

# *Meridies*

# *Chatelaines'*

# *Handbook*

*For local Chatelaines and Hospitallers in the  
Kingdom of Meridies, SCA Inc.*



2014

Edited by THLady Aranwen of Willow Ford, Kingdom Chatelaine of Meridies

Greetings unto the Chatelaines and Hospitallers of Meridies,

I am so glad that you volunteered for this office. It is vital to the future of your group, the Kingdom of Meridies, and the Society for Creative Anachronism, to draw in and welcome new people. You will find over time that you will take a special interest in those newcomers who joined the SCA under your watch. Like our children, it is a pleasure to watch them grow.

In service to the future of Meridies,

Lady Heahburh aet Niwecastel  
Kingdom Chatelaine of Meridies  
mka Diane Huff  
[chatelaine@kingdom.meridies.org](mailto:chatelaine@kingdom.meridies.org)

---

This is the Meridian Chatelaines' Handbook, a publication of the Chatelaine's office of the Kingdom of Meridies, Society for Creative Anachronism, Inc. Additional copies are available from the Kingdom Chatelaine of Meridies. This is not a corporate publication of the Society for Creative Anachronism, Inc., and does not delineate SCA policy.

Material in this handbook is intended for use by Chatelaines of local groups within the Kingdom of Meridies in the performance of their jobs, by their deputies, and by Seneschals for groups that have no Chatelaine.

This handbook is not intended for newcomers. Information for newcomers about the Society for Creative Anachronism can be found at <http://welcome.sca.org/>, in the appendices, and at other sources mentioned in the section on Information Sources for Newcomers.

---

Articles in this handbook were contributed from the following sources:

- [Meridian Chatelaine Handbook 2005](#) by Maestra Bianca Allegri da Vicenza
- [Meridian Chatelaines Handbook 1998](#) by THL (now Sir) Kyppyn Kirkcaldy
- [Middle Kingdom Chatelaine's Handbook 2010](#) by Mistress Rhiannon Siobhan Shynane
- Material Found at [www.sca.org](http://www.sca.org) and the [Known World Handbook](#), corporate publications of the Society for Creative Anachronism.
- [The Kingdom Law of Meridies](#)
- [Organizational Handbook of the Society for Creative Anachronism](#), April 2001, revised July 2004
- [Seneschal's Handbook](#), by Ellis O'Boirne/Lee Forgue, Society Seneschal, dated October 2000
- [Society Seneschal's Policy - Media Relations and External Publicity](#) - Issued February 2005
- [Chatelaine's Handbook, Kingdom of An Tir](#) by Ekatarina Borisovna Kievskiaia
- [How to Reach Newcomers](#) by Lady Alison Wodehalle, East Kingdom Chatelaine

## *Table of Contents*

### **What is a Chatelaine?**

Definition and Scope

Alternate Titles

Qualifications

Badge of Office

Deputies

The Guiding Hand

### **Responsibilities of the Kingdom Chatelaine**

#### **Responsibilities of the Local Chatelaine**

Maintaining Records

Reporting Requirements

Newcomer Orientation

Recruiting

Recommended Printed Information for Chatelaines to Have On-Hand

Dealing with the Media

Newcomer Orientation and Training

Gold Key Loaner Garb

Running Demonstrations

Issues When Dealing with Families and Minors

Retention

Change of Chatelaine Officers

### **Appendices**

A) Corporate Statement Introducing the Society for Creative Anachronism

B) Information Sources for Newcomers

C) Advice for Newcomers by Alys Katharine

D) Notes on Public Relations and the Use of Jargon

E) Useful Information, Articles, and Lists to Share with Newcomers

F) Society Policy for Chatelaines and the Media

# **What is a Chatelaine?**

## **Definition and Scope**

The Chatelaine is the SCA officer in charge of recruiting, greeting, and helping newcomers. Because the Society for Creative Anachronism is a large and unique organization, with its own culture and customs, it can be daunting to newcomers. As a minimum, the Chatelaine is responsible for assisting newcomers to learn about the SCA, so that they will feel comfortable enough to join and become active, contributing members. The local Chatelaine is a deputy to the local Seneschal, and reports to the Kingdom Chatelaine of Meridies.

The Chatelaine is also customarily responsible for recruiting new members to the SCA, providing loaner garb for newcomers, and coordinating public demonstrations. These duties may be delegated to deputies or assigned to another officer by the group Seneschal. These additional duties are addressed in this handbook as a part of the Chatelaine's office.

Every organization requires a steady stream of new members to bring in new ideas and enthusiasm, and to replace lost members who move away or are no longer able to participate. This simple fact makes the task of the Chatelaine very important to the health and future survival of the local group and the Society for Creative Anachronism as a whole.

In 2004, the Society for Creative Anachronism established a corporate office for Media Relations. This office, with its Kingdom-level counterpart, is responsible for the image and presentation of the SCA, Inc. in the public media (television, radio, newspapers, magazines, and electronic). Communication with media outlets and response to any negative publicity regarding the SCA is the responsibility of the Media Relations office, working with the Kingdom Seneschal. The Media Relations office is also responsible for developing press materials, procedures, and guidelines to be used by local Chatelaines and their groups when working with the local media on recruiting and demos. Only materials developed or approved by the Media Relations office are to be used when communicating with the public media.

## **Alternate Titles**

The title of Chatelaine comes from the medieval term for the domestic administrator for a large estate or castle. This person was the "keeper of the keys" and was the host or hostess for visitors. Other titles for the Chatelaine are used around the SCA, all deriving from this same medieval office: Hospitaller, Castellan, Chatelain (a male version of Chatelaine), or Gold Key Officer.

When speaking to members of the general public who are unfamiliar with medieval or SCA terms, the Chatelaine position may be presented as the Recruiting Officer or Hospitality.

## **Qualifications**

In Meridies, the Chatelaine position is a Greater Office of State. Baronies are required to have a Chatelaine; smaller groups are not required to have a Chatelaine. However, given the importance of recruiting and retaining new members, it is highly recommended that every SCA group have a Chatelaine. Group Chatelaines are required to be paid members of the Society for Creative Anachronism. Generally the term of office is two years. In groups that have no Chatelaine, the responsibilities of the Chatelaine belong to the group Seneschal.

To be an effective Chatelaine, the office holder must be familiar with the laws, customs, and culture of the SCA and the Kingdom of Meridies. The Chatelaine must also be comfortable with and willing to greet and speak to strangers about the SCA, or delegate this task to a more outgoing deputy.

Because many inquiries from newcomers these days come via the internet, the Chatelaine must have internet access and an email account that he or she checks on a regular basis. The local Chatelaine must have a listed (available to be published to the public) phone number to which inquiries can be directed. The Chatelaine must be available and willing to respond in a timely manner to requests for information about the SCA in the local area.



## Badge of Office

Deriving from the term Chatelaine, as “keeper of the keys” of the estate, the badge of the Chatelaine is a gold key upright on a green field. Local Chatelaines are encouraged to wear this badge and to use it on banners or signs at events where Chatelaine and Gold Key services are provided.

## Deputies

The Chatelaine, with the approval of the local Seneschal, may appoint deputies to assist in these tasks. Deputies sometimes used by local chatelaines of larger groups include:

Gold Key Officer is responsible for collecting, loaning out, and maintaining a stock of loaner items for newcomers. This stock is usually just garb, but may also include feast gear and loaner armor, at the prerogative of the local group. Loaner armor is often maintained by the local Knight Marshal; as a function of that office rather than the Chatelaine’s office.

Demo Coordinator is responsible for coordinating and in most cases running local demonstrations for the general public. This may include educational demos at schools and clubs, and recruiting demos specifically designed to attract new members and raise awareness of the SCA in the local community.

Recruiting Coordinator is responsible for identifying contacts at local newspapers, radio, TV, and publicity events such as local renaissance fairs; writing and issuing publicity notices to these outlets about selected SCA activities for recruiting purposes; and strategic planning of group recruiting efforts. This task is sometimes delegated to a well-connected web minister or chronicler. This officer works closely with the Kingdom Media Relations Officer to ensure the effectiveness of media communications and compliance with SCA corporate policies and guidelines on media communications.

## The Guiding Hand

There exists within the Kingdom of Meridies an Order to which the Crown may elect those persons who have served the Kingdom well and faithfully by giving encouragement and assistance to newcomers and any who have need. (Meridies Kingdom Law, Sept. 2011, section II-221) It is called the Order of the Guiding Hand, Meridies. Members of this Order are entitled to place the initials C.G.H.M. after their names.



The badge of this order is “argent on an egg sable the Lombardic upper case letter M, argent”.

While this award reflects the characteristics of the ideal Chatelaine, it is not restricted to those who have served as Chatelaines. All Chatelaines of Meridies are encouraged to aspire to the ideals of this order, and to submit recommendations to the Crown for those persons that they have observed practicing the ideals of this Order.

## Responsibilities of the Kingdom Chatelaine

The responsibilities of the Kingdom Chatelaine of Meridies are delineated in the Kingdom Law of Meridies. The responsibilities of the local Chatelaine derive from these Kingdom responsibilities. In case of any conflict, Kingdom Law takes precedence over this document.

These responsibilities are:

As a Greater Officer of State the Chatelaine shall be responsible for the following:

- (A) Acting as a liaison to newcomers in the Kingdom and the Society and providing such services and information as necessary to acclimate newcomers to Kingdom and Society culture.
- (B) Overseeing the publication of Newcomer’s Handbooks and publicity pamphlets designed to introduce the Society to newcomers and to the public at large, subject to final approval by the Kingdom Seneschal.
- (C) Maintaining files on all activities, productions and personnel of the Chatelaine’s Office.
- (D) The Chatelaine shall maintain a roster of local Chatelaines or Hospitallers (not to exceed one per branch) to carry out duties similar to those of the Chatelaine, and as defined by the policy of the Chatelaine’s Office.
- (E) The Kingdom Chatelaine, or a designated Deputy, shall be the moderator/owner of the Chatelaine egroup, and for reviewing and providing current information to the Kingdom Web Minister for the Chatelaine’s page on the Kingdom web site.
- (F) The Chatelaine shall report to the Crown and Kingdom Seneschal(e) four times per year giving the state of the office. These written reports shall be due two (2) weeks prior to Crown List and on July 1 and January 15.

## Responsibilities of the Local Chatelaine

### Maintaining Records

Records and files should be kept in reasonable orderly fashion. It is recommended that local Chatelaines collect contact information on newcomers who have expressed an interest in the SCA and maintain records on recruiting programs, demonstrations, gold key inventory, and publicity materials. Files may be kept on paper in a file box or electronically, so long as the files can be transferred in a timely manner to the next Chatelaine.

Lists of newcomers that have contacted the local group may be used for occasional follow-up calls or emails, and to invite those who have not become regular members to future recruiting events.

Records on recruiting programs, demonstrations, and other local Chatelaine activities are very helpful when attempting to re-create a successful activity or avoid the pitfalls of a less-than-successful one. Local Chatelaines are encouraged to share such “lessons learned” with the Kingdom Chatelaine in their reports. Gold Key inventories are the property of the local group, and therefore are the property of the SCA, Inc. As such, they should be recorded and maintained as group property, with records given annually to the group Reeve (Treasurer).

All publicity or recruiting handouts, and copies of published news articles, should be maintained in a file by the group Chatelaine or Seneschal, with a copy provided to the Kingdom Chatelaine and Kingdom Media Relations officer.

When possible, the local Chatelaine should be a member of the Chatelaine’s egroup, and use this resource to share ideas and suggestions with the community of local Chatelaines.

## **Reporting Requirements**

### Immediate Reporting Requirements

The Society Seneschal’s Policy, Media Relations and External Publicity, requires that Local Chatelaines report within 7 days a media interaction to the Kingdom Chatelaine, Kingdom Media Officer and Kingdom Seneschal whenever one or more of the following is true:

- 1) Outside media venue requests material for a story.
- 2) Outside media venue arrives unannounced at an SCA event or activity.
- 3) Outside media venue contacts the SCA regarding an ongoing news item.
- 4) A story—positive or negative—regarding the SCA appears in an outside media publication.

This reporting may be handled by the local Seneschal or the local Chatelaine, at the local Seneschal’s discretion. A courtesy copy of any resulting media (story in a newspaper, epublication, etc.) should be provided to the Kingdom Chatelaine and the Kingdom Media Officer.

### Quarterly Reporting Requirements

This is usually not our favorite part of the job, but a necessary – and at least fairly painless - one. Without reports from you, the Kingdom officers don’t know what the state of the office is in your group, or even the state of your group. Even an officer’s report that says, “I have nothing to report this period” is still a report (although it’s not recommended that this be sent repeatedly). No report means that your superior must spend time tracking you or your Seneschal down to determine the status of your office.

Local chatelaines are expected to provide quarterly reports to the Kingdom Chatelaine on a schedule to support the Kingdom Chatelaine’s requirement in item IV-204(F) of Kingdom Law to report to the Crown and Kingdom Seneschal on the state of the office. Reports are due **April 10, July 10, October 10 and January 10**. A reminder is sent out on the Chatelaine Yahoo! Group prior to the due date. If your report is not received by the 20<sup>th</sup> day of the reporting month, you will receive a personal email reminding you to send in your report. After 5 days, a late notice will be sent to your Seneschal. If your report has still not been received by the end of the reporting month, your group will be listed as non-reporting in the Kingdom Chatelaine’s quarterly report to the Crown and the Kingdom Seneschal. Timely reporting is greatly appreciated. Reporting extensions can be given if circumstances warrant it, but you must contact the Kingdom Chatelaine.

Information required in Chatelaine reports is as follows: (alternately, you can get a copy of the Word document from Facebook or Yahoo to submit your report on which makes this much easier to fill out)

- 1) Name of local branch
- 2) Your SCA name, modern name, address, phone number, e-mail address, membership number and expiration date
- 3) Are you a chatelaine or a seneschal?
- 4) List classes for newcomers taught in your group during the last quarter
- 5) List demos done by your group, dates, topics taught and group to whom it was presented. A more detailed demo report should be submitted separately, if it was a significant demo. If no demos were done during the reporting period, an entry of "Demos – none" is fine.
- 6) List newcomer meetings or specific newcomer activities. Estimate how many newcomers have been at your meetings this quarter.
- 7) MOST IMPORTANT: Send copies of any and all articles on the SCA in any (local, regional or national) newspaper, magazine or other publication within 7 days. If you have been on TV, I'd love a videotape. See requirements regarding media contact in Appendix F.
- 8) Send copies of any new or revised promotional materials currently being used by your group (press releases, handouts, etc.), they must be approved by the Kingdom Chatelaine and the Kingdom Media Office prior to use.
- 9) Note any issues or concerns that have arisen in performing your office.
- 10) Any solutions you have found for a problem. Even if you solved it without outside help, let the Kingdom Chatelaine know. The same problem may have popped up elsewhere and you have the answer.
- 11) Great successes or fabulous failures. Part of the "chain of information" is to help other groups avoid mistakes and to spread good ideas. Tell us how your job is going – we really want to know. Really. That's why we took the job.

Chatelaine reports are to be sent via email to the Kingdom Chatelaine at [chatelaine@kingdom.meridies.org](mailto:chatelaine@kingdom.meridies.org). A copy of your chatelaine report is to be sent to your Seneschal at the time of reporting.

If you are unsure how to handle a situation, a problem, or just have a question that needs attention, don't wait until your quarterly report is due. Contact the Kingdom Chatelaine or post your question or problem on the Chatelaine Yahoo! Group, or the Facebook group. Ignored problems tend to grow when left in the dark.

## Attending Meetings

You should make every effort to attend meetings. Being at meetings lets you hear what other officers are doing, as well as what the group is working on. You need to keep yourself informed about the SCA and your group in order to do your job well.

You also should be present to report to your group and its officers about what is happening in your office. You are responsible for all publicity in your group, unless the Seneschal directs otherwise. You should keep track of who is autocrating events and what kind of publicity they are planning for those events, if any. Technically, only the Seneschal, in conjunction with the Chatelaine, will have a blanket authorization to represent the SCA or the group to the public. If you attend meetings regularly, you will probably know who is attending events. Many groups have their own requirements for officer

attendance at meetings, so it would be a good idea to check with your Seneschal to see what is required of you in that regard.

If your group holds a lot of events, you may not be able to attend everything. It is strongly recommended that you have a minimum of one deputy who can act in your stead at both events and meetings that you are unable to attend.

If new people tend to come to certain regular activities in your group (dance or fighter practice, Arts and Sciences), make a point to either attending these activities or sending a deputy. It's best if **you** can make the first approach to new people. Go up and introduce yourself, and ask if they have questions about the activity that is taking place.

## Newcomer Education and Integration

Educating new members is a very important job, and one that often gets ignored or down played. A newcomer who is well-educated about the Society will know what to expect and what is expected of them. The SCA is different from most organizations or clubs in that it has developed over time with its own language, structure and politics. A newcomer who is given incorrect information or the wrong guidance can become a nuisance for everyone to deal with.

The first step in the process is to educate yourself. You should maintain a library (it can be paper or electronic, whichever works best for you) of SCA and Meridian materials. Find out what the Kingdom Law and Corpora actually say, don't rely on someone else's interpretation or your own memory and interpretation. Your job, first and foremost, is to represent the SCA both accurately and favorably. Accuracy comes first in that equation.

Those of us who have been in the SCA for more than ten years have absorbed things through osmosis or from talking to our friends and just kind of being around. It's likely that we overestimate how much can be learned through osmosis as opposed to being taught in a more formal manner. Most of what we really need to know to enjoy an event can be taught and the basic concepts of chivalry and honor can be explained. What fealty means to an individual or why a certain action was or was not chivalrous may be experienced and dealt with in different ways.

Despite the fact that a good number of us who are in the SCA are well organized, the SCA is not, on the whole, as well organized as many of the individuals who contribute to the running of it. Nobody will change the basic structure of the SCA or make the whole organization become a neat, efficiently run machine. But if you have a choice between structure and chaos, the structure approach will most often be the better choice for the new members you're trying to reach.

Newcomer orientation may be achieved through classes, one-on-one instruction, written newcomers materials published by the Society, the Kingdom or the local group, or mentor relationships. There are many approaches to the teaching of newcomers. Newcomers also vary as to how much training they need to feel comfortable enough to get involved and fend for themselves. Newcomers who are over age 35 often won't ask questions because they feel they should already know. They may need a little extra help. Advice to Newcomers (Appendix C) is a good handout to start with.

It is possible to overload a newcomer with information. The history of the SCA, its titles, culture, customs, activities and idiosyncrasies is a lot of information to take in at one sitting. Such a data dump can send a newcomer screaming for the nearest exit. Have mercy and allow the newcomer to digest such details at a comfortable pace. In this regard, the local Chatelaine may have to look after the newcomer and diplomatically intervene if another well-intentioned member is overwhelming them with information. A bored or glazed-eye look is a good indicator.

Essential information that must be provided to all newcomers includes:

- The name, purpose and major activities of the SCA – easily delivered in a brochure or on an introductory web page.
- What activities and meetings are planned in the local group, when and where they meet and how to get involved.
- The officer structure of the group. Seneschal as the head of the group and the other officers that come under him/her.
- What to wear at specific activities and how to acquire or make garb. Give them instructions on making a T-tunic, help them make garb, recommend merchants, etc.
- Requirements for waivers, authorizations and approved equipment for certain activities for safety and insurance reasons, including age restrictions.
- What to expect at and what to bring to their first event.

Beyond the above “essential” information, additional details about the SCA can be conveyed as needed, and requested, by the newcomer. Some of the most requested information by newcomers includes:

- Definitions for SCA unique words and titles, especially those of local officers (see Appendix E for a glossary of terms and acronyms used in Meridies).
- Protocol and precedence in the SCA, including what to do if called into Court.
- Basic heraldry.
- How SCA combat works.

We are fortunate these days that a lot of information is available through the internet. There are many web sites including <http://socsen.sca.org/society-chatelaine/newcomer-resources-and-information/> (linked on the SCA.org website), where such information can be found. The Royal University of Meridies ([www.royalu.meridies.org](http://www.royalu.meridies.org)) offers classes on these and many other introductory topics. The course requirements for the basic RUM Scholar’s Degree are available at [www.royalu.meridies.org/Degrees.html](http://www.royalu.meridies.org/Degrees.html). Royal University holds an annual collegium in mid-July. RUM accredited classes are often taught at events during the year. Outlines and class handouts can also be requested from the RUM Vice Chancellor for Academic Research (Librarian), an email link is on the RUM page.

In addition to formal training about the SCA, it is important that each newcomer experience opportunities to interact socially with members of the group. When a group goes out for pizza after a business meeting, newcomers should be invited to come along. Members should not assume the newcomer will understand that they are invited. On the contrary, many newcomers are self-conscious about barging in where they may not be welcome or assuming anything until they clearly understand how the group functions.

## **Recruiting**

Every volunteer organization is at some point faced with the need to recruit new members. The SCA is no exception. We have long relied on word-of-mouth to bring in new people. One of the best recruiting tools we have is a good website. Many people find us by surfing the web. However, when the supply of these people runs thin, a bona-fide recruiting effort may be in order. Start with a plan.

## Developing a Strategic Plan

A strategic plan is a combination of a mission statement and/or a set of goals and a defined set of activities or actions which will be taken to achieve these goals. "The Society for Creative Anachronism, Inc. is an international non-profit, educational organization dedicated to researching and recreating pre-17th century European History." One of our broad goals is to attract, educate, and retain new members. So, how is your group going to accomplish that goal at the local level? There are several ways of attracting new members: personal contact, advertisement through printed and electronic media, demos, or simply by chance. This can be a lot of work and it is recommended that you solicit help from the local populace. One of the more formal methods you can use for obtaining assistance is to speak with your Seneschal and your media representative about conducting an annual strategic planning session with the other officers of your group.

**Brainstorm:** Ask meeting attendees to make suggestions for demos, advertising, etc. At this point, the feasibility of the idea should not be discussed. Simply record all suggestions for discussion later. Use "flip chart pages" and brightly colored magic markers to record the ideas. Post each page on a wall if possible to help participants stay on track and avoid duplication.

**Discuss and Refine Your Ideas:** Once all the participants have had a chance to make suggestions, discuss each idea as a group. In your discussion, be sure to consider what resources your group will need (people, time, money, materials, equipment, site, etc.) to go forward with a recruitment activity. Once you have discussed all the suggestions, come to consensus on a few activities that are reasonable within your group's scope to implement. If you pick too many, you may find that your ideas will not be met with too much enthusiasm or your group will get burned-out trying to conduct too many demos!

**Develop a Plan:** Now that you've determined what activities you want to pursue, it's time to determine how you're going to implement them. To be sure that your group "stays on track", develop a written plan. For each major activity, your plan should include the various tasks required, the target completion dates for those tasks and the name of the person who agreed to complete each task.

**Solicit Support:** Before you start to implement your plan, it is a good idea to ensure that you have the support of the general populace. If you don't, you won't have many volunteers to help you implement your plan. Therefore, discuss the plan at a business meeting, publish the plan in your newsletter and/or to your group's e-list. Make sure you provide an opportunity for members to provide feedback. Review the feedback you receive and revise your plan if necessary.

**Implement the Plan:** Solicit volunteers to organize the demo or an activity and/or develop fliers and articles for publication or posting etc. You may find that you will need to revise the plan during the implementation process due to unforeseen circumstances. It's good to be flexible, just be sure that you don't radically change "the plan" or its intent, without discussing it with your group first.

**Measure the Group's Success:** Your success is not necessarily measured by how many new members you were able to retain. As a group, discuss what worked well, what didn't work well and why. Get some feedback from newcomers who attended the activity or saw your "ad" in the paper. If you conducted a demo, ask for feedback from the site owners. Review the feedback that you've gathered, analyze it, and learn from it.

## Spreading the Word

When you talk to newcomers or the public, do not use slang. We use misleading, inauthentic and non-historical words to describe ourselves and the game in our conversations. You have several tools available to you to help you publicize the SCA and attract new members.

**Personal Contact:** The most effective method for attracting newcomers is to actively talk about your positive SCA experiences to friends, coworkers and anyone else who is willing to listen. Remember, enthusiasm is infectious! Most people are introduced to the SCA by a friend. They come back because they were treated kindly and made to feel welcome by the members they were introduced to. How you introduce people to the SCA and how you help them learn can influence who and what they become in the future. 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.

In many instances, long-time members unintentionally ignore newcomers because they are so busy "catching up" with long-time friends or are involved in their own interests. While it's true you cannot control how people behave, you can certainly encourage and remind them (on a regular basis) to be courteous and friendly. The "Ten Commandments of Human Relations" provide some useful suggestions for you and the members of your local populace on how to ensure that newcomers feel welcome. They are as follows:

- (1) Speak to people. There is nothing so nice as a cheerful word of greeting.
- (2) Smile at people. It takes 72 muscles to frown, yet only 14 to smile.
- (3) Call people by name. The sweetest music to anyone's ear is the sound of his/her own name.
- (4) Be friendly and helpful. If you would have friends, be a friend.
- (5) Be cordial. Speak and act as if everything you do is a genuine pleasure.
- (6) Be genuinely interested in people. You can like almost everybody if you try. If you don't know what say, ask them about their interests.
- (7) Be generous with praise, yet cautious with criticism.
- (8) Be considerate with the feelings of others. There are usually 3 sides to a controversy: yours, the other person's and the right side.
- (9) Be alert to give service. What counts most in life is what we do for others.
- (10) Add to this a good sense of humor, a big dose of patience, and a dash of humility, and you will be rewarded many fold.

**Electronic Media:** We may recreate pre-17th century European history, but we live in the 21st century. Take advantage of available technology. Web pages, mailing lists and instant messaging are very useful tools for attracting newcomers and maintaining contact. Web pages should be interesting, informative, quick to download, and easy to navigate. Your web page should, at a minimum, contain local contact information, an activities calendar and some general information on the SCA and your local group. Also consider adding a picture gallery, "how to" articles, colorful graphics and any other pertinent information you think would be useful to newcomers. If you don't know how to develop a web page there are probably members of your local populace who have the technical skills and are willing to help you develop or revise your local web page. All you need do is ask for help! Please contact your Seneschal to ensure that the information on your website falls within the guidelines for media interaction.

**Printed Media:** Newspaper ads and articles, posters, pamphlets, business cards, and bookmarks are a few examples of "printed media" that can be used to publicize the SCA. Your local library, bookstores, Chamber of Commerce, schools, universities and community bulletin boards can all be used to display and distribute SCA information. Be sure to obtain permission from the appropriate authorities before displaying SCA information or leaving items for distribution. Also please get approval for any printed media through the Kingdom Chatelaine's office or the Kingdom Media office.

**Promotional Materials:** As Chatelaine you are responsible for the handouts your group uses to attract new members. You may also write regular articles in your local newspaper or online. There are many examples out there for use that you find on the web. When putting officer's contact information on things, remember that you may only want to print a small quantity at a time so they remain up-to-date.

As Chatelaine you frequently find yourself creating newsletters, flyers, or websites for your local group. You probably won't be publishing as much material as a Chronicler, but it's still important to follow copyright rules. The basic tenets of copyright parallel 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 and artistic equipment, you should get permission to borrow their words or art. When it comes to copyright, three rules should be foremost in your mind: Always get it in writing, better safe than sorry, and when in doubt assume it's copyrighted.

Getting 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. You don't need an adult's written permission to use them IN a photograph, verbal permission will do. However, if it's a child, you need written permission from a parent or guardian. You can find the necessary forms at the Society's Chronicler's website at <http://www.sca.org/officers/chronicler/permit.html>. Keep these on record in your files.

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. Never forget that you are not getting the rights to the idea from them, you are borrowing the words or art for a limited circumstance. To use it in a different circumstance, you need additional permission.

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 is copyright free. The "Mona Lisa" is the property of the French government and can't be reprinted without permission. Most medieval images are under copyright to some institution. 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. Read the fine print very carefully and follow the rules. Be cautious of internet clip art sites; if you have any doubts about their legitimacy, it's better not to use it.

This 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, contact the Kingdom Chronicler who will be able to help you.

Check other groups' websites for ideas or even other Kingdoms. The web can and should be part of your recruiting toolbox. Make sure that all information is kept current and fresh to keep people interested. Talk to new members and ask what they would like to have found on the web page when they were looking for us.

**Following-up on Contacts:** Once you have been contacted by an interested potential member, it is crucial that you maintain contact. If someone has left you a voice mail message or sent you an e-mail message, be sure to respond within 5 days if possible. Failure to do so will most likely result in the potential newcomer feeling frustrated and/or unwelcome and will ultimately discourage them from joining the SCA. On occasion, you may be contacted by individuals who at first seem very interested in the SCA. To the best of your knowledge, they have been made to feel welcome and have been provided

with all the information they need to get started. They come to one or two activities and never return. Don't take it personally! Chances are their modern lives were already very full or complicated and they have decided that it just wasn't the right time to get involved in another group or activity. It is possible that in time, they may become an active member of your group. You may want to consider waiting six months after your last contact with that individual and send a post card or e-mail. If you don't get a response, let it go. Never try to pressure someone into joining the SCA. They will contact you again if they are truly interested in the SCA and the time is right.

All volunteer organizations must recruit new members at some point, and the SCA is no exception. Beyond word-of-mouth, there is a process for contacting and recruiting new members. While a few highly motivated newcomers may find the SCA by accident and jump in without encouragement, a true recruiting program requires planning and effort to be successful. A recruiting program can be implemented at little or no expense, as there are many avenues available to not-for-profit organizations for free publicity.

## **Free or very inexpensive publicity that has been used successfully by SCA groups**

Passive advertising. Hold meetings, dance practices, fighter practices, etc., in garb and in public places such as public parks and libraries. Put up signs, banners and pavilions to make the activity more visible. The noise produced by clashing swords at fighter practices is especially effective at drawing passers-by. While this method takes little extra effort, it is hit and miss and not likely to contact many potential new members.

Create a web site. It is surprising how many recent new SCA members were surfing the net and just happened upon an SCA web site, found the group interesting and decided to show up! Ideally, the web page will describe recurring meetings and upcoming events, and provide information directed to newcomers including how to contact the group Chatelaine. (Note: aside from the opportunity to contact web surfers, a web site is a very useful source to reference on short flyers for further information and to assist relocating members.) **IMPORTANT:** Keep your web site information current!

Post color flyers (black and white ones get lost in the crowd these days) about your group at libraries, bookstores, and gaming shops. Most SCA members seem to frequent such places. The large bookstore chains such as Barnes & Noble and Books-A-Million do not allow such flyers. Private bookstores, especially used book stores and science fiction bookstores usually do permit flyers and are frequent haunts of SCA members. Color flyers that include photos of knights-in-armor, colorful pavilions, and other SCA icons are easily produced these days with a home computer and ink jet printer.

Post upcoming activities in the local newspaper "Community Calendar" section. Dance practices, fighter practices, and weeknight classes or workshops are good candidates for this. These postings are free. State the activity first using the words "Middle Ages" or "Renaissance", then mention that it is sponsored by the Society for Creative Anachronism. It is an unfortunate fact that our title gives the reader no clue as to what we are about. Always provide a phone number and, if permitted, an email address for further info.

Many communities now have electronic arts newsletters, telling free subscribers about upcoming plays, exhibits, concerts, and other activities of interest. Get on these and send them information about SCA activities. Many theatrical people also enjoy the SCA. Contact a local theater group to ask whether they can put you in touch with such newsletters in your community.

List your group at your local public library and arts council, if you have one. They usually keep listings of community organizations, and may even put them on a web site. Be sure to include your web page address and a phone number, as well as information about the SCA.

Produce inexpensive promotional materials to hand out when the opportunity arises. These may include business cards, tri-fold informational flyers, 1/3 page card-stock flyers, or bookmarks made from card-stock (useful to distribute at libraries and school demos). Always include a phone number and web address.

Seek opportunities to show off the SCA: school demos, art fairs, local renaissance fairs, university club fairs, etc. Use the opportunity to hand out promotional materials and invite the public to an upcoming meeting or event. Be sure to get permission from the sponsor before handing out literature. Recommend to the sponsoring organization that they send out press releases or, if they don't plan to do so, offer to send press releases yourself.

If your group has the interest and energy, stage a recruiting function designed to attract media attention and entice newcomers to show up. This could be a local SCA-sponsored free renaissance fair, a collegium held at a local campus, or other staged event. For example, the Barony of Madrone in Seattle used to stage an annual re-enactment of the Battle of Hastings on the campus of the University of Washington to attract students to join their College of St. Bunstable. Students were invited to don a tabard for one side and participate in the mock battle.

The [www.sca.org](http://www.sca.org) website has a "Media Center" where you may download both complete press releases for your use and information on how to gain proactive coverage by local and regional media. Feel free to contact the Kingdom Officer for Media Relations (under the Kingdom Seneschal) for assistance on working with the local media. Use these releases and plans to get coverage from local newspapers, TV and radio stations regarding upcoming activities that are newsworthy. The SCA is a very colorful and photogenic activity and easily attracts the media. School demonstrations, in-town events, dance practices, and even staged tournaments at a fighter practice make good opportunities for a news article. It is very important to remember that the media are paid to bring back a story that sells. If reporters are at your demo for the nice innocuous "about town" section of the news and a "juicier" story erupts while they are there, you can be sure that **that** is what will be presented in the broadcast or newspaper. Control the environment as much as you can.

Identify the local TV community interest program (usually an early morning show) and send a press release, plus a brief letter offering to come to their studio to do a 5 minute interview or demo. This is most effective when scheduled right before a major activity such as a renaissance fair or nearby event. Period hats or helmets to put on the TV hosts during the show are a welcome humorous touch.

Contact the local public radio station and ask to do a 60 second public service announcement to publicize an upcoming or regularly occurring event. As a 501(c) 3 not-for-profit organization the SCA qualifies for this free service. You will need to bring your own script. The station may be able to supply copyright-free background music or you can bring your own.

## **Recommended Printed Information for Chatelaines to Have On-Hand**

Chatelaines, in the service of their office, should have some type of printed literature on hand at any SCA activity that they attend. This is especially important for regular group meetings, recruiting events or demos, fighter practices, or any activity where newcomers may appear. Many groups find it useful to distribute inexpensive business cards to members that they may pass on to friends, co-workers, or anyone else they meet that expresses an interest in the SCA.

Information distributed to the public about the SCA ideally should be targeted to the interest level of the recipient, taking into consideration the costs of publication and what the local group can afford. Larger, double-sided flyers, or those printed in color or on glossy paper may be reserved for newcomers that come to a group meeting, media representatives that may make use of the additional

information in a future story about the SCA, owners of a facility that the group is hoping to use, or contacts that have expressed more than a passing interest in joining the group.

All printed information must accurately and favorably represent not only the local group, but the SCA in general. All materials to be distributed to the public must be neat, and free of typing or grammatical errors to present a polished image to the public. All photos or drawings must be free of copyright issues. Typewritten text is preferable to hand calligraphy for easier reading, though clearly legible old-style type fonts may be used. Printing should be clear and dark. In accordance with the SCA Media Policy, do not use the word “mundane” in these materials (use “modern-era”) and avoid the following topics:

- 1) Religion
- 2) Lewd materials or references to lewd conduct
- 3) Alcohol making, preparation, distribution, sale, etc.
- 4) Households

### Business Cards

Business cards are a cost effective item to distribute to all members of the local group who want to carry them. These are best used to pass on to friends and co-workers; or along with additional information to professional contacts such as teachers, site owners, and media representatives. Most office supply stores carry a wide variety of pre-cut business card sheets and other useful items such as post cards or pamphlet stock which can be printed in any computer printer. Printing business cards at a printer is inexpensive, and gives a much higher quality card.

All cards should include the following information:

- The full name “The Society for Creative Anachronism”
- A short summary of the purpose of the SCA (as the name doesn’t give a clue)
- The name of the local group
- The location of the local group, by city or county, and state
- The web sites for SCA.org, Kingdom, and local group
- a phone number and/or email address

*The Society for Creative Anachronism  
Re-creating the Middle Ages and Renaissance*

The Shire of An Dun Theine  
Huntsville, Alabama chapter

[www.sca.org](http://www.sca.org)  
[kingdom.meridies.org](http://kingdom.meridies.org)

for meeting times & other info, contact the Chatelaine  
at: [www.anduntheine.org](http://www.anduntheine.org)

### Bookmarks

Bookmarks are another inexpensive form for the distribution of brief information about the SCA. They should include the same information as a business card, plus an attractive drawing of a knight or other appropriate image at the top. These can be easily made at home: print several bookmarks on a page of color card stock, then cut them to size with a rotary or machete style paper cutter. This is a useful item for handing out en masse at demos, libraries, or recruiting fairs.

### Tri-fold Brochures

Flyers printed on both sides of standard 8 ½ x 11” paper are the least expensive way to convey a lot of information. A folded brochure style, such as the tri-fold, conveys a more professional image than a full-page flyer. It is also easier to pack and carry without becoming mangled. This form can also accommodate several drawings or photos and can be printed in black-and-white or color.

Brochures should be produced for their target audience and may be modified for each use as desired. A brochure or fact sheet about the SCA should be provided to any reporter who is covering an SCA activity. This will help to ensure that they spell the names correctly, and accurately state the purpose of the Society. This type of brochure should include a more complete summary of the mission of the SCA, a paragraph about its history, and information about the local chapter and its history in the community. The brochure should also prominently note that the SCA is a 501(c) 3 not-for-profit educational organization.

Brochures are also useful to provide more complete information to interested newcomers about local group activities, meeting times and places, and introductory information. If your group recruits teens, a brochure just for parents (and perhaps teachers) about the SCA, to include waiver requirements, is useful.

Another target audience for a brochure is the owners and managers of facilities or equipment that the SCA would like to rent or have donated. This brochure could include information about SCA events, and the types of activities that the SCA hosts at events. A note should also be included about the not-for-profit status of the SCA, and that tax ID will be provided on request.

### Small Flyers

Many other formats for literature can be used when a business card or bookmark is not enough, but a full brochure is too much. Single-sided flyers are ideal for posting around campuses and on community bulletin boards. One-third-page (3 2/3 x 8 ½”) handouts made from light card stock may be ideal for placing in libraries or handing out at club fairs. The Chatelaine should feel free to develop whatever size and format seems appropriate and affordable for the particular need.

### A Note about Referring to SCA Membership in Flyers

Some group web sites and SCA flyers have included comments to the effect that "you do not have to be a member to participate". While this is true, inclusion of such a note in a first-contact article like a web site or promotional flyer is *discouraged*. It may be interpreted to imply that we do not consider membership in the SCA to be important or even recommended.

Unless a flyer states that a fee or membership is required, it is assumed by the average reader that there is no restriction to attend. There is no need to include this fact in handouts. Instead, web pages and brochures intended for newcomers may state: "Benefits of membership in the SCA, Inc. include a subscription to the Kingdom (regional) newsletter Popular Chivalry, admission discounts at events, and more." The note may then be followed by information on the current membership fees and where to obtain membership forms.

Further details about participation with or without paid membership can be discussed with the newcomer when they ask about application forms and fees. Most newcomers are quite willing to pay the SCA membership fee and should be encouraged to do so.

## **Dealing with the Media**

When dealing with publicity of any kind, the Kingdom Media Officer should be consulted. This includes any self-generated material the group may use to promote itself. The media (whether

television, print or electronic) is a tool like anything else and should never be considered a primary recruiting tool. Personal contact with individuals is always the best way for newcomers to get to know the SCA.

The SCA has had an increased amount of media attention. You may be called upon to deal with the media at an event or 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 Officer and the Kingdom Chatelaine. 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 Seneschal should be the person to interact with the media during the visit.

If the media contacts your group to arrange a visit to an event, practice or demo the Kingdom Media Officer 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 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 Media Officer ahead of time. Be certain to give the Kingdom Media Officer enough time to prepare appropriate press materials or to prepare a press release specific to your event. This will give the officer time to decide if they can attend the event. If the Kingdom Media Officer can't 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 Media Officer has a handout available called "Words and Topics to Avoid". If you haven't already been given this prior to a planned media contact, you should ask for it.

The Chatelaine or 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 press materials and be sure to include local contact information. If the media is from television, please have the Society rules for film crews on hand.

The media should be escorted 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 aimlessly. Try to remember your first event. An SCA event can be overwhelming, especially if you aren't introduced to it by someone who knows "the lay of the land". As a Chatelaine you are one of the 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 misunderstood by observers on the outside looking in. Use modern terms whenever possible. For example, it's the gate, not troll; youth combat, not boffers. What are normal everyday terms to us in our SCA life seem weird to others. In order to help visiting media understand the SCA, it is a good idea to stress the safety protocols, courtesy and chivalry aspects of the Society.

Remember when dealing with the media, they can be a friend to your group or one its greatest foes. Courtesy begets courtesy. If you are in anyway hesitate or reluctant to speak to the media, contact the Kingdom Media Officer and they will either take over or appoint a representative to do so. Once the event is over, be sure you report to the Kingdom Media Officer and the Kingdom Chatelaine about your visit with the media.

## **Gold Key Loaner Garb**

One of the basic requirements to attend an official SCA event is to wear passably period clothing. To this end, most groups maintain a stock of loaner clothing referred to in the SCA as "Gold

Key” garb. The stated purpose of Gold Key garb is to help the newcomer “to blend in and feel comfortable in the group” (from the Known World Handbook – definitions). However, the effect of Gold Key goes far beyond this, and should be kept in mind when a group decides what to stock for loan and how to administer the program. When a newcomer wears loaner clothing at an SCA event, they are literally “trying on” the SCA. With comfortable and attractive Gold Key garb, the host group can help to assure that their experience will be a good fit.

### **What to Stock as Loaner Garb**

The donning of medieval garb helps all of us to make the mental transition to being in the Current Middle Ages. Likewise, the donning of loaner garb by a newcomer helps that person make the mental transition not only to being in the Current Middle Ages, but also to being a part of the SCA. It creates a sense of belonging. If this sense of comfort and belonging is strong enough, the wearer will want to repeat the experience, and will keep coming back, which is our first objective with newcomers.

With this in mind, the keeper of the Gold Key should ask the following questions:

- 1) Will the wearer of this garb feel good in it? Will they feel proud to be a part of the SCA?
- 2) Do we have garb to fit anyone who might want to become a member? (Children? Tall, short or very large adults?)
- 3) Is it reasonable to expect a newcomer to want to wear this item?

Unfortunately, items donated to Gold Key are often “costuming failures”. This may be due to poor fabric choice, poor fit, or other major flaws. Each item must be evaluated for its suitability as loaner garb. If it is uncomfortable due to poor fit or fabric, is shabby looking, or is glaringly unsuitable for SCA use, it should be reworked or discarded. Much unusable clothing can find a second life as fabric for tabards or children’s garb, or cut up for trim.

Very narrow or fitted clothing has little utility as Gold Key garb. A wide range of tunics and tabards, with a stock of rope belts, is unisex and will fit almost anyone. Even the largest or most hesitant newcomer can don a tabard over their modern clothes and be “passably period” for the day to a forgiving populace. A stock of simple hats and hoods can help to dress up the plainest tunic or tabard, but this is optional. Other accessories such as boots, gloves, pouches, and ruffs are nice but may be skipped as they are unnecessary and may be difficult to clean between uses. For cold weather events, a few cloaks or blanket-wraps in Gold Key stock will be appreciated.

Some items of clothing, even if they are beautiful and well made, will have limited usefulness as Gold Key stock because most newcomers will not feel comfortable wearing them. These include tights (especially men’s tights), corsets or corseted dresses, or anything heavily laced or difficult to get in and out of. Some period clothing styles take getting used to and even the most experienced SCA members may not be willing to wear them. Such items, when donated to Gold Key, should be sold or traded in favor of simpler garb.

Finally, all Gold Key garb must be sturdy and washable. For health reasons, loaner garb must be washed after every loan (including hats – never give a newcomer lice!). To this end, all Gold Key items should have finished seams to resist fraying, and be colorfast and machine washable. Dry-clean-only items are expensive to maintain and thus should be sold or traded in favor of machine washable garb.

### **Administering the Gold Key Stock**

Loaner garb is the property of the local group, and thus of the SCA, Inc. The keeper of the Gold Key has a responsibility to keep track of the Gold Key stock and properly maintain it. Once one has a stock of Gold Key that they are proud of, how do they keep that stock from “walking away”? Here are some suggestions:

- 1) Label all items. A label inside the garment that says “Property of Shire XYZ, SCA, Inc.” with an address or phone number is ideal. A gold key or other emblem on the garment, inside or outside, might help to remind the borrower that the item was loaned, but will not help them to return the item if they leave the site and forget the name of the group.
- 2) Use a sign-out system, with numbered, inventoried items. By providing their name, an SCA contact person who knows them (if available) and a phone number, it will be possible for the Gold Key officer to request return of the item should the borrower forget. It will also make it clear to the borrower that the item is a loan and not a gift. Experience has shown that it is not necessary to charge a rental fee or hold an ID, which may put off the newcomer. A nominal cleaning fee, if needed, is generally acceptable and understood.
- 3) Provide a well-defined return location at an event where garb is loaned. Point this out to each newcomer as he or she borrows the garb. Newcomers are often confused as to where to return their borrowed garb once troll or the Gold Key loaner station is shut down. A wooden box or a straw laundry basket, labeled “return Gold Key here”, works well.
- 4) Stencil a prominent device on all loaner garb. Some groups have found it useful to stencil, paint or sew a prominent symbol or heraldic device on the front of all loaner items so that they are easily identifiable as loaner items. While this may not improve the chances that a loaned item will be returned, it has the advantage of making it clear to in-the-know group members that the user or wearer is a newcomer and should be treated with extra care. The device also prevents the loaner item from being confused with the personal property of SCA participants.

## Running Demonstrations

**IMPORTANT:** *Always remember that when you present a demo of any kind, you are representing the SCA to the modern public, to a group assumed to be unfamiliar with the terms, customs, or culture of the past or Current Middle Ages. Requirements and recommendations for persons and activities that present the SCA to the modern public are found in the SCA Society Seneschal’s Policy: Media Relations and External Publicity.*

The Society for Creative Anachronism is incorporated as a 501(c) 3 not-for-profit educational organization. It is often assumed that SCA groups are required to perform demonstrations for the general public in order to comply with this charter. This is not so. The SCA articles of incorporation define the internal activities of the Society; researching and re-creating aspects of life in the Middle Ages and Renaissance; as educational in themselves, advancing the understanding of life in pre-1700’s Europe.

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 involved. A demo allows your audience to touch, see and interact with our equipment and people.

Although public demonstrations are not mandated by the SCA charter, they are strongly recommended for these reasons:

- 1) Demos are a good opportunity for publicity and recruiting.
- 2) Demos are a public service consistent with our educational charter.
- 3) Demos help to convey a positive image of our Society to the local community. This can be very helpful when interacting with the Media or when attempting to gain access to new meeting and event locations.

- 4) Demos may be useful to generate goodwill with local media, city leaders, and others in the community whose support may be helpful at a later date.

## Types of Demos

There are several types of demos that an SCA group can host or participate in. The type of demo will determine the level of effort and number of people needed to support the event.

- 1) Student Educational Demos - These demos are held at a school, Boy Scout or Girl Scout meeting, library, or other venue where the target audience is children. These are usually requested by a teacher or troop leader and provided by the SCA as a community service. They are to be of an educational nature but must be entertaining as well to maintain the interest of the audience. They can range from one hour in a classroom setting, to all day in a large hall or field. These must be tailored to the age of the students. It is important to remember that the expected focus of these demos is the historical Middle Ages, not life in the SCA. Those participating in educational demos must be prepared to present the period as living history, and to answer questions about that history, not about the SCA.
- 2) Community Events and For-Profit Fairs - Community art fairs, regional renaissance fairs, and science fiction conventions will often invite the SCA to provide color and entertainment. The main reason to support such fairs is for publicity and recruiting. One can assume that visitors attending renaissance fairs are already interested in the Middle Ages and are an excellent source of new members for the SCA. Many participants in science fiction conventions already feel comfortable wearing costumes and enjoy the sort of creative diversity that the SCA has to offer. Education is far less important than color and entertainment at these events. With permission from the sponsor, public fairs can also be good opportunities for fund-raising activities.
- 3) Parades - Community parades provide little interface with the public except to visually show off the SCA. These, however, can be useful to raise the profile and image of the SCA in the community, especially if locally televised. Be sure to carry a banner with the full SCA name. Media contact must be reported within 7 days to the Kingdom Chatelaine and the Media Relations Liaison; include a copy of the video (or DVD) or newspaper article.
- 4) Recruiting Demos - These can range from an information table at a college club fair to a free mini-fair planned, promoted, and executed entirely by the SCA host group. The primary goal is to attract attention and provide a sampling of activities and information in order to draw in new members. Such events can also serve to attract the Media in order to promote awareness of the SCA in the community. While the fighters do their combat, explain how our combat works and the rules we follow.

## The Demo Coordinator

Every group that plans to do demos needs a demo coordinator. This person can be the group Chatelaine, a deputy to the Chatelaine, or an officer that reports to the Seneschal and coordinates with the Chatelaine. The primary task of the Demo Coordinator is to field requests for demos from the public, select those demos that the group is willing to commit to, schedule, and plan the demos. The demo coordinator does not need to actually run every demo, but must be sure that each demo has a leader (the demo coordinator or master of ceremonies), and that the group follows through on each demo that is committed to, in accordance with the expectations of the host.

## Steps in Planning Demos

Before any Chatelaine or Demo Coordinator commits the group to a demo, he or she must have an agreement with the group that it will support the demo. It is very helpful for a new Chatelaine or

Demo Coordinator to have a meeting with the group officers to determine what effort the group is willing to commit to demos in general, and what personnel and talent are available for demos. For example, if only one armored fighter is available on weekdays, the group cannot commit to a fighting demo during school hours without bringing in help from a neighboring group. Also, scheduling a big demo in the same month as a major SCA event that the group is hosting is likely to seriously stress the group.

It is the responsibility of the Demo Coordinator to confirm that the necessary SCA personnel are available before committing the group to any particular demo. It is much worse to put on a poor demo than to turn down the opportunity for a demo.

Answer the following questions before committing to any demo:

- 1) What is the purpose of the demo? Public service, education, publicity, or recruiting?
- 2) Who is the target audience? What age range, level of education and familiarity with the subject? How many will be in the audience?
- 3) When and where is the demo to be held? How much time is to be filled?
- 4) What are the hosts' expectations for the demo? Do they want to see a particular time period or topic presented? Do they expect a combat demonstration?
- 5) What are the facilities for the demo? Are they consistent with the expectations? For example, if they want a combat demo, is there space to do this safely?

Get group and worker commitment: Once these questions are answered, and some tentative dates and times are discussed, the demo opportunity must be presented to the SCA group to determine if it can be supported. Once the group agrees that the demo is a worthwhile effort, the demo coordinator must obtain a commitment from individual SCA members who will support the demo in the required roles at the planned time and date and place. *It is essential to ask people individually to support the demo and to get their commitment on a sign-up list.* There are few demos that can be done effectively by one person, and the demo coordinator certainly does not want to do all of it! Put the demo on the group calendar, and invite neighboring groups if desired.

Finalize a date, time, and location: Once a commitment has been obtained from the group and from those members of the group who will work the demo, the coordinator can then contact the host and agree on a final date, time, and place. This is also a good time to ask the host whether there will be any media present or if they are submitting a press release. If the host says no, or they hadn't thought about it, the demo coordinator should offer to invite the media or submit a press release, if appropriate, for them. Most demos can be a good opportunity for media coverage. (See Appendix F for media contact guidelines.)

If media coverage is desired, put together the schedule for press notices to go out, and compose these notices as directed by the Kingdom Media Relations officer. Put reminders on your calendar to issue the notices as scheduled. Arrange for someone to take photos if the plan is to issue a press release after the event is over.

Establish a rough schedule of activities to occur at the event. This schedule should include time for introduction of the SCA and the demo topic(s), some time after each distinct activity for questions, and a realistic duration for each activity based on the expected number of participants. For example, it will be very hard to fill an hour scheduled for combat if only two fighters are available. Also, many audience members will become bored after 20 minutes of a particular activity.

Determine what facilities and equipment will be needed to support each planned activity, then communicate with the host to see that these can be provided. For example, if the demo is for a large crowd in an auditorium or out-of-doors, a public address system will be required. The general public is

not accustomed to listening to heralds and will be bored and irritated if they cannot hear the speakers. Music for dancing will also need to be amplified. Site rules on weapons, parking and unloading, and other details must be determined. Identify who will bring what, and what people will wear. Make a list.

If the demo is to be large or long, ask individuals to lead specific activities. The dance-master could lead a dancing demo or maypole, the fencing marshal could lead a fencing demo, etc. If possible, arrange a few brief entertainments to fill dead time during transitions between activities, armoring-up, repair of an armor failure, or other pauses in activity. Suggestions include: a period song or story, juggling, an explanation of the armor, put helm or maille coif on a teacher or volunteer, magic tricks, puppets, etc.

A rough script should be developed for the master-of-ceremonies or spokesperson for the SCA. The person speaking for the SCA should be someone who speaks well in public and is capable of presenting a positive image of the SCA to the target audience. That person should be knowledgeable enough about the SCA and the topic being presented to answer questions at the level of the target audience.

*All* plans for demos must consider, and make the necessary accommodations for, the safety of the participants and the audience. Large demos require more marshals for combat activities and may require roped-off areas to control the audience. All demos that show potentially hazardous activities (combat, archery, glass bead making, forging) must include some statement of caution to the audience during the activity such as “Do not do this at home. This activity requires proper training and safety equipment...”

If your group runs an event that combines a public demo with the event consider the legalities. If you don’t make this distinction, there could be ramifications to having people who have not signed waivers and who don’t understand our customs about not touching other people’s belongings or entering pavilions uninvited, staying on site and getting drunk, etc. Some people may not understand that our combat is chivalric and requires skill and training. Mixing the public with certain types of events may expose us to liability we’re not prepared for. On the other hand, mixing the public in a controlled fashion allows information to be given about the Society. For example, provide guided tours with knowledgeable guides that show the public what our hobby is all about.

Ask the host whether the SCA can hand out literature about the group or pass around a sign-up list. If so, have materials printed and made ready

For recruiting demos, plan to set up an information table and bring along photo books, examples of SCA publications, a sign-up list for “further information”, and plenty of printed literature. Bring a nice tablecloth, pavilion, if outdoors, and colorful banners. If the demo is only at a table, a suit of armor on a stand or person, or a helm on the table, will help to attract attention. A portable DVD player displaying photos or video of SCA activities is nice as well.

During the days leading up to the demo, call the volunteers and remind them of the time and place of the demo, their commitments, and the items they have agreed to bring. Also call the demo host and reconfirm the plans.

On the day of the demo, arrive early, and bring with you the list of volunteers with their phone numbers, a cell phone to call late arrivals, your script and schedule, and flyers and brochures as needed. Do your best to keep things running on time. The modern public does not understand “SCA time”, and will become quickly annoyed or bored with too much dead time or disorganization. Keep the demo running smoothly and it will go well.

After the demo is over, send a thank-you note to the host, and follow up with newcomers who signed the interest sheet.

## Activities for Demos

There are as many topics for demonstrations as there are activities in the SCA. The activities that your group can offer should be drawn from the activities that it specializes in, and the members who are available. Some of the most requested activities include:

Armored Combat: Almost every demo host will request this. If you have two available fighters and a workable site, this should be provided. You need a Marshal if there is going to be combat at demo. The fighters must be authorized and pass armor inspection. This is for safety reasons, just like it would be at an event. It should be noted that the general public will consider every fighter in armor to be a "Knight". SCA titles may be used for introductions, but any fighter should be prepared to answer to "Sir" or "Knight". The fighters should be reminded that this is a demo, not a tournament - so flashy moves and theatrics are encouraged; the winner of each bout is not important. All deaths should be accompanied by an appropriate fall to the ground. Salutes and challenges are nice touches. Long pauses and psyching each other out are just dead time to an audience and should be avoided. It can be fun for the audience if one fighter plans to play the opponent or "Goliath" to encourage the audience to cheer for one side. Different weapon styles and melee scenarios can be used to fill additional time. Have people at the perimeter of the field for crowd control. If the fighting is going to be inside, make sure there is enough open space for the fighters and check the ceiling height.

Rapier Combat: The same guidelines as for armored combat demos apply to rapier demos. Unfortunately, rapier combat does not produce the loud crashes and bangs of armor, nor the broad movements, so rapier fighters must work more to add excitement to their demo. Swashbuckling touches such as soft parry with cloaks, jumping up on benches or tables, and talk during combat ("aha!", "take that!", "avast ye!"...) are terrific if they can be safely performed by the participants. Challenges in flowery Shakespearean language can add interest as well.

Dance Demonstrations: These should be rehearsed in advance until they can be done consistently. A mix of court and peasant dances is best. Do NOT use the long version of a dance. Simple audience participation dances such as the Tangle Bransle or a maypole are very good for large outdoor demonstrations or schools. Each child under age 7 will need an adult to help them follow the steps. Two SCA helpers will be needed to assist the dance leader to draw in volunteers from the audience to join the dance.

"Through the Ages" Fashion Show: If enough SCA members are present, the master of ceremonies can conduct a fashion show. Available members line up in order from early to late period, and then strut one-by-one past the audience as the speaker introduces and briefly describes each outfit. While a knowledgeable SCA costumer may be able to "wing it" with such descriptions, this works best if each person writes a summary of their outfit on an index card for the announcer to work from. Interesting tidbits of information should be included, such as "the nobility demonstrated their wealth by the quality and quantity of the fabric they wore", or "one outfit could cost a year's wages, so most peasants had only one or two".

Craft Demonstrations: At demos where the audience can mill around, or where students shift in groups from one location to another, tabletop craft demonstrations can be done. These should be set up to be completed in 15 minutes or less and allow time for questions. A work in progress and a completed article should be shown if possible. Maille making is always a popular demonstration. Other possibilities include calligraphy and illumination, embroidery, weaving, spinning, dishing armor, carving, playing period instruments, etc. The list is endless. Crafts selected for demonstration must consider the age of the audience and site restrictions (open flames, sharp tools or weapons, alcohol, dusty outdoor site, etc.)

## **Demo Conduct and No-Nos**

Any demonstration to the public must favorably represent not only the local group, but the Society as well. Try to be as authentic as possible in dress and appearance (including armor). Negative publicity resulting from a misrepresentation or a misconception could impact surrounding groups or more. SCA members must be sensitive to the audience, the community, and current news issues. It is also wise to consider the expectations of the audience; in a society of instant gratification and fast-moving television programs, people are not accustomed to the slow pace or the quiet of true medieval times.

Use SCA names and titles. Be courteous, even if a member of the public acts like a jerk, don't get into an argument. If this happens, try to disengage firmly but politely; for example "it seems we have differing points of view on this." If they won't give up, you can pass them off to someone else who can deal with them differently. You'll get the same questions over and over, be patient and don't be sarcastic or rude. You may have heard a million times, but it's new to them. The public, especially children, can surprise you. If you don't know the answer to a question, say "I don't know, but Mistress So-and-so might know; let's go ask her."

The SCA appeals to a diverse group of people, and is very tolerant of diversity. However, some extremes of this diversity may cause difficulties when, in a demo situation, audience members wrongly assume that the extreme is representative of the Society as a whole. Therefore, while some may object to this, the demo leader and the group seneschal must enforce limits as to what can be displayed at demos. In general terms, anything that could be expected to offend the public, significantly misrepresent the SCA, or drive away newcomers must be avoided. Keep modern items out of sight.

The following things have been known to offend or cause difficulties for the SCA when seen at demos, and must be avoided:

- Arming spectators and allowing them to hit an armored fighter. In the past, we have allowed "Whack a Knight" at demos. This is NO longer allowed. The rule applies to heavy combat and rapier. Since spectators don't sign a hold harmless waiver when arriving on site, they could sue the SCA if the person whacks himself or another unarmored person. This would also apply to allowing a spectator to strike a pell with a sword. The sword could bounce back and harm them, or someone standing too close could get hit. Make sure that everyone in your group is aware of this before the demo. If a spectator wants to experience armored combat, invite them to the next fighter practice.
- Blatantly fantasy or barbarian costume, including maille bikinis, fur bikinis, loincloths or any outfit that could be described as "scantily clad".
- Bawdy songs or crude language or behavior, especially when minors are present.
- Overtly religious symbolism, especially of non-mainstream religions. It is best to keep any form of religion out of a demo. Although religion was a major part of the historical context of the SCA this might offend some or give a false impression of the SCA. Although they are allowed in the Society, clerical personas should be left at home. This isn't a slight against the person or their personal religion, but some members of the public may take offense to having religious figures being impersonated. If you are asked about religion and the role it plays in the SCA, you can quote from the SCA policy on religion non-interference:

### **Governing and Policy Decision #6: F. Policy on Religion**

Having no wish to recreate the religious conflicts of the period under study, the Society shall neither establish nor prohibit any system of belief among its members. No one shall perform any religious or magical ceremony at a Society event (or in association with the name of the Society) in such a way as to imply that the ceremony is authorized, sponsored, or promulgated by the Society or to force anyone at a Society event, by direct or indirect pressure, to observe or join the ceremony. However, this

provision is in no way intended to discourage the study of historical belief systems and their effects on the development of Western culture. Except as provided herein, neither the Society nor any member acting in its name or that of any of its parts shall interfere with any person's lawful ceremonies, nor shall any member discriminate against another upon grounds related to either's system of belief.

- Slave auctions or servant auctions, even for fundraising.
- Drinking of alcohol, though displays on period brewing or mead-making may be appropriate for some adult venues.
- Brandishing of live steel, or any weapons (even boffers) left unattended, or failure to attend to combat safety rules. Keep in mind that weapons of any kind are banned in most schools and government buildings. Also consider what harm might come to the local group and the SCA if a child were accidentally hurt at a demo through careless handling of a weapon.
- Sloppy attention to period versus non-period items. While this may not draw media attention or lawsuits, the casual mixing of styrofoam cups, soda cans, and tennis shoes with art displays and costumes will lower the overall impression of the SCA as historical re-creation. It is best to plan places to hide necessary modern items and keep them out of sight.
- Demonstrators should be reminded, if needed, to focus on the fact that it is a demo, not an SCA event. Discussions of private matters, SCA horror stories or gossip, war stories and modern politics should not be held when an audience is nearby, and are best left to other days.
- Avoid SCA jargon, especially terms that might be misconstrued. Non-members are “modern”, not “mundane”; new people are “newcomers”, not “newbies”; etc.

## Money

We are a non-profit group. This doesn't mean we should make no money—it means no individual can profit from what we do. We do have to make money for the mundane running of the group, Kingdom and Society. Many schools will offer you an honorarium, such donations are quite acceptable. However, educational demos for schools and groups such as Scouts should always be done for free unless **they** insist otherwise. When you are looking at a large entertainment demo for a dinner or publicity thing, then you can start asking for a donation or have a set of established fees.

## Issues When Dealing with Families and Minors

The Society for Creative Anachronism welcomes families with children to participate in its activities. As an organization that has been in existence for 50 years, some members have grown up in the SCA, and many members who joined when they were single have married and had children. To accommodate these members, Meridies has Ministers of Children, a school for Pages, youth combat, and other programs to entertain and educate children. Many parents would not be able to participate in the SCA without such programs for their children. When recruiting, welcoming, and training families with children or teens participating alone; Chatelaines need to consider the needs of these minors and their parents.

Some items to keep in mind are:

**Minor Waivers:** All minors (anyone under 18) must have a “Minor Waiver” signed by a parent or legal guardian at the Troll booth. This is an SCA legal requirement, and children without a waiver must be turned away. It is the duty of the group Chatelaine to inform families in advance of this requirement so that they are not surprised by it.

**Children Attending an Event with Another Adult:** Children are permitted to attend SCA events with another responsible adult who is not the parent or legal guardian. However, the child must have with them the minor waiver signed by a parent, a letter or form signed by the parent that assigns responsibility for the child to the accompanying adult for the day, and a “Consent for Medical Treatment” form for the child, signed and NOTARIZED by the parent, in case of a need for emergency medical care. If these forms have not been prepared in advance, the child will not be permitted on site. Failure to bring this will require that the child, the accompanying adult, and any others with them, turn around and go home. This is an unhappy situation for everyone; an experience-killer for a newcomer. The Chatelaine must be sure to inform new families of this requirement, and be sure that the need for advance paperwork for minors is mentioned in flyers or ads for events that invite them.

**Teens Attending Events:** Teens under 18 are minors in the eyes of the law. As such they are not permitted to attend an official SCA event without an accompanying adult and the proper minors’ paperwork. When speaking with high school students and young college students who are interested in the SCA, the Chatelaine must ask their age and inform them of this legal requirement if they are under age 18. The host group must be vigilant that unaccompanied youth under age 21 are not consuming alcohol at SCA functions.

**Activities for Children:** The Chatelaine should be prepared to explain to parents the sorts of activities that are available to children in the SCA. The Chatelaine should also encourage their group to provide and support activities for children so that participation in the SCA will be appealing to families. Support services that are helpful to families participating in the SCA include scheduled functions where parents can leave their children while they participate in key event activities, indoor or sheltered areas where day-tripping families with young children can take them to escape the weather or to nap, safe play areas at event sites, some foods palatable to children at feasts, and warnings at event sites of potential hazard areas for children to avoid (open water, animals, weapons ranges, poison ivy, etc.). At weekend events, identification of a “family camping” or “quiet” area away from late-night bardic circle and parties will help parents to get their children to sleep.

**Activities for Teens:** Many SCA activities provided for children are not appealing or appropriate for teens. They will be bored or offended by entertainments that are too easy or too immature for them. Chatelaines can assist teens by urging the group to offer activities for them, or adult activities in which teens may participate. Such activities may include youth combat, outdoor and indoor games, quests, age-appropriate arts and sciences classes, dancing, and target archery. Older youth also appreciate being treated as mature and capable, and may find it rewarding to be asked to help assist in SCA activities. Tasks where teens may assist include serving at feast, helping in the kitchen, being a water bearer (off the field), decorating the hall, singing or playing music with a group, assisting with a class or in children activities, and serving as a Page or runner to a Baron, an autocrat or a Peer.

Remember that minors need to have their parent’s permission to do most things in the Society. If the minor doesn’t get that permission, we can be placed in a position of liability. We cannot allow ourselves to become the local party hangout, or to be perceived locally as the teen party hangout or local chapter of the Weirdo D&D Satanist Medieval Biker Club, which some teens may want to let their parents think we are.

If you or anyone else gives minors a ride to events, make sure you get in touch with the group Seneschal and the parents to ensure you have all the appropriate paperwork signed and notarized before you leave. When a minor attends an event alone, make sure your or another responsible adult knows what time they are supposed to be home, check in, and so on. If you are transporting the teen, it’s extremely important that you get this information, since you, as the adult could be held to blame if the minor fails to do what he or she was told or gets into trouble.

Parental Reassurance: Parents of children attending SCA meetings and events must feel comfortable that the SCA is a safe and wholesome environment for their children. This is true even for the parents of teens or college students that may attend local meetings or events without them. The Chatelaine should provide literature to the parents about the activities in which their child will participate, and invite them to observe an SCA meeting or a nearby event. The SCA ideal to re-create a society where chivalry, honor, and respect are central values should be presented to parents as an admirable role model for children in our modern society.

## Retention

Now that you have successfully recruited people, what comes next?

Get newcomers involved in your group. The qualities of tact and courtesy are extremely important. Learn how to make suggestions to newcomers without tearing apart their efforts when they are learning in the SCA. There are ways to encourage people without telling them that something they have done isn't correct. Encourage them to try new things and praise those attempts whether they are done in a completely period fashion or not. Newcomers who stay do so because they do fit in. Newcomers who leave often feel they are on the outside. They don't know who to talk to or who to sit with at feast. Newcomers need to feel welcome, to feel like we enjoy talking to them, to feel like they can be a part of things while they learn about the SCA and the opportunities we offer.

Some things you can do to help:

- Answer emails promptly, within 72 hours at most; give them links to SCA websites
- Have newcomers' packets available. Include your contact information, a membership application, "Advice to Newcomers" (see appendix), "SCA Jargon" (see appendix), instructions for making a T-tunic, etc. Have a copy of the Known World Handbook available at meetings.
- Tell them what is happening in the next couple of weeks in your group and to who to contact for participation
- Include newcomers in your social circle, ask about their interests
- Have a garb workshop on an off weekend
- Prior to the newcomer attending their first event, make sure they have what they will need and that they know what to expect
- Follow-up if you know the newcomer plans to attend something, find out how it went

Get established members of your group involved. Invite them to a newcomers' class, ask them to teach or demonstrate a skill. Newcomer workshops should include an explanation of "brass hats", hierarchy of local officers and what they do, volunteer opportunities, what happens at Court and what to do if they are called up at Court. Have a get-to-know-us revel in modern clothes so that the new and established members can meet in a relaxed environment.

Group email lists are a good way to keep informed, so if the newcomer has email you may wish to encourage them to subscribe to the local list. As a rule, don't add a new person's name to the permanent list until they've been to an event and a few meetings. At the same time, you will find that some people are only interested in certain activities and may have no interest in events. They still belong on the list. They should be kept informed of what's going on. You need to balance the need to keep people in touch with the amount of effort it takes for the payoff you receive. If people don't come out to anything after you've called them 3 or 4 times, drop them from your list. The reality is that the SCA is not for everyone.

At events try to have Gold Key available, both garb and feast gear. Pair the newcomer with a mentor to ease the transition from newcomer to member. A newcomer table within the heart of the event will provide a place for our newer members ask questions and learn more about the SCA. Make sure that newcomers have a place to sit at feast. Placing a newcomer at a table with veteran SCAers helps to integrate them into our Society and makes them feel welcome.

Aspects of socializing in the SCA, especially courtly love (flirting) and “cloven fruit” are alien concepts to the modern people that first appear at our activities. Some will be instantly drawn to them, including undesirables, and some will be shocked at these behaviors. While we don’t need to treat flirting activities like a secret club, neither do we want to scare off newcomers so that they never come back; or worse, they tell their modern friends about the X-rated medieval group that they encountered.

There have been incidents where experienced members have, through ignorance, attempted to flirt with newcomers, and the newcomers have misinterpreted the meaning of the flirtation. As a Chatelaine it would be advisable to minimize the exposure newcomers have to these habits, or provide adequate education. It should be emphasized that this is only one small part of the Society and they aren’t required to participate if it makes them uncomfortable. Everyone, regardless of gender, needs to know that it’s okay to say “no”.

SCA members relocating from another Kingdom need to be educated on the customs of Meridies. They need to feel welcomed, too!

## **Change of Chatelaine Officers**

The current Chatelaine often recommends and trains their successor. The decision to appoint this person to the position is the responsibility of the group Seneschal and is subject to the approval of the Kingdom Chatelaine. The current local Chatelaine should send an email to the Kingdom Chatelaine introducing the replacement, stating the new contact information, membership number and expiration date, and the effective date of the change. The group Seneschal needs to send an email to the Kingdom Chatelaine verifying the change office to transfer the warrant.

A local group Chatelaine may be disapproved or removed from office by the Kingdom Seneschal, in consultation with the Kingdom Chatelaine and the local group Seneschal. This may be done for any reason that these officers deem to be appropriate. Issues that may lead to removal of a local Chatelaine from office include, but are not limited to, financial malfeasance, misrepresentation of the SCA to the public, attempts to draw newcomers to any group or household other than the official SCA chapter represented by the local Chatelaine, or persistent actions that drive away rather than attract and retain newcomers.

## **A Few Final Words**

There is a lot of information in this handbook. It isn’t necessary for you to remember everything in it. This is meant to be a resource, along with your fellow Chatelaines, Kingdom Law, and your friends. Two things to remember...have fun and know your limits.

## **APPENDIX A**

### **Corporate Statement Introducing the Society for Creative Anachronism**

*The following is an excerpt from the Organizational Handbook of the Society for Creative Anachronism, April 2001, revised July 2004, page 7. It is included here in its entirety as a useful official summary of the purpose and activities of the SCA. All chatelaines and SCA members expected to communicate to newcomers and the public what the SCA is about should be familiar with the contents of this statement:*

#### **A BRIEF INTRODUCTION TO THE SOCIETY FOR CREATIVE ANACHRONISM**

The Society for Creative Anachronism, Inc. (SCA, Society) is a nonprofit educational organization devoted to study of the Middle Ages and Renaissance. Most of its activities take place in the context of a social structure adapted from the forms of the European Middle Ages, which allows participants to take a first-hand look at various aspects of the life, culture and technology of the times under study.

As a living history group, the Society provides an environment in which members can recreate various aspects of the culture and technology of the period, as well as doing more traditional historical research. We sponsor events such as tournaments and feasts where members dress in clothing styles worn in the Middle Ages and Renaissance, and participate in activities based on the civil and martial skills of the period. These activities re-create aspects of the life and culture of the landed nobility in Europe prior to 1600 CE. The dress, pastimes, and above all the chivalric ideals of the period serve to unify our events and activities.

For Society members, most of the world, and all of the centuries prior to the 17th, can serve as a source for personal research. However, the further you go from the core of Medieval and Renaissance Europe, the less the environment we offer will resemble what someone of your time and country would find natural or homely. For example, you can be an Asian or African guest at a European court, but you cannot expect others to share your special interests - like any long-term visitor in a foreign land, you are the one who will have to adapt to the customs you find around you. Since members have free choice of what areas they will explore, it follows that Society branches cannot decide to specialize in a specific time and place, since that would make it hard for members there to pursue their own interests in other times and places.

The Society has active branches in the United States, Canada, Europe, Australia, Asia, and Africa. This "Known World" is divided into Kingdoms. Each Kingdom has a King and Queen selected by tournament combat, in which each entrant seeks the Crown both for him or herself and for a chosen consort. Some of the Kingdoms include Principalities ruled by Princes and Princesses also chosen by combat. These regional organizations are responsible for the smaller branches based in individual towns, cities or counties.

The SCA was incorporated in the United States in 1968, but counts its years from the first tournament – actually a medieval-theme party with no thought of starting an ongoing club – held on May 1st, 1966. The corporation maintains a central membership registry, publishes a quarterly magazine, Tournaments Illuminated, and provides mailing lists for the monthly regional newsletters published by the Kingdoms for all subscribing members. It also sets overall standards for safety and organizational structure, within which each Kingdom works as an independent unit.

The documents in this book set forth the workings of the SCA, Inc. and of the Society. Except as otherwise noted, the rules of the modern corporation (the By-Laws and the Corporate Policies of the SCA, Inc.) apply only to the US and other areas not separately incorporated, while the document named Corpora governs all the Kingdoms of the Society, wherever they exist.

Welcome to the Current Middle Ages!

## **APPENDIX B**

### **Information Sources for Newcomers**

There is a considerable amount of published information available for newcomers about the SCA. Local Chatelaines should have some information on hand to provide to newcomers, and be able to direct newcomers to useful and accurate sources of information about the SCA.

#### **Information That Chatelaines Should Have on Hand**

Local Chatelaines should keep on hand various items of information, aside from publicity and recruiting materials, to show or provide to newcomers as needed. These items should be available at local meetings where newcomers may attend, and at recruiting demos. These include:

- Copies of the SCA membership form, available at: <http://www.sca.org/members/about.html>
- A copy of the most recent issue of Popular Chivalry, to show newcomers what they will receive with their membership, and to explain upcoming events.
- Copies of the local group newsletter
- Back issues of Tournaments Illuminated and The Compleat Anachronist, to show new members the types of publications available from the SCA by subscription

#### **Recommended Information Sources for Newcomers**

The Society for Creative Anachronism, Inc. offers several published and on-line information sources for newcomers. These are the definitive sources for SCA information for newcomers. They include:

- The Society web site: [www.sca.org](http://www.sca.org), especially the newcomers' page at <http://welcome.sca.org/>
- The web site of the Kingdom of Meridies: [kingdom.meridies.org](http://kingdom.meridies.org). Newcomers should be encouraged to surf the site to get a feel for the activities and operations around the kingdom. Many of these pages have very useful links for in-depth information on specific topics.
- The Known World Handbook, *A compendium of information, traditions and crafts practiced in these Current Middle Ages in the SCA*. This 200+ page soft-cover book is a wealth of information for anyone getting involved in the SCA. Available from the SCA stock clerk at: <http://www.sca.org/docs/pubs.html>
- Forward into the Past, An Introductory Guide to the SCA – available on the Kingdom Chatelaine's web page, at <http://chatelaine.meridies.org>

## APPENDIX C

### Advice to Newcomers

By Alys Katharine (Elise Fleming) **Tournaments Illuminated**, Issue #95, Summer A.S. XXV, Page 22

No matter whether a long time SCA member brought you to your first meeting or you came by yourself, there's always a period of adjustment to this very different world. How can you get yourself oriented to all the new things and begin to have some fun?

**Introduce yourself.** Go up to someone and say, "Hi, I am So-and-So and I'm new. Can you tell me what's going on?" Introduce yourself to someone each time you come to a meeting. If you hide at the edges of the room, most people will respect what they think is your desire to be left alone. Unless a group of people is having an obviously private conversation, stand near them and, when appropriate, introduce yourself. SCA members are often involved in catching up on what happened since they last saw each other and may not notice a new face until you walk up to them.

**Ask questions.** You have probably heard at least one person say, "If you have any questions, just ask." The person means well but may not remember that a newcomer often doesn't know enough to ask. Try replying, "Tell me about . . . the crafts done here, the fighting, the garb he/she/you are wearing, how I can learn about . . . how to make . . ." and so on. These questions avoid a yes/no answer and you might hear something that will prompt a second question from you.

**Come to at least four meetings.** You will have a broader perspective of the varied things that people do and work on. You will also be seen as a new person who is truly interested. Often, experienced members talk for a long time with new people only never to see them again. Experienced members will sometimes avoid this frustration by waiting until they have seen new people at several meetings. Attending several meetings will let you hear about guild or special interest meetings. Ask for more information on the groups, even if you are only slightly interested; you will learn more about the scope of the local SCA group.

**Go to newcomer orientation sessions.** Not all groups provide a formalized introduction to the SCA. If your group does offer some form of introduction, you will more quickly learn some of the basic rules of conduct, how to participate more fully, and how not to stick out like a sore thumb - something many newcomers dread!

**Get one piece of basic medieval clothing.** Ask someone how to make a simple tunic. If you can't sew, ask for ideas about putting together a reasonable approximation of medieval clothing out of modern clothes. Ask if there is "Gold Key" or loaner clothing available until you can get your own.

**Expect to be responsible for your own things.** While not everyone has made all of their clothing, jewelry, armor, weapons and so forth, most people have at least made an attempt at making some things. Sometimes newcomers expect experienced members to provide everything. You will find that people are quite willing to teach you to do something "from scratch," but they are not willing to do extensive handholding or do your work for you. Except for children, each person is expected to be an adult and to take adult responsibilities. It can be scary to learn that you are expected to provide for yourself, but almost everyone who is wearing fancy clothing or armor started where you are now.

**Join the SCA financially.** You will get your Kingdom's newsletter and will learn about area news and events. If finances allow, purchase the SCA newcomers' guide, "Forward Into the Past," and the Known World Handbook from the SCA Stock Clerk. Subscribe to your local group's newsletter.

**Participate to the extent you feel comfortable.** The SCA is a participatory organization. Where are your interests and abilities? Keep your eyes and ears open to what people are doing. Give yourself a year to develop your interests. You needn't rush into things the first few months. If you can choose a name, fine. If you are interested in a particular time period of the Middle Ages, fine. There is so much to do and so many avenues to explore, it is permissible to take your time and proceed at your own pace. Experienced members are generally more than willing to point out resources and steer you to library references. You get out of the SCA what you put into it!

**Go to events outside your local group.** Here's where you get to play with others who share similar interests. At first you won't know anyone there except members of your local group who may be attending. Leave them for a while. Make new friends from other groups. Introduce yourself and ask questions. Participate in the planned activities. Keep your eyes and ears open. And, some day, someone will come up and say, "Hi, I'm So-and-So and I'm new. Can you tell me what's going on?"

For more information:

<http://www.sca.org>

## APPENDIX D

### Notes on Public Relations and the Use of Jargon

*The following paragraphs are excerpts from the Seneschal's Handbook, by Ellis O'Boirne/Lee Forgue, Society Seneschal, dated October 2000, pages 47-52, as posted on the Society for Creative Anachronism web site at <http://www.sca.org/docs/seneschals-hb.pdf>. The reader is referred to the Media Kit, to be published at [www.sca.org](http://www.sca.org) during 2005, for updates to the instructions below.*

The local or Kingdom Seneschal or their designated (trained) representative is the authorized contact person for the media in their area. If a media representative contacts any other person, that person should refer the media representative to the Seneschal or the designated representative. The Hospitaller/Chatelaine is a good choice for designated representative.

If a reporter wishes to speak to a variety of people, the official SCA representative should escort the reporter on these rounds. If an interview is scheduled, plan in advance as much as possible. (Use the points listed in the section 'Talking to the Real World' to prepare what you will say.) Don't concentrate on only one aspect of SCA culture, such as fighting, to the exclusion of all else. Try to give a flavor of all the things we do. Rehearse how you will address 'controversial' questions.

Help the reporter prepare for the interview by providing them with informational materials, such as "Forward Into the Past", an issue or two of Tournaments Illuminated, a selection of previous articles which have highlighted the positive aspects of the SCA, and/or a local flyer or brochure. Kingdom and local newsletters should be screened before being given to the media - some event announcements that are published in newsletters are not necessarily for media consumption. Make sure any materials include accurate, usable local contact information--at the least, the Seneschal's and/or Hospitaller/Chatelaine's real-world name and telephone number. Include the Registry's contact information as well.

When conducting the interview, avoid jargon or statements that could be misinterpreted. For example, use the phrase 'simulated swordplay' instead of telling reporters our fighters beat each other with sticks. The word 'medieval' is often misconstrued - uninformed people hear the word 'evil' in it. Use caution and good sense, and consider your listener(s) carefully. See 'Talking to the Real World' for more suggestions on this.

If an article is to be published, or a video- or audiotape is to be aired, ask the author/producer to be allowed to review the final product before publication/airing. (This may not be permitted, but do ask.) In any case, ask for the date when the publication will appear or the tape will be broadcast. Ask the author/producer to provide you with at least one complimentary copy of the publication or tape. The Kingdom Seneschal, Chatelaine, and Media Relations officer should be provided copies of any published material. [A copy may be requested by one of these officers to pass on to the Corporation.]

Make sure publicity gets reviewed and approved at the level of the SCA likely to be affected by it. Local Seneschals may talk to local media, but you or your deputies should at least discuss material proposed for regional distribution. In practice, of course, anyone at any time may find himself trapped into a quotable comment--so make sure people understand the issues involved!

Published photos need permission from the photographer! Pictures are the intellectual property of the photographers. It doesn't matter how good the initial publicity is, if it is followed up by a copyright lawsuit!

*[On occasion, negative publicity can occur. This may take the form of a newspaper article or television news spot that portrays the SCA erroneously (as a cult, a religious group, etc.) or unfavorably (as a "bunch of weirdoes", for example). In rare cases the negative publicity will involve a true story of an incident that happened at an SCA gathering or an illegal act committed by an individual who is associated with the SCA. In ALL cases, negative publicity should be brought to the attention of the group Seneschal, who will consult with the Kingdom Seneschal and the Kingdom Media Relations officer. All responses to negative publicity are the responsibility of these kingdom officers.*

*The Chatelaine's office is not to respond to negative allegations. Should the Chatelaine be contacted by the media in any manner (phone call, interviewer on a TV spot, etc.) regarding negative incidents, the best response is "I am not familiar with the details of that event. May I pass on your phone number to our group president so that he/she can provide the information that you are seeking?" The group president will then have the opportunity to confer with the kingdom officers to develop an appropriate response. – Maestra Bianca Allegri da Vicenza, Kingdom Chatelaine, 2005]*

## **Talking to the Real World**

Points to Emphasize with Interviewers:

1. A suggested introduction to who we are for a reporter: "The Society for Creative Anachronism is a not-for-profit educational organization dedicated to the study of pre-17th Century European history and culture. Our aim is to learn by doing--that is, by recreating various aspects of life in that historical period. To that end, members practice a re-created form of the tournament combat of the Middle Ages as well as other arts, such as calligraphy, dancing, music, wood-, leather-, and metal-working, and many more. At 'events', members display the results of their research by wearing clothing appropriate to the historical period, preparing and eating feasts created from period recipes, participating in and watching tournaments, dancing, playing music, and so on. By actually 'living' the historical period in which we are interested, we learn a lot about it."
2. Emphasize the importance of the arts in SCA activities--though fighting is the most eye-catching and obvious thing we do, there is far more to the Society than fighting.
3. Stress the importance of chivalry, honor, and courtesy in our activities. We are re-creating a period in which the upper classes held these values in high esteem.
4. When you discuss SCA combat, stress our high safety standards, training and authorization, and so on. This is a sport, but not a reckless sport.
5. Discuss the hierarchical nature of our organization. Inform the interviewer that all titles and awards in our group are earned through merit.
6. Emphasize that the Society is a family-oriented organization, with members in all age ranges.
7. State that the organization is now over 40 years old, with over 20,000 members worldwide.

## **Organizational Terminology**

Our organizational terminology--kingdoms and principalities, ruled by royalty and administered by officers with high-sounding titles--gives us a lot of pleasure. The names themselves lighten the drudgery of the work involved, and help us evoke the feeling of life in our chosen period.

Unfortunately, the names and titles we use often just look weird to people outside the SCA. And not

even pleasantly weird either, they suggest less savory groups fond of strange names and titles. To avoid getting classed with such groups, always convert our titles into their modern equivalents when giving information to outside agencies or requesting aid from them.

1. Branches: Kingdoms and principalities translate to regions and divisions. Use names like the ones given here:

- AEthelmearc--Northern Appalachian Region
- Ansteorra--Texas-Oklahoma Region
- An Tir--Northwestern Region
- Avacal-- Western Canada Division
- Summits-- Southern Oregon Division
- Artemisia-- Northwest Rockies Region
- Atenveldt--Southwest Region
- Atlantia--Mid-Atlantic Region
- Caid--Southern California Region
- Calontir--Lower Midwest Region
- Drachenwald--European Region
- Gleann Abhann--South-Central Region
- Nordmark--Swedish Division
- East--Northeastern Region
- Ealdormere--Ontario Region
- Meridies--Southeastern Region
- Gleann Abhann--Mississippi Valley Division
- Middle--Central Region
- Northshield--Upper Midwest Division
- Outlands--Eastern Rockies Region
- Trimaris--Florida Region
- West--Western Region
- Cynagua--Central Valley Division
- Lochac--Australian Division
- Mists--Coastal Division
- Oertha--Alaskan Division

Baronies, shires, etc. are all chapters--use the appropriate city or county names, such as 'the Springfield chapter' or figure out something else that makes sense.

2. Officers: Royalty--avoid mentioning if possible, or use Regional [or Division] Chairman; Kingdom Seneschal--Regional Vice President; Chancellor of the Exchequer--Regional Treasurer; Earl Marshal--Regional Athletic Coordinator; Principal Herald--Regional Heraldry Coordinator; Chirurgeon--Regional First Aid Coordinator; Minister of Arts & Sciences--Regional Research Coordinator; Chronicler—Editor or Regional Publications Director (depending on context); Branch officers--chapter president, treasurer, etc.

## Events

In publicity notices, it's generally acceptable to mention tournaments, feasts, and revels without finding other names for them, because the words are in common use and have few negative connotations. If you refer to a war, always explain the term as soon as it appears. However, when

negotiating for sites or other real-world services, use "regional gathering" or "convention" instead of "war", and consider using "dinner" or "banquet" instead of "feast", and "meeting" or "dance" instead of "revel"--it's always best to avoid distracting someone when you're trying to do business with him.

### **Jargon Translation**

Introduce the full title of the organization--‘Society for Creative Anachronism’-- before using the shorthand ‘SCA’. Don’t refer to fighters as ‘stick jocks’ or to tournament combat as ‘beating each other with baseball bats’. Try phrases like ‘re-creation broadsword competition’ or ‘simulated swordplay’.

Avoid the SCA jargon term ‘mundane’. Instead, refer to ‘the general public’ or ‘non-members’ when you mean ‘mundane’ (noun) or say ‘modern’ when you mean ‘mundane’ (adjective).

Recognize the words we use which have meaning within the group, but not to anyone else, and avoid them. Examples: troll=gate or registration, garb=clothing or costumes, autocrat=event coordinator. When you discuss Court, Peerages, tournaments, or any other important aspect of SCA culture, briefly explain the terms you are using. Remember, though, that a bystander at a demo probably doesn’t want to hear a one-hour dissertation on how one earns a Pelican. Have mercy.

## APPENDIX E

### Useful information, articles, and lists to share with newcomers

#### New Member Activities

Most of these activities were published by THL Kyppyn Kirkcaldy in the Meridian Chatelaine's Handbook, 1998.

The following activities may be useful to break the ice with newcomers, help them to feel welcomed, or simply provide an entertaining approach to learning about the SCA.

- Have the Chatelaine introduce newcomers to the group during the Chatelaine's report at business meetings. (Always applaud the newcomers.)
- Have a regular class schedule for the group that includes newcomer classes such as: Garb 101, Protocol & Precedence, and SCA Combat for Non-Fighters, etc.
- Host an *old timers* meeting in which funny stories and SCA myths and legends can be retold. Keep it light.
- A potluck can go a long way to assimilate new people into the group. Have it in conjunction with an armor workshop or a garb night.
- Organize a trip to an art gallery, museum, or movie on an SCA topic. Go for coffee or pizza afterward and discuss what was awesome, fun, or particularly period (or not).
- Get together for a medieval cooking day or feast recipe rehearsal, where everyone can get involved.
- Provide crayons and copyright free pictures for kids to color. Provide medieval themed toys (period or not!)
- Give out door prizes at newcomers meetings, such as a copy of The Known World Handbook, a pouch, or an item of feast gear.
- Show period themed movies at a member's house, and comment on the accuracy, or lack of it, during the movie. Brainstorm event ideas based on the movie. (Classics such as Monty Python and the Holy Grail, The Vikings, or The Court Jester are ideal for this.)
- Host a "bardic night" - sing classic SCA songs and tell classic SCA stories. Sit around a bonfire, light a fireplace, or create a "pretend" fire that everyone can sit around.
- Schedule a "fancy garb night" or "in-persona night" where newcomers can see and touch nice garb, and learn about fellow members' personas.
- Hold a "game night" where members and guests can play chess or other games, and teach simple period games like Nine Men's Morris.
- Stage a mock court, have people play "King and Queen" and give out silly awards. Use the activity to teach newcomers court protocol. This is especially fun with children - let the children play the King, Queen, Herald, King's Champion (with a plastic sword-of-state), etc. Practice an Oath of Fealty ceremony and discuss its meaning.

## “Freaking the Mundanes”

by Maestra Bianca Allegri da Vicenza

An old SCA term for being seen in public wearing garb is “freaking the mundanes”. “Mundane” is a commonly used, though somewhat discouraged, term for people who are not involved in the SCA. “Freak”, while too strong a word, is the expression used for the reaction that is often evoked when people see others dressed in costume around the modern world.

It might be a good idea to mention the topic to newcomers before they go out in their first costume. Anyone who spends much time with the SCA will find such moments inevitable: filling up at a gas station (even with pay-at-pump, one still has to get out to operate the pump), grabbing fast food on the way to an event, running out at lunch time for a bite, or being sent on an errand to pick up additional supplies for an event.

There is really no need to avoid such situations. People don’t bite those they see in garb. By my personal experience, the likely reaction will be:

- Staring (95% of the time), covertly or openly. That’s all.
- Pointing (usually by children) accompanied by hushing parents as though we are handicapped or possibly a bit dangerous.
- The question “Are you in a play?”
- Some question of pure curiosity, such as, “So what’s the deal?”

On rare occasion someone will recognize the costume as the SCA, or at least a Renaissance Fair outfit. At any rate, those bold enough to ask about the costume deserve at least an honest, but brief answer about the SCA. If they are really intrigued and want to know more, it can become an excellent recruiting opportunity. It is useful at these times for any SCA member to be carrying a business card or flyer for their local chapter.

## Glossary of SCA Terms and Acronyms Used in Meridies

Edited by Lady Heahburh aet Niwecastel from various sources

For those terms that are listed in the [Organizational Handbook of the SCA](#), the definition quoted therein has been used.

*Note: Some SCA jargon varies from kingdom to kingdom, especially “medievalized” terms for modern items without period equivalents, and terms referring to children and children’s activities.*

**Anachronism** - Anything out of its proper place in time

**Apprentice** - One who is formally associated with a Master/Mistress of the Laurel as a student.

Apprentices are known by a green belt.

**Armory** - Heraldic devices and Coats of Arms

**Arms** - What your heraldic design becomes once you receive an Award of Arms.

**A.S.** - Anno Societatis; The dating system used in the S.C.A. A.S. years are reckoned from May 1st, 1966, the accepted birth date of the SCA.

**Associate** - A term referring to any of the students of a Peer; an apprentice, protégé, or squire.

**Autocrat** - The person in charge of an event.

**Baldric** - A belt worn from one shoulder to the opposite hip, usually to display a rank or position.

**Bardic Circle** - An informal gathering for singing or storytelling

**Baron or Baroness, Court** - An honorary title conferred upon someone by the Crown, not affiliated with any territorial lands. Does not confer precedence beyond an Award of Arms.

**Baron or Baroness, Landed** - One who has been appointed as the representative of the Crown for a Barony. Referred to as “Your Excellency”.

**Below-the-Salt Feast** - A simple dinner offered at events when the feast hall is too small to accommodate all attendees at high feast. This dinner is usually served in a separate area to be consumed somewhere outside of the main feast hall.

**BOD, the / Board, the** - The Board of Directors of the SCA, Inc.

**Boffer** - A foam weapon for play combat between unarmored opponents.

**Bransle** - pronounced “brawl” - A simple style of country dance normally performed in a circle or line.

**Chivalry, the** - The Knights

**Circlet** - An ornamental band worn about the head. In Meridies, metal circlets denote rank. See *sumptuary laws*.

**Clear!** - A warning call that someone is about to draw a steel weapon. Those in earshot should watch where they move to prevent an accident.

**Collegium** - An SCA event consisting mainly of classes.

**Consort** - The chosen one who inspired the Sovereign King or Queen in the Crown Tournament. The Consort rules with the Sovereign for that reign.

**Coronation** - An event in which the Crown Prince & Princess begin Their reign as King and Queen.

**Coronet, The** - The ruling Prince and Princess of a Principality.

**Coronet List** - The tournament, and corresponding event, at which the next rulers for a principality are decided.

**Corpora** - The policies governing historical re-creation within the Society, and those policies applicable to the entire Society.

**Count or Countess** - Persons who have once reigned over a kingdom. The title is assumed at the end of the first complete reign. Referred to as Your Excellency. *Note on alternative titles: Some Counts and*

*Countesses, in keeping with the culture and time period of their persona, may choose to use a historically equivalent title.*

**Crash Space** - Informal lodging provided by members hosting an event, usually at a member's home and usually free. May also be called billets (a military term) or bed & breakfast.

**Crown, The** - The Ruling King and Queen

**Crown List** - The tournament, and corresponding event, at which the next rulers for a Kingdom are decided.

**Current Middle Ages, The** - The Medieval and Renaissance society as it is re-created within the Society for Creative Anachronism, including its territorial designations, titles, culture, and political structure.

**Dame** - Optional title for a female Knight, Pelican, or Laurel

**Day Trip** - Attendance at an event for the day only; not staying overnight on the site.

**Device, Heraldic** - A graphic symbol that is uniquely registered to an individual or group by the SCA College of Arms. Used as a representation or "signature" of that person or group. This device becomes a coat of arms upon the granting of an award of arms to the owner. A simplified device may also be registered as a badge.

**Discreetly Wet** - An alcoholic beverage policy; Indicates that the site has given permission for alcoholic beverages to be on site, provided that they are kept out of sight, and all original containers are concealed and disposed of off-site. Modern laws on legal drinking age apply. No public drunkenness.

**Duct Tape** - A common silver/grey tape found at hardware stores that is used to wrap rattan swords in the SCA. Because it is ubiquitous at events, there are many jokes about duct tape in the SCA.

**Dry Site** - An alcoholic beverage policy; Dry sites permit NO alcohol consumption.

**Duke or Duchess** - Persons who have reigned over a kingdom two or more times. The title is assumed at the end of the second complete reign. Referred to as Your Grace. *See note on alternative titles under Count or Countess.*

**Eric** - An SCA-unique word for the posts and ropes surrounding the list field. Legend has it that when the SCA was young, a red cloth was used to mark the boundaries of the field. This red cloth was affectionately known as Eric the Red. The name Eric stuck and has far outlasted the cloth and the joke.

**Event** - An official SCA gathering, sponsored by an official SCA chapter, generally held on a weekend, and open to all SCA members and non-members. All attendees must pay the site fee, wear some attempt at period garb, and behave with honor and courtesy.

**Farspeaker** - An alternate term for a modern telephone.

**Favor** - A token item, usually constructed of cloth, given in friendship or love by one individual to another.

**Fealty** - A relationship between individuals marked by an exchange of oaths of service and protection. Knights, landed barons/baronesses, and kingdom officers are expected to swear fealty to the Crown. The populace is also invited to swear fealty.

**Feastcrat** - The person in charge of food served at an event; the head cook. This word is SCA jargon, not a historic term.

**Feast gear** - Eating dishes and utensils for one diner. Most SCA feasts assume that guest will bring their own tableware suitable to the event. This includes a plate, bowl, drinking vessel, and utensils in pottery, metal, wood, or glass. Guests may also bring tablecloths, candles and any other items that might enhance the setting.

**Garb** - An alternate term for period clothing, as opposed to "costume".

**Gentle** - Any person, as in "gentleperson".

**Guild** - A group of individuals who meet to study or practice a period art or science.

**Heavy Weapons** - Combat performed in armor and simulated (rattan) weapons on foot, as opposed to "Light Weapons" which include fencing and archery. Heavy weapons combat is done in armor that meets SCA safety regulations, according to SCA rules, which were developed to safely re-create the combat of the medieval knight. This term is now discouraged in favor of "armored combat".

**Hold!** - A warning call. Anyone within earshot is to freeze in position until the potential danger is understood and nullified. Usually used on the field of combat, but may be used in any situation where it is warranted, as when someone is about to trip over a small child or step in a hole. Parents are encouraged to teach their children to obey this order.

**Honorable Lord/Lady** - Title for persons who hold a Grant of Arms.

**Household** - A social arrangement of friends, or of a Peer and their associates, who attend events together and share common activities. Households have no official status in the SCA. Individuals may be members of several households, one, or none.

**Huzzah!** - A cheer of approval used in some kingdoms.

**Investiture** - A Coronation (for Royalty) or a ceremony creating a new Territorial Baron/Baroness.

**King** - The male ruler of a Kingdom. Referred to as Your Majesty.

**Knight of the SCA** - The highest rank of honor bestowed upon an individual in recognition of mastery in the arts of armored combat and war, demonstration of noble and courtly behaviors, and service to the kingdom to an extent above and beyond that normally expected of members of the Society. A Peer. Abbreviated as KSCA.

**Knighthood, Order of the** - The collective of individuals who have been granted knighthood.

**Known World, The** - The entirety of the kingdoms and regions in the modern world where the SCA is present.

**Laurel, Order of** - The highest rank of honor bestowed upon an individual in recognition of excellence and mastery in the arts and sciences, instruction in their field, and service to the kingdom to an extent above and beyond that normally expected of members of the Society; the collective of individuals who have been granted this rank. A Peer.

**List** - The fighting competition at a Tournament.

**Live Weapon** - Any weapon of steel or with a sharpened edge that is capable of bodily harm. Some events host "live weapons" activities that consist of throwing knives, axes, or other bladed weapons at a target.

**Lord or Lady** - Titles for persons who hold an Award of Arms.

**Lordship/Ladyship, Your** - Form of address used for persons who hold a Grant of Arms.

**Master** - Title for a male member of the Order of the Laurel or Pelican, or a Master-at-Arms.

**Master/Mistress-at-Arms** - A member of the Order of Chivalry who does not swear fealty to the Crown.

**Minister of (job name)**- As with the standard designation for the office, these are not personal titles, and should in no case be abbreviated or prefixed to the officer's personal name. Does not indicate rank or precedence.

**Milord/Milady/My lord/My lady** - These are general forms of address rather than titles. They are properly used informally for any person with or without rank, or any time the speaker does not know another form that would be more appropriate for the listener.

**Mistress** - Title for a female member of the Order of the Laurel or Pelican.

**MKA** - "Mundane known as"; one's real name

**Mundane** - Modern; everyday; not of the SCA. Some people will interpret this term as derogatory, implying "boring", therefore the term "modern" is preferred when in public settings.

**On-Board/Off-Board** - Paying to partake of the food served at an event (On) or not (Off).

**Oyez!** - Cry used by heralds in some Kingdoms, to gain the attention of the populace for an announcement (pronounced Oh-yay); Hear ye!

**Page** - A child between the ages of 6 and 12; a member of the Pages' School; a minor child of any age in a service relationship with a Peer.

**Pavan** - A style of court dance, usually performed in a slow and stately manner.

**Pavilion** - A period-style tent. A day-pavilion is a wall-less tent for day use only.

**Peer of the Realm (Peer)** - Any member of the Orders of Chivalry, the Laurel, or the Pelican. These orders carry a Patent of Arms.

**Peer, Royal** - A person who has, at least once, successfully concluded a reign as a King or Queen, or as a Prince or Princess of a Principality.

**Pelican, Order of** - The highest rank of honor bestowed upon an individual in recognition of exceptional and sustained service to the kingdom above and beyond that normally expected of members of the Society; the collective of individuals who have been granted this rank. A Peer.

**Period** - Historically accurate; within the time period of the Society (pre-1600)

**Persona** - A character assumed by an SCA member, as someone who "could have existed" in a specific time and place in the SCA period. Use of an actual historical person as a persona is not permitted.

**Polling Order** - A collective of those members of a common Order who have been granted the right and obligation to recommend to the Crown others deserving of membership in the Order. Polling Orders are charged to meet on a regular basis to discuss and vote upon individuals for recommendation to the Order.

**Popular Chivalry** - Newsletter for the Kingdom of Meridies, containing flyers for upcoming events and other information. Comes with sustaining membership in the SCA.

**Porta-castle** - A rented portable toilet often seen at events. Also called a privy, biffie (from BFI- a major supplier), porta-john, etc.

**Precedence, Order of** - The order of rank of members in the Society, based on the highest title that has been conferred on them that carries precedence. When titles are equal in precedence, order of precedence is based on the date of the award. Titles that carry precedence are recognized throughout the Society regardless of their kingdom of origin. The order of precedence is as follows: King/Queen. Royal Prince/Princess, Principality Prince/Princess, Tanist/Tanista, Duke/Duchess, Count/Countess, Viscount/Viscountess, Peer (Knight, Laurel, Pelican are all equal), Grant of Arms, Award of Arms.

**Presence, The** - The ten-foot area around a member of the Royalty, or their Royal Throne, within which no person may enter without rendering proper courtesy.

**Prince or Princess, Crown (or Royal)** - Heir to the King or Queen. Referred to as Your Highness.

**Prince or Princess** - Ruler of a Principality and reporting to a King and Queen. Referred to as Your Highness.

**Protégé** - One who is formally associated with a Master/Mistress of the Pelican as a student. Identified by a yellow belt.

**Pursuivant** - A title used to show the skill level of a herald. A full "Pursuivant" is the highest rank a person may retain permanently in the College of Heralds.

**Queen** - The female ruler of a Kingdom. Referred to as Your Majesty.

**Rattan** - The stem of a climbing palm, used in the SCA for making Heavy Weapons because its weight and handling properties resemble steel while its overall resilience and other properties permit it to be used with relative safety.

**Regalia** - Items belonging to the Crown and therefore to the SCA, such as the thrones, crowns, robes of state, and kneeling pillows. Does not include items that are the personal property of those individuals who currently reign.

**Regnum** - A list of Society branches and/or officers.

**Retinue** - The persons selected by and charged with attending to the needs of the Crown during their reign.

**Reveránce** - A bow or curtsey of respect.

**Royal Progress** - The list of events that the Crowns plan to attend.

**Royal University of Meridies (RUM)** - A volunteer college created within the Kingdom of Meridies to aid in the education of the populace on all aspects of the Middle Ages through Local and Kingdom Collegiums. SCA participants may take classes individually, or pursue a curriculum to obtain a RUM degree. See [www.royalu.meridies.org](http://www.royalu.meridies.org)

**SCA, Inc. or SCA** - The Society for Creative Anachronism, Inc., a California 501(c)3 not-for-profit educational corporation, federally incorporated.

**Sir** - Title used for a Knight (male or female).

**Site** - The place where an event is to be held.

**Society, The** - The entirety of the Society for Creative Anachronism, a worldwide group of affiliated organizations.

**Sovereign** - The King or Queen who won the Crown Tournament to achieve the title.

**Squire** - One who is formally associated with a Knight as a student. Identified by a red belt.

**Sumptuary Laws** - Laws that restrict specific items or colors of apparel or regalia to those who have achieved a specified rank or position in society. The Sumptuary Laws for the Kingdom of Meridies are specified in Kingdom Law, pages 29-30, which can be found as a link at <http://www.meridies.org/seneschal.html>.

**Tanist or Tanista** - Royal heirs to a Principality.

**THL** - Abbreviation for "The Honorable Lord/Lady".

**Tournaments Illuminated** - The quarterly magazine published by the Society for Creative Anachronism.

**Travelers' Fare** - A very simple meal or snack offered on Friday evening at an event as a courtesy to appease the hunger of late-arriving guests.

**Troll** - A person working at the event registration table.

**Troll Booth** - The place to register for admission to an event.

**Viscount or Viscountess** - Persons who have reigned over a principality. The title is assumed at the end of the first complete reign. Referred to as Your Excellency

**War** - A gathering at which the main event is one or more fighting competitions for large groups of participants.

### **Branch Designations**

**Kingdom** - Area ruled by a King and Queen (a principal SCA region)

**Principality** - Area within a kingdom ruled by Prince and Princess

**Barony** - Area administered by a Territorial Baron and/or Baroness, the ceremonial representative(s) of the Crown

**Shire** - Local branch reporting directly to a kingdom or principality

**Canton** - Local branch reporting through a barony

**College** - Institutional branch based at a school, research facility, etc.

**Stronghold** - Institutional branch based at a military installation

**Port** - Institutional branch based at a military installation in situations where groups of members will be detached for long periods, as with ships at sea

## **Officer Titles**

**Chatelaine** - A greater office of state, and deputy to the Seneschal, charged with recruiting and orientation of new members to the Society.

**Chronicler** - The editor of the group newsletter.

**Chirurgeon** - Responsible for voluntary first aid at SCA events, including assisting participants in tournament combat and notifying attendees of health and safety concerns.

**Exchequer** - Responsible for maintaining the financial records and checkbook of the group, supervising the finances of the group, and assembling financial reports and submitting them to the kingdom exchequer in a timely fashion.

**Herald** - Responsible for supervising field heraldry and court heraldry at events sponsored by the group, and for College of Arms activities for the group, including the timely processing of submissions for names and armory.

**Hospitaller** - Another term for Chatelaine

**Knight Marshal** - Responsible for overseeing the conduct of all martial arts activities in the group, including tournament lists, wars, combat archery, and fencing, as well as such related activities as scouting and target archery, and training in these skills.

**Laurel Sovereign of Arms (Laurel)** - The principal heraldic officer of the Society and the head of the SCA College of Arms.

**Marshal** - A trained and warranted person responsible for ensuring the safety of participants and non-participants during marshal activities. Not a referee. Reports to the Knight Marshal.

**Minister of Arts and Sciences** - Responsible for supporting the study of art forms, technologies, and those aspects of culture relating to their use, both in period and in Society activities.

**Minister of Children** - A lesser office of state charged with overseeing the activities of children and fostering their education within the Society.

**Reeve** - Another term for Exchequer

**Seneschal** - Chief administrative officer of the group and legal representative; president

**Webminister** - SCA officer responsible for creating and/or maintaining internet web pages.

## APPENDIX F

### **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](http://www.sca.org), under the Seneschal's page). I would like to clear up any confusion regarding this policy as it relates to the Chatelaine'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 chatelaine 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 16<sup>th</sup>-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/ chatelaine), 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: