be referred to the Kingdom Media Officer immediately, and will more than likely be dealt with at a Society level.

4) **Community Calendars:** Many local media outlets, either television or newspaper, have a free calendar for listing community events, either in the paper itself or on its website. There are also some local community-oriented event sites which are not attached to any particular media outlet. If the group wishes to place this sort of announcement for a demo, as a way of attracting greater attendance from the public, this is permissible with courtesy notification to the Kingdom Media Officer. However, it is not recommended to place such announcements for events. If too many people respond to the announcement, a large number of spectators looking to be entertained could easily overload the capacity of the event site or disrupt the event schedule.

A sample announcement is below:

Who: Society for Creative Anachronism, Shire/Barony/March of XYZ

What: Demo at the Spring Art Fair

Where: (recommend you include the entire mailing address, including zip code for the location)

When:

Contact for More Information: (Phone and/or email of seneschal/ chatelain), local and Society websites

You should include a brief explanation of the Society, such as:

Do you dream of being an armored knight locked in combat armed with sword and shield or a dashing swordsman wielding a rapier in a duel? Come realize your dream with the Society for Creative Anachronism, an international not-for-profit living history organization dedicated to bringing the Middle Ages and Renaissance to life through research and reenactment

Most outlets accept requests for this type of announcement via regular mail, email, or fax. Contact the Community Editor or Assignment Editor to determine how they prefer to receive announcements. If via email, it is best to use the words – “Community Announcement” or “Community Calendar Listing” in the subject line so it will get forwarded to the correct person and less likely to get caught in company spam filters. In this case, the Kingdom Media Officer should be alerted that the group is going to place this type of announcement. A copy of the announcement, as well as a list of where it will be posted, should be copied to the Kingdom officer at the time it is sent to the calendars. That way, the office can be prepared should any media contact occur as a result of these listings. If you are planning to list an event on the calendars, please clear this with your Kingdom Media Office first (or seneschal if there is not a media officer).

- 5) **The Internet:** With the preponderance of internet photo and video websites (e.g. YouTube, MySpace), more and more people are posting pictures and video of Society-related activities to these sites. While it is not the intention of this office to limit this type of expression, it is an arena where good sense needs to prevail. Think before you post. If the material is your own, fine. If the material is copyrighted, and you do not hold the copyright, don't post it unless you obtain written permission from the copyright holder to do so. (Please note: televised newscasts ARE copyrighted material, the copyright being held by either the station or the network.) This includes placing copyrighted music with your own pictures or video. As it stands now, the person responsible for posting the pictures or video is the one who is responsible for obtaining permission, and is the one legally liable if material is used without permission.

At the current time, the Internet is something of the “Wild West,” as far as guidelines and regulation are concerned. However, this topic is heating up with Congress and the FCC. Copyright holders have successfully sued websites which used their materials without permission.

Overall, when it comes to media interaction, the rule of thumb is “when in doubt, don't.” If there is any question on how to handle a media contact, refer the question to the Kingdom Media Officer/Kingdom Seneschal for a ruling.

Sample Incident Report:

Media Incident Report – Kingdom of _____ – Group Name

Initial Contact Date:

Contact Person: (Include name and contact information for any media person who contacts you. That way the Kingdom Media Officer can follow up with them directly if necessary.)

Description of Incident:

Submitted by: (Include your complete contact information, so the Kingdom Media Officer can follow up if more information is required.)

Date Submitted:

Midrealm Resignation and Change of Office Form

Please print legibly to avoid typographical errors.

Outgoing Officer Acting Officer

SCA Name & Title: _____
Modern Name: _____
Phone Number: _____
Email Address: _____
I intend to resign as _____
(office) of the SCA branch called _____
_____ located in _____

I understand that it is my duty to transfer all of the files and property of the office to my successor promptly.

My resignation will take effect _____
Signed: _____ Date: _____
We, the undersigned, officers of _____
_____ have been informed of this proposed officer change in our branch.

Other Branch Officers

Name: _____
Office: _____
Date: _____
Name: _____
Office: _____
Date: _____
Name: _____
Office: _____
Date: _____

Baron/ess, if applicable
Signed: _____
Date: _____

Copies To:
Regional Officer
Kingdom Officer
Branch Files

FOR ADMINISTRATION USE ONLY:

Entry Date: _____
Expiration date: _____
Database Object ID: _____

SCA Name & Title: _____
Modern Name: _____
Address: _____
Phone number: _____
Fax Number (if available): _____
Email address: _____
Membership Number: _____
Expiration Date: _____
I agree to serve as _____
(office) of the SCA branch called _____
located in _____

I understand that it is my first duty to notify my Regional and Kingdom Officers. I understand that I will function as an acting officer until the appropriate Kingdom Officer and the Crown of the Middle Kingdom warrant me. I am a sustaining member in good standing of the Society for Creative Anachronism, Inc., or I am an associate or family member and live at the same address as a subscribing member. I understand that I must regularly report on the state of my office to the branch members and to the appropriate Regional and Kingdom Officers. To the best of my knowledge I am able to fulfill all requirements and to perform all duties of the office. I also consent to have my contact information on the Kingdom newsletter and on The Kingdom web-site.

Consent to Publish

I do hereby grant permission to publish my contact information on any page hosted by by the domain midrealm.org and in The Pale, the Midrealm Newsletter for the purposes of the SCA.

PRINT MODERN NAME

SIGNATURE

DATE

Received/Entered by: _____