



KINGDOM OF LOCHAC



CHATELAINES' HANDBOOK



KINGDOM OF LOCHAC HOSPITALLERS'/CHATELAINES' HANDBOOK

Table of Contents:

Chapter 1: About the Office

1. Purpose
2. Responsibilities
3. Qualifications
4. Creative use of Deputies
5. Office Heraldry

Chapter 2: Attracting Newcomers

1. Developing a Strategic Plan
2. Spreading the Word
3. Follow-up on Contacts

Chapter 3: Demonstrations

1. Introduction
2. Society Demo Policy
3. Types of Demo's
4. Demo Idea
5. Organising Demo's
6. Guidelines for Participation
7. Suggested activities and displays
8. Post Demo follow-up

Chapter 4: Making the Newcomer comfortable

1. Orientation
2. Helping Newcomers attend their first event
3. Create a "Newcomers' Niche" at events
4. Involvement and education. . .continued
5. When does a Newcomer stop being a Newcomer?

Chapter 5: Gold Key (Loaner Garb & Feasting Gear)

1. Purpose of the Gold Key
2. What's in the Closet!
3. Building your Gold Key
4. Repair, maintenance & keeping a list

Chapter 6: Dealing with the Media

1. Responsibilities
2. Suggested Media resources for SCA Groups
3. Tips for SCA people dealing with the Media
4. Media Briefing etc.

Fact Sheet

The Kingdom Chatelaine's Office is dedicated to helping Local Hospitallers/Chatelaines fulfil their duties with confidence and efficiency. This Office does this by setting policy and through the sharing of ideas. This Handbook is designed to provide local officers with guidance on how to attract, educate and retain Newcomers, as well as other useful information pertinent to the office.

Through the effective discharge of their duties and responsibilities, local Hospitallers/Chatelaines are in the perfect position to serve both the current and future needs of the Kingdom and the Society as a whole. Local Hospitallers/Chatelaines have the unique opportunity to make a difference at many SCA levels by ensuring that new members are provided with the tools necessary to get the most out of their SCA experience.

Acknowledgements

This is the first edition of the Lochac Chatelaines' Handbook. It is a compilation of what I considered important for Lochac and I must state here that although I have changed some of the wording to suit Lochac customs, this Handbook is based, primarily, on what others have written, (why re-invent the wheel ☺). The information contained herein is only a guide for all Chatelaines and is to be used for the better enjoyment of this wonderful game that we play.

My grateful thanks to Lady Luce Antony Venus, Chatelaine to the Kingdom of Atlantis, for allowing me to use their version of the Handbook as a template. In that regard, thanks must also go to Mistress Arianna Morgan, the original author and the many Gentles who assisted in the development of that original Handbook. My thanks also to Mistress Katherine Kerr of the Hermitage for her insightful chapter regarding "Dealing with the Media."

In Service to the Kingdom of Lochac

Mistress Liduina de Kasteelen van Valkenburg (OP, Baroness, OLM, OGT.)

Lochac Chatelaine

About the Hospitallers/Chatelaines Office

1. **Purpose:** A Hospitaller (or Chatelaine) is the Officer responsible for:
 - * Recruiting new members.
 - * Acting as a central point for newcomers.
 - * Educating new members on the culture and traditions of the SCA, the Kingdom of Lochac and their local Group.
 - * Assisting newcomers to assimilate into the SCA and their local Group.

Other Kingdoms sometimes refer to this office by the title of Castellan or Gold Key. Here in Lochac the Gold Key is usually a Deputy who is in charge of the Group's loaner wardrobe and loaner feasting gear. Every Group is encouraged to maintain a warranted Hospitaller/Chatelaine.

2. **Responsibilities:**
 - * Familiarise yourself with the SCA Organisational Handbook and the Lochac Book of Laws.
 - * Where possible, be familiar with your Group's customs.
 - * Where possible, learn as much as you can in regard to the History of your Group and Lochac.
 - * Always respond to Newcomers' inquiries.
 - * Supervise or assist with Demo's.
 - * Devise methods of attracting Newcomers.
 - * Report to the Kingdom Chatelaine quarterly (Feb 15, May 15, Aug 15, Nov 15)
 - * Maintain Loaner garb & Loaner Feasting gear (if no Gold Key Deputy).
 - * Attend Rowany Festival yearly or provide a proxy for the Chatelaines' meeting.

3. **Qualifications:**

If you are reading this Handbook, you have probably agreed to be your group's Chatelaine, or you are considering volunteering for the Office. Either way, you're probably thinking about how to go about being an effective Chatelaine. There are many paths you can take to fulfil the duties and responsibilities of your Office. However, there is some core knowledge and skills that a Chatelaine should possess and/or develop. Knowing how to apply your knowledge and skills can make the difference between your being an adequate Chatelaine, or a highly effective, dynamic Officer who is truly an asset to your local Group, Kingdom and the SCA. Below is a list that, if applied, should help you to successfully perform your duties and responsibilities.

An effective Chatelaine is.

1. ***Both a Communicator and Listener:*** Your primary duties require that you talk to newcomers to make them feel welcome, provide them with information and determine their needs and concerns. Communication is a two-way street. You must be able to clearly impart information and do your best to comprehend what others are saying.
2. ***Approachable:*** Some newcomers are more easily intimidated than others. Sometimes all it takes to attract or repel someone is a facial expression. A smile is obviously more attractive than a frown. Before you enter an event, consciously check your attitude at the door. If you have had a bad day, week or whatever, leave it behind you. If it's obvious that you are having a good time, more people will want to be around you!

3.**Available:** You must be accessible for newcomers; in person, by telephone and by email. Any queries by newcomers should be responded to within 5 calendar days. While you are not expected to attend every Group function, you should at least be able to attend your Group's council meetings and events. If you can't make it to other activities, such as fighter training, ask someone else to attend on your behalf. If you don't have a Deputy, ask someone who regularly attends these activities to keep an eye out for newcomers to ensure that their needs are met.
4.**Patient:** Some newcomers will have far more initiative than others in getting involved and obtaining information. **Some members of you Group will need reminding more often than others to include newcomers in conversations and activities and to participate in demos and other activities geared towards newcomers.** Both situations can be frustrating. The application of patience can truly come in handy to help keep your frustration in check, as it may lead to anger. Extreme expressions of anger are not attractive and can be harmful to your peace of mind.
5.**Cooperation:** Like communication, cooperation works both ways. Fostering a positive working relationship within your Group with not only your fellow Officers but also the other members of the Group will only be good for all of you, whereas a lack of cooperative relationships can work against you and your Group in achieving established goals and also harmful to the cohesiveness of your Group.
6.**Organised:** You must be able to keep records, respond to newcomers in a timely manner and submit meaningful monthly (to your Seneschal) and quarterly reports(to the Lochac Chatelaine).
7.**Knowledgeable:** Just because you have accepted the position of Chatelaine doesn't mean you are expected to know everything. However, as stated previously, you should familiarise yourself with SCA and Kingdom laws and policies, have a general knowledge of SCA history and be able to refer newcomers to others with similar interests, or those who may have the information they are seeking.
8.**Enthusiastic:** There is nothing more attractive than enthusiasm; both to a newcomer and to members of your Group. If a newcomer sees that you are having a good time, then the likelihood of them staying to become an integral part of your Group is high. If you express your enthusiasm about the importance of attracting, educating and retaining newcomers, members of your group will, hopefully, be more than willing to assist you with activities for newcomers.
9.**Realistic:** You must be able to recognise your personal limitations and those of the individuals in your local Group. If you and the members of the local populace are "burned-out", you will not have a good time. This will reflect in your efforts with the activities you conduct for your newcomers and may result in them not returning.
10.**Creativity:** Conceive and develop ideas which will fit into the already existing infrastructure of your Group. Encourage others to help and hold discussions whereby any new ideas can be expanded upon for the benefit of your Group.

4. Creative use of Deputies:

You are not required to have a Deputy for your Office. However, there are some benefits to having a Deputy or two. In paragraph 3.8 and 3.9 we discussed enthusiasm and recognising personal limitations. As much as you would like to believe that you can. . . .you can't do everything! With a bit of luck, you will belong to a Group which is full of people willing to help you on a regular basis. Accept their offer for help! Essentially a Deputy is the person you are training as your replacement. In this regard your Deputy will be helping you with organising Demos for your local Group, helping with flyers, talking to newcomers, helping with newcomers at events, and may possibly act as the Gold Key in charge of the loaner wardrobe and loaner feasting gear. There is nothing in the rule book that limits the number of Deputies you decide you need.

5. Office Heraldry:

The badge for the Lochac Chatelaine is as follows: Vert, a key palewise and reversed, Or.



In layman's terms, the badge is coloured green, whilst the key is gold, sitting perpendicular and facing right. This badge may be printed on documents related to the performance of your Office, painted or appliquéd on banners, baldrics, table-cloths etc. It is encouraged that the badge be used to mark any materials which your Group may designate as relating to the office of the Chatelaine. Ensure that newcomers, as well as established members, are familiar with your badge and that this is the symbol to which they may turn for guidance and assistance at demos, events and meetings.

CHAPTER 2

Attracting and Recruiting New Members

1. Developing a Strategic Plan:

A strategic plan is a plan, or mission statement, that defines an organisation's reason for existence and how it will achieve its goals, eg., "The Society for Creative Anachronism is an international, non-profit, educational organisation dedicated to researching and re-creating 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 to attract new members. . . .personal contact, demos, flyers in libraries and shopping centres, advertising through printed and electronic media, or simply by chance.

1. **Brainstorm:** At Council, ask for suggestions for demos, advertising etc. At this point, the feasibility of the idea should not be discussed. Simply record all suggestions for discussion later. If possible, use "flip chart pages" and brightly coloured marking pens to record the ideas. Blue-tac each page on a wall (or board) if possible, to help participants stay on track and avoid duplication.
2. **Discuss and refine your ideas:** Once everyone has had a chance to make suggestions, discuss each idea as a group. In your discussions 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 a consensus on a few activities that are reasonably 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!
3. **Develop a plan:** Now that you have determined what activities you want to pursue, it is time to determine how you are 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 the various tasks.
4. **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 put your plan into effect. Therefore, discuss the plan at a Council meeting, publish your plan in your newsletter and on your web-page, send out to your group's email list. Make sure you provide an opportunity for members to give you some feedback. Review the feedback you receive and revise your plan if necessary.
5. **Implement the plan:** Find volunteers to organise the demo or an activity and/or develop flyers 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
6. **Measure your 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. If possible, get some feedback from newcomers who attended the activity, or saw your "ad" in the paper/publication. If you conducted a demo, ask for feedback from the site owners. Review the feedback that you have gathered, analyse it

and learn from it.

2. **Spreading the word:** you have several tools available to help publicise the SCA and attract new members.

a. **Personal contact.**The most effective method for attracting newcomers is to actively talk about your positive SCA experiences to friends, co-workers and anyone else who is willing to listen. Remember, enthusiasm is infectious! Most people are introduced to the SCA by a friend. Most come back because they were treated kindly and made to feel welcome by the members they were introduced to. There are many people who do not feel comfortable conversing with people they don't know because they are shy, or don't know what to talk about. In many instances, long-time members unintentionally ignore newcomers because they are too busy "catching-up" with friends, or are involved in their own interests. Whilst you cannot control how people behave, you can certainly encourage and remind them, (on a regular basis) to be courteous and friendly. Here is an example of some useful suggestions for you and members of your local populace on how to ensure that newcomers feel welcome.

The Ten Commandments of Human Relations

- (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 their own name.
- (4) Be friendly and helpful. Remember, 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 to 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 humour, a big dose of patience, a dash of humility.
.and you will be rewarded many fold.

b. **Electronic Media.**We may re-create 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, colourful graphics and any 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 establish a web page and periodically revise it to keep it up-to-date. Most groups now have a "Web Minister" whose sole purpose is to keep your group "alive" on the web.

c. **Printed Media.**Posters, flyers, business cards, bookmarks, newspaper ads and articles are all examples of "printed media" that can be used to publicise the SCA. You can choose how you go about creating and printing cards and flyers; if you, or someone in your group, is creative and has the printer capability to do so, then a do-it-yourself angle is to be

considered. If your group has the funds to get your cards and/or flyers professionally printed, then that is also an option. Your local library, bookstores, university, shopping centre bulletin boards can all be used to display and distribute SCA information. Be sure to obtain permission from the appropriate authorities before displaying any information, or leaving items for distribution. Also make sure that any contact names and numbers/email addresses etc. have the permission of the people involved before you publish. The Lochac Seneschal is currently the PR and Media Officer, so if you have any queries in regard to printed media, contact seneschal@sca.org.au

d. 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 email message, be sure to respond within 5 days if possible. Failure to do so will almost certainly 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 events and you never see them again! 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 activity. It is possible that in time, they may become an active member of your group. You may want to consider waiting six months to a year after your last contact with that individual and sending a post card or email using the text below. 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 for them.

Sample follow-up postcard:



Several months ago you expressed an interest in the
Society for Creative Anachronism (SCA)
and the (insert local group name here).

We have not heard from you in a while. If you are still interested and
would like to get involved with local SCA activities, please contact:

(Name, phone number, email address)

We look forward to hearing from you!

CHAPTER 3

Demonstrations (Demos)

1. Introduction: Why demonstrate anything?

Conducting demonstrations (here-in-after referred to as "Demos") for the public is an important function. It is one way in which to pursue our mission as an educational organisation. Demos also provide opportunities to attract potential new members, establish good community relations and cultivate a positive image for your local group and the Society as a whole.

2. Society Demo Policy

This is the current policy on Demos from the Society. Please make sure that when you are planning a demo, you understand this document. If you have any queries, please contact your Seneschal, your regional Chatelaine (Baronial), or your Kingdom Chatelaine.

- I. A demo is an organised, educational effort to teach and/or display activities of medieval interest in general, and SCA interest in particular, to the general public. They are the primary way of introducing and finding new recruits for the SCA. However, not all demos are the type that results in new members. A primary school demo is fun, but the likelihood of recruiting new members is low. A university demo is more likely to attract new members, but does not necessarily contain the educational information of a school demo. Both are important, and a group should find a balance between them.
- II. In order to be covered by SCA insurance, demos must be approved by the sponsoring group's Seneschal and the group may restrict who may represent them to the public. Restricting participation should be done with extreme caution and care. A demo may also be an "event" if it meets the requirements for an event as outlined in Corpora. At any demo, a financial SCA member must be present and in charge of the demo.
- III. Demos where there are no combat-related activities do not require waivers unless they are held as part of an SCA "event." Therefore, if there is no combat, and the demo is not held at an SCA event, waivers are not required. Waivers may be completed individually, or a roster waiver may be used. It is not required that spectators at demos sign waivers, as long as they don't become participants.
- IV. As with all martial activities, an authorised marshal of whatever forms are being displayed must be present if there is fighting at a demo. SCA combatants must be authorised in that weapons' form/style in order to perform at the demo.
- V. Demo organisers should pay particular attention to site/host restrictions regarding SCA and live steel weapons. In general it is not a good idea to allow the general public to handle live steel weapons at a demo and live steel weapons must never be left unattended. SCA weapons (non-live steel) must not be left unattended and in plain sight and access of the public. (They may be stored unattended in tents, cars, etc.)

- VI. Since observers of SCA demos are generally not familiar with SCA combat activities, special care for safety must be taken. Double List-field ropes (if possible 1 metre apart) should be used, and sufficient safety personnel must be provided to ensure safety of combatants and observers.
- VII. A member of the SCA may not hit a member of the public with any weapon regardless of whether the member of the public is in armor and gives consent. Adult members of the public who wish to try armored combat should be referred to the nearest SCA group for instruction. (Note: target archery is not considered a "combat-related activity," when using blunts, and so waivers need not be signed for that activity, but be certain that all appropriate safety procedures are taught and followed.)
- VIII. *(Please Note: This particular activity is not allowed within the Kingdom of Lochac)*
With specific safety restrictions, supervised children age 12 and under may hit an armored SCA fighter with boffer weapons only, not rattan weapons. Waivers are not needed from the parents of children who take part in "fight-a-knight" activities. Minimum safety standards include keeping unarmored observers at least 10 feet away from the armored fighter and child. Individual Kingdoms may make more restrictive policies.
- IX. Whenever a demo is done with children present, a minimum of two unrelated adults must also be in attendance at that demo. "Children" refers to anyone under the age of legal majority.
- X. No one may bring weapons of any kind onto the grounds of a school without prior knowledge and consent of the school officials.
- XI. There is no SCA policy that prohibits an SCA group from charging a "demo" fee to the organization requesting the demo. However, most groups accept donations rather than charging a set fee. With either a donation or a "demo" fee, all monies should be in the form of a check, payable to the "SCA, Inc., [group name]." Under no circumstances should an individual receive cash or a check made out to them personally. SCA site fees may not be charged at a demo unless the demo is held as part of an SCA event.
- XII. Assuming appropriate safety precautions are in place, and with any necessary instruction, participation is a highly effective method of educating the demo guests—and fun for both the SCA member and guest.



3. Types of Demos:

When planning a Demo, you will first need to determine what type of demo it will be. Most often, when demo opportunities present themselves, the type is predetermined by the organisation or business that has extended the invitation, such as a school. Most demos can be, and often are, more than one type of demo. By analysing the situation and determining which aspects apply, you can identify your goals and plan your activities accordingly. Make sure that you work with your seneschal, your deputy and volunteers to create a positive view of the SCA.

- a. ***Recruitment Demos.***are demos in which the goal is to acquire new members. The purpose of the recruitment demo is public exposure, not public pressure. Never force an observer to participate or to listen to your "spiel". but do stand ready to address the questions your audience might have. . . . and extol the virtues of the Society when asked. A recruitment demo can be held anywhere, from local community fairs to University campuses. You will generally get better attendance if your demo is tied in with another publicised activity. Generally your audience is the passerby or those who come to "the main attraction". They may also have been attracted by advertising you have put out for your demo. By showing the general public a "grand spectacle", using elements of the SCA chosen specifically for their broad attraction and fun value, you will always draw a crowd. The key to a successful recruitment demo is the **fun factor**. People naturally want to do what is fun. If it is obvious that you are having a good time, they will want to join you. Make it fun for yourself and interesting for them. Pageantry is the simplest way to draw the modern eye. Having a large number of well-dressed participants, banners, pavillions (where possible), a colourful dance display, and a vivid display of fighter exploits, are what we do best to draw and excite a crowd. However, too much activity at a demo can become boring. Make sure that your activities are as well rounded as possible.
- b. ***Community Relations Demos.***are demos in which the goal is to let people know of the existence of the SCA by providing a visible presence and/or entertainment. Obviously, this is closely tied to the other three types of demos mentioned here. However, the focus and intent are different. If you happen to recruit additional members, educate a few people and obtain the use of a site in the process, all the better! These types of demos would include activities such as Charity Fundraisers etc. The goal here is to help your community and create a good reputation for the SCA. Demos for festivals, restaurants, or other community gatherings would also be included here. The ultimate goal is entertainment and community interaction.
- c. ***Educational Demos.***are demos in which the goal is to educate students about the Middle Ages. Usually, the Educational Demo is performed at a school as a supplement to the school's curriculum. Teachers appreciate our unique ability to create a "hands-on" style of teaching. Education is about passing on information in such a way that it is retained. Having the SCA involved helps to ensure that students will retain more information from our "real live" lessons, rather than

what they get to read in books. A successful demo can inspire students to learn more about the Middle Ages on their own. Inspiration then is as much a part of your goal as education. And who knows. . . .you might just recruit a teacher in the process! In this type of demo environment your audience is limited to school-age children. Your possibility for recruitment are slim at best and in any case, not your objective. The key to an educational demo is *authenticity*. Try to find period-looking armour. Since it is unlikely that you will need or want more than two or four fighters for an educational demo, this isn't as hard as it sounds. Always remember that a good tabard hides a multitude of anachronistic sins. In addition to fighting, other activities can play a significant role. In schools, especially, your audience is looking for a change of pace. Many a student or Boy Scout will listen attentively to a story or song during a Demo in their class or meeting, when they would run the other way in a park. The sight of 30 Boy Scouts dancing the Official Bransle is not to be forgotten. Gauging your audience's age level and interests is important. A group of year 2's needs more entertainment and less information. A group of year 7's can handle more complex information, if they are interested in it. If you have artisans in your group, ask them to actually do their craft, rather than having a static display. Get them to make the tools of their craft available for "try-outs" by interested, carefully supervised students. Role playing can be a very useful tool to hold the attention of youngsters. It is far more entertaining to learn by watching "characters" than to listen to another lecture. An evil knight is a wonderful and familiar character to introduce chivalry, (or the lack thereof) fighting and life in the Middle Ages. . . . getting a short script written out to introduce different characters isn't that difficult and so much more entertaining for your audience. Surprise everybody by getting one of the fighters to stomp unexpectedly, beating on his shield loudly, declaiming the poor manners of his opponenets. . . . you get the drift.

- d. *Acquisitional Demos:* are demos in which the goal is to acquire something for the benefit of your local group or the SCA in general, such as a cash donation, or use of a site. Again, this type of demo typically contains elements of the other types of demos. However, the focus and intent are different.

4. Demo Ideas:

Below is a list of ideas for demos. It is not intended to be "all inclusive". As always, be creative. If you have new ideas, share them with this Office and other local Chatelaines. If you are planning a demo or display in a place of business or culture, always be sure to obtain approval from the appropriate management officials.

- a. Conduct a demo and/or set up an information table/static display at your local University. Many Uni's have club weeks or "O-days" and if they do not already have an SCA College up and running, this could be the start of a new group down the way.

- b. Teach a class or give a demo in garb at a store that sells supplies you use. Do historic costuming at a fabric store, spinning at a yarn store, woodworking at a hardware store, embroidery or illumination at a craft/art supply store etc.
- c. Display completed works in the windows of appropriate stores. Almost anything is appropriate for book stores and libraries.
- d. Go as a group, in garb, to the opening night of historic themed movies. Be sure to bring flyers that provide a brief description of the SCA and local contact information.
- e. Hold fighter training in a local park. Encourage non-fighters to attend, in garb, to work on their projects and add to period atmosphere.
- f. Sing period Christmas carols in garb at local shopping centres, Christmas craft fairs, book stores or local coffee houses etc. (Depending upon location and temperature at this time of the year.)
- g. For school demos, give presentations for classes other than History or Social Studies. Offer to cover medieval recipes or period clothing for a Home Economics class, armour for a metal workshop class, period wood working for a woodworking class, calligraphy and Illumination for an Art class, herbalism for an Agriculture class etc.
- h. Contact a library or book store and volunteer to read, (in garb) "period-themed" stories to children.
- i. Man a "relief station" or participate in charitable marathons or telethons.

5. Organising Demos:

Technically speaking, demos are the responsibility of your Office and that of the group's Seneschal. As your local Group Chatelaine, you should always be involved in their planning. This does not mean that you must take personal responsibility for planning every demo for your group. If you are not the primary organiser, be sure to be available to provide assistance and advice to whoever is taking the lead.

- a. Successful demo planning depends upon the planner's attention to detail. As stated above, demo opportunities often present themselves and the type of demo may be pre-determined. Deciding what activities will be appropriate and interesting will depend upon a number of variables; your primary purpose for conducting the demo; the composition and size of your audience; the site and any site restrictions; the skills and numbers of your volunteers.
- b. Ensure that the site has a designated point of contact with whom you can communicate about the details of your demo. Be sure to confirm the date of the demo with the hosting organisation and your volunteers.
- c. Always ask for volunteers. Never assume that someone is able to attend or is willing to participate. If specific skills are needed, it is sometimes prudent to ask a "potential volunteer", who possesses the needed skills, for their help. If they are unable to help, ask them for the name and contact information of someone who can. Several weeks prior to the demo, remind your volunteers of their agreement to participate and confirm that your understanding of what you think they have agreed to bring and/or do is consistent with what they think they agreed to.

- d. You may want to arrange for publicity or press coverage. Be sure to coordinate your efforts with the hosting organisation.

6. Guidelines for participation in Demos:

The following is a list of general notes for anyone preparing to organise and/or attend a demo. Local Chatelaines may wish to copy this section and hand it out to everyone planning to hold, or attend, a public demonstration by the Society for Creative Anachronism. Remember, at a demo you are on display. You represent the entire Society and should plan and behave accordingly. All that is expected is that you make the best presentation with the available resources. Some of the guidelines presented here may seem like obvious common sense but when all is said and done, sometimes common sense is the one thing that gets left behind when you are trying to pack for a demo. Collect yourself before the demo starts. Take a deep breath and relax. As tense as some large demos can be with all the planning, preparation and people, they do not have to be a chore. Demos are fun! If you love what you are doing and you are having a good time, it will show. This is your chance to share who you are. Why do you enjoy the SCA? You probably have lots of different reasons. What are they? How would you describe it to someone who knows nothing about it? Demos are your chance to share that feeling. Someone out there is ready to learn something new, fun and amazing, from you. Perhaps they may even join in. You could find them standing beside you at the next demo. Have fun. Make friends. Teach something. Learn something.

a. Behaviour and Courtesy:

(1) Be courteous and chivalrous at all times and to everyone. Leave any emotional baggage at home. If you maintain a personal grudge with some one participating at the demo, either learn to be civil, or stay home. If you are having personal problems, put your best "game face" forward. The public is very sensitive to "bad vibes". For your part, do not be affected by any rudeness, either from modern spectators or other SCA members.

(2) If you want to speak to friends for a while, or get into an involved conversation, please step away from the "demo" area to continue or even better, agree to get together after the demo has concluded.

(3) Do not try to sell anything at a demo, or promote a private business, either verbally or with business cards etc. Too often this can cause modern attendees to believe that the Society itself is a business. . . . we most definitely are not! We are a non-profit, educational organisation.

b. Appearance:

(1) **All mundane items should be kept out of view, or disguised in a feasible manner.**

(2) Keep your gear (toiletries, paperwork, armour bags etc.) contained and unobtrusive. If there is a staging area or spare tent/pavillion, organise for all involved to leave stuff there.

(3) Bring a period-looking drinking vessel. You may want to bring your feasting gear to show off, or maybe even to eat from/with.

(4) A crucial part of any demo will be your heavy weapons combat and this is usually the biggest drawcard of the day, so make an effort to make it look as period as possible.

(5) Wear your most period (specy) garb. Use the most correct accessories you have and be prepared to answer questions about what era, culture or country you represent.

(6) You are responsible for your personal possessions. Don't take anything of value to a demo and if you do, make sure it is stowed in a safe place where you (or someone in the group) can keep an eye on it.

c. Participation:

(1) If you are participating as a fighter, have fun and make it look good. Issue a challenge to your opponent, make a show of fighting for the honour of a lady (or lord as appropriate). And remember, we are here to educate and entertain. It doesn't matter who wins. Save your self-indulgence for the list field.

(2) If you are putting something on display but do not want it handled in any way, put it in a display case or frame. Really precious articles should be left at home.

(3) Small projects, such as embroidery, tablet weaving etc., give you something to do and talk about. They help show another aspect of medieval life. Works-in-progress are a great way for letting people see how things are done. Don't worry about how good it is (or isn't). The point is, you did it yourself with your own two hands!

(4) If you want to demonstrate something larger than lap-size, be sure to check with the demo steward to see if you can be accommodated, (i.e. physical space, time slot if needed, or other site limitations).

(5) If you are really shy and do not wish to actively participate in the demo, please come anyway! Keep in mind that participating can mean doing behind the scenes work, like setting up the photo boards, water carrier for the fighters, or helping to set up the list field, pavillions and static display. Don't let the public unnerve you. . . . some of them may be just as shy but interested in what we do.

d. Information:

(1) There is no such thing as a stupid question. Respect the curiosity of the people attending at your demo.

(2) If you do not know the answer to a question asked of you, don't make something up. Instead, refer them to someone who may be able to answer their question. You should say something like, "That's a good question. I'm sorry I don't have an answer for you but let me introduce you to someone who may know. . . .".

(3) Refer any media presence, any mundane event hosts, or any other officials directly to the demo Steward, Seneschal or Chatelaine. If none of these individuals are available, direct them to the most articulate group Officer in attendance.

(4) Any requests for general information on the SCA should be directed to the Chatelaine, or whatever information point has been set up for the demo.

e. Safety:

(1) Be aware of your surroundings and the people around you at all times. Children and pets move fast and generally in the worst possible direction. . . .like straight through the list field! Watch for people picking up weapons and armour during demos. These items can cause injuries!

(2) Check in advance regarding the wearing of "dress steel". If it is permitted, always carry it "peace-tied", (i.e. tied with a cord into it's scabbard so it cannot be drawn inadvertently). Always heed the mundane laws in your State & NZ, as some States forbid the carrying of such weapons in public.

(3) If possible, familiarise yourself with the demo site. As most people now carry mobile phones, finding the nearest landline is moot. Where are the nearest toilets? Where can you get water? Where can you find the site host or security person?

(4) Consider having a first aid kit on hand. Usually your Chirurgeon or Marshal will have some medical supplies. Make sure everyone at the demo is aware that supplies are on hand and who to go to when and if necessary.

7. Suggested Handouts, Flyers, Activities & Displays:

As with any list in this handbook, it is not all inclusive. . . .use your imagination!

a. Handouts:

(1) Flyers that contain information on the SCA and your local group, including a list of contacts and up-coming events.

(2) Membership forms.

(3) Copies of the newcomers pamphlet "Forward into the Past" which can be downloaded from the net, or ordered through the Stock Clerk.

(4) Copies of the "Compleat Anachronist" available for perusal on your static display table, as well as copies of your local newsletter and perhaps "Pegasus".

(5) Illuminated bookmarks with information and contacts on the reverse to give out.

(6) Copies of (copyright-free) black and white line drawings to give to children for colouring pages. Include dragons, knights, kings & queens, knotwork illuminated letters etc. Several packets of inexpensive coloured pencils and textas so the kids can get on with the colouring there and then would be good.

b. Static Displays:

(1) Photo albums with pictures of a variety of SCA activities. A presentation pin board with enlarged photos and colourful captions/titles.

(2) Dressmakers dummies displaying court garb.

(3) A table set with Feasting Gear.

(4) Hands-on exhibit. . . .hats, garb or bits of armour, for people to try on.

(5) Displays of as many aspects of the SCA as you can get your hands on. Active displays, (where people are actually performing their craft) are very effective. Try to represent such activities as armouring, arrow fletching, scroll making/illumination, needlework, woodworking, leatherworking, spinning, weaving, etc. The list goes on and on.

(6) A period gaming table with someone to explain the rules to those interested in playing.

(7) **Appropriate Music.** The music can be used for a dancing demo or just background music. If possible, live musicians are even better.

c. Other items to bring:

Sign-up sheets where people can fill in their details if they want more information. This sheet should include columns for their name, address, phone no., email address and topics of interest. Some people are hesitant to fill out this type of sheet if there aren't any other entries already filled in, so fill in a few dummy names and info for the first couple of entries.

8. Post Demo Follow-up:

After your group's demo has come to an end, there are still some post-demo tasks to be accomplished. You should follow-up with those who took the time to put their name on the sign-up sheet and who expressed an interest in the SCA (potential newcomers); your site contact, who provided you with a location and information necessary to conduct a successful demo and the members of your group who donated their time and talent.

a. Potential newcomers:

It is essential that you contact everyone who filled out the sign-up sheet as soon as possible after the demo, (within 5 days). The preferred method of contact is via telephone as emailing is too impersonal. Verbally invite them to any newcomers' meetings you have scheduled, then follow-up with a written invitation. If you do not have the time to phone, then email them but do so promptly. If you don't have enough newcomers to schedule a newcomers' meeting, offer to meet with them personally. You can meet with them at fighter training, an A & S meeting, or any other activity scheduled for your group. When you speak with them, find out what aspect of the SCA they are interested in and plan accordingly. Whatever you do, make sure that they know that you haven't forgotten them and find a way for them to get involved as soon as possible.

b. Site contacts:

Always follow-up with your site contacts to foster positive relationships within your community and ensure that you will be welcome back in the future. Were they happy with the demo? If not, why not? This can help you improve the quality of future demos and/or clarify expectations. If you were doing a demo for a fee, did your group receive payment? If you were doing the demo in exchange for use of the site, have all arrangements been finalised? Do they want you to do another demo next year? Do they have any comments or suggestions for next year's demo? Consider inviting them to your next event. Whatever the outcome, always be sure to thank the person(s) who graciously welcomed you and allowed you to conduct your demo at their site.

c. Volunteers:

always thank the good Gentles who donated their time and talents to help you make your demo interesting, educational and fun. Some of them have travelled a considerable distance to participate. Before they leave the demo site, make an effort to verbally thank them. Ask your Chronicler to publish a thankyou note in the next newsletter, post a thankyou message to your groups email list. You'll find you will get more assistance and cooperation for future demos if people know that you appreciate their efforts.

Acclimating the Newcomer: Getting the Newcomer involved.

1. Orientation:

The purpose of orientation is to welcome newcomers to the SCA, the Kingdom and your local group, and provides them with the BASIC and practical information needed to get started in the SCA.

a. Frequency: If you are fortunate to have a fairly large number of newcomers, it may be an idea to have monthly newcomers' meetings. If not, conduct them as needed.

b. Location: A central location within your local group is best. As an alternative, you may want to see where the majority of your newcomers live and adjust the location accordingly. Some groups prefer to have meetings at the home of a member, while others prefer a neutral location such as a community centre, church hall, library, scout hall, uni lecture room.

c. Context: Depending on your group culture, you can conduct newcomers' meetings/orientation sessions in a variety of contexts. Some groups prefer to simply have straight forward newcomers' meetings, while others prefer to make it more of a social engagement, such as a BBQ (byo).

d. Content: Remember, you want to make your newcomers feel welcome, provide them with practical information that will enable them to get started and answer any questions they may have. **Be careful not to overwhelm them with too much information.** Below is a suggested outline for the format of an "orientation session".

(1) Introductions/Welcome: Welcome the Newcomers and other attendees, state your objective for the gathering and ask Officers etc., to introduce themselves (mundane name & SCA name) and give a brief explanation of what their role is. Be sure to explain that the session/meeting is intended to provide them (newcomers) with information for "getting started". It is not designed to provide them with everything they will need to know about the SCA, as it will be easier if they assimilate the bulk of that information gradually over time.

(2) An overview of the SCA and your local Group: Who we are and what we do.

(3) Information on how to get started:

- (a) Attending their first event.
- (b) Garb and loaner gear.
- (c) Heraldry and persona development.
- (d) Overview of the Arts & Sciences.
- (e) Overview of Martial activities.
- (f) Courtesy and forms of address.

(4) Question and answer session.

(5) Orientation Evaluation: Ask each newcomer to fill out an orientation feedback form. It is important that you *find out what your newcomers want from their association with the SCA*. In this way, you can better meet their future needs and along the way, improve the quality of future sessions.

e. Who should attend? In addition to the newcomers, some groups invite all their members to attend, while others prefer to limit the attendance to newcomers, officers and selected presenters. In order to make your newcomers' meeting go more smoothly, be sure to let your members know what the format is ahead of time; solicit "presenters" well in advance and make sure they know what they are expected to cover. Additionally, you may want to remind the members of your group to engage the newcomers in conversation at appropriate times during the meeting.

2. Helping Newcomers attend their first event:

Some newcomers are a bit apprehensive about attending their first event. . . .especially alone. Since you probably won't be able to attend every event, ask for volunteers to either accompany, or if that is not feasible, to meet the newcomers at the door (feast) or watch out for them at a tourney. Be sure your volunteers understand what is expected of them. . . .if possible, you volunteers should keep the newcomer company and explain the various activities during the event, sit with them at a feast and introduce them to other members.

3. Continuing Education & Involvement:

a. Regular A&S classes: Ask your local artisans to conduct "beginners classes" several times a year on a variety of A&S subjects. Beginner sewing classes are especially popular with newcomers.

b. Martial Activities: Encourage interested newcomers to attend regular archery or fighter training. Ask your local Knight Marshal or Archery Captain to coach the newcomer, or recommend someone else who can.

c. A Helping Hand where needed: Other clubs, civic organisations etc., have long recognised the need to provide newcomers with additional encouragement and support to help fit into the organisation. Many of these organisations assign someone to serve as a new member's mentor until they feel comfortable enough to participate on their own. If you decide to establish a sponsorship program in you local group, do your best to match mentor and newcomer by geographical location, personality type and common interests. . . .if possible.

- (1) Individual mentors may be designated to assist their assigned newcomer in getting involved in local group/SCA activities by:
 - (a) Bringing the newcomer to his/her first event.
 - (b) Helping their newcomer obtain garb and other items needed for SCA participation.
 - (c) Being available by telephone or email to personally answer questions, or referring the newcomer to someone who can.
 - (d) Providing advice on how to get started with particular SCA activities.
- (2) Project mentors may be designated to assist a small group of newcomers in completing a project to benefit the local group, foster teamwork, develop new skills and cultivate a sense of belonging.

d. Non-SCA Social activities: Many groups enjoy having non-SCA social activities such as a BBQ, a bad movie night, a bowling night or skating night. This is an excellent way to promote camaraderie within your local group and provide an opportunity for members to get to know each other in the a “real world” environment free from titles, politics etc. Be sure to invite your newcomers to attend.

4. When does a Newcomer stop being a Newcomer?

Each individual is different and therefore there is no specific timeline or pattern of behaviour that marks their progression to a higher level of participation. Generally speaking, a person who attends activities and events on a regular and recurring basis and on their own initiative, is considered to be a regular member.



The Gold Key

(Loaner Garb/Feasting Gear)

1. Purpose of the Gold Key/Loaner wardrobe:

The Gold Key is a collection of loaner garb, feasting gear and other items, (armour, archery gear etc.) provided by your group for the use of newcomers, until they have had a chance to obtain/make their own gear. It is your responsibility, or that of one of your deputies, to ensure that the Gold Key is large enough for the number of newcomers that you usually attract during the year and ensure that it is maintained in good condition.

2. Content:

While the number of items you will be able to keep in your Gold Key will vary, depending on factors such as storage space, below is a list of recommended items for your group's Gold Key:-

- a. **Garb:** Try to provide garb from different time periods and styles for newcomers of all ages, sizes and genders.
- b. **Cloaks & Outerwear:** A newcomer's first event should be a pleasant experience. Being wet and/or cold will most probably ruin someone's day. Make sure that your loaner wardrobe has cloaks or wraps.
- c. **Accessories:** These may be just the item needed to dress up some garb or disguise poorly fitting items. A good cross-section of items to look at is belts, pouches, veils, hoods, hats, tabards, jewelry etc.
- d. **Feasting Gear:** At a minimum, your loaner gear should contain plates, bowls, goblets or tankards or mugs, and eating implements. An easy way to deal with this is to make up small bags, with a draw-string or handles, and have one of everything plus, perhaps, a candle-holder, candle and napkin would be useful.

3. Building your Gold Key/Loaner wardrobe:

If you are a new group and currently do not have a Gold Key, or if your current Gold Key is not adequate to meet the demand, or is in poor condition, it is your responsibility to solicit help in correcting the situation. The following is a list of ideas for ways in which to build your Gold Key. As with all lists in this Handbook, it is not all-inclusive. If you can think of any other creative ways to achieve your goal, you are encouraged to do so.

- a. Ask members from your group to donate garb, feasting gear and any other items that they no longer use. If items need repair, host a "mending party". If items are beyond repair, salvage material such as braid, buttons etc., that could be re-used on other items.
- b. Ask members from your group if they are willing to loan items to newcomers. Keep a list of who is willing to loan what items, of what size and under what condition.
- c. If you have more than you need of some items, have an auction at one of your group's events and with the proceeds, purchase what you do need.

- d. Shop at garage sales, Salvo's, second-hand shops. Look for plates, bowls, goblets, eating utensils for feasting gear; costume jewelry to use as embellishments for garb; old drapes or curtains to make into garb.
- e. Organise a sewing circle to make new garb and accessories specifically for the Gold Key. Try to make versatile items that can be worn by a variety of people.
- f. Any items that are not reclaimed from lost property, held by your Constable, after a reasonable amount of time has passed, can be donated to Gold Key, provided the items are in good condition.

5. Maintaining your Gold Key/Loaner wardrobe:

Keep an inventory of all the items in your Gold Key. Ideally, these items should be kept in one location that is geographically central within your group. If all items cannot be stored in one location, keep records as to who is looking after what and where. Periodically inspect and update your inventory, making notes of missing or damaged items. Attempt to locate missing items and repair or replace damaged items.

a. Tracking your Inventory: You may occasionally have difficulty with items not being returned in a timely manner, or at all. The following are some preventative measures that you may wish to take:

- (1) Put tags in all garb labelling them as belonging to (insert your group) Gold Key. Permanently mark feasting gear and other non-garb items in the same way.
- (2) Do not lend out any items without making sure that the borrower knows when and how to return them. Keep a record of who has what and make sure you have a way of getting in touch with the person in case they fail to return the items as specified.
- (3) Take items to the event yourself and have the person return the items before leaving the event.
- (4) Implement a checkout procedure in which the person borrowing the item leaves a small monetary deposit until the item has been returned. If necessary, make it a policy that damages will be deducted from the deposit.

b. Repair and Maintainance: To ensure that items are kept in good condition for as long as possible, make sure that they are cared for properly. Before you lend an item to a newcomer consider this, if you wouldn't wear this garb yourself. . . don't expect your newcomer to want to wear it. Below are some suggestions for keeping your loaner items in good repair. If you would like the items returned prior to the borrower leaving a site, some suggestions may not be practical.

- (1) Require that all feasting gear place settings and linens be washed before being returned.
- (2) All garb should be washed and pressed before being returned.
- (3) Check all items regularly to see if they need mending. If damage is caught in time, it can be more easily repaired than if it is allowed to deteriorate.
- (4) Garb should be stored on hangers. If this is not possible, stored neatly folded in boxes (large plastic variety) or on shelves.

- (5) Air items out and press them, if necessary, before lending them out.
- (6) Store wool with lavender or other moth/silverfish repellants.



Feasting



Members of the Barony of Aneala
Dancing Demo at Fremantle Arts Centre

Dealing with the Media

1. Responsibilities

With the advent of the media deputy in the SCA, the Chatelaine's office is no longer the automatic media representative for the SCA. If your Seneschal chooses to handle these obligations him/herself, or designate a deputy specifically for this task, that's fine. No matter what your Seneschal decides, do not assume that you are automatically the media liaison for your group. This section is intended to prepare you for that task, should it arise, not assign it to you. No matter who is chosen to deal with this task, be prepared to help them with handouts, ideas and suggestions.

The responsibilities of the Lochac Media Office is being handled by the Lochac Seneschal and all queries should be directed to that Office at seneschal@sca.org.au subject line to read: media queries.

2. Suggested Media Resources for SCA Groups

Some ideas as to what you could put on your group's Website as a means of helping with media enquiries.

Have a Media link in your main navigation, and a page that has:

- a. A media briefing document to acquaint media with requirements and recommendations, (see below).
- b. The Tips sheet for groups in dealing with the media (see below)
- c. Contact emails and/or names/phone numbers for group Chatelaines, Baronages, Seneschals or designated media contact people (ideally with a generic email format, rather than linked to personal email addresses).
- d. Direct links to local group Websites.
- e. A representative sample (i.e. 3-6) of print-quality copyright-cleared photos.
- f. The SCA introductory flyer (pdf), posters or other general newcomer-oriented info.

2.1 Tips for SCA people dealing with the Media

When contacted by a media representative, be aware that how you communicate with them will dictate how the SCA in general – and your part of it in particular – is perceived by them and eventually, the broader public. If you are approached by the media, treat it as an opportunity, not a threat.

Your general attitude should be positive and helpful. Refer them on to the Chatelaine or, if your group has one, your media spokesperson; let the SCA folk know that a media contact is likely to attend, and pass on any information you might have.

Things you (i.e. Chatelaine/media spokesperson) should do:

- a. Ensure that you note the name of the reporter, who they are working for, their phone/mob number and/or email, and any deadline information.
- b. Follow up any contacts promptly, return calls/emails as soon as possible.
- c. Work with the Seneschal and Event Steward, as appropriate, to identify a suitable time and/or location for interviews and recording/filming.
- d. Send the reporter an SCA media briefing sheet beforehand and familiarize yourself with its information and requirements so you are ready to help.
- e. Try to arrange a suitable interview area (e.g. have a banner or period pavilion as a backdrop for filming; allow radio people to record some typical SCA soundscapes, such as combat).

2.2 Please don't:

- a. *Please don't* expect that the story will automatically run. If it does get spiked, it will help if the reporter comes away with a positive impression as they may pick up the story some other time.
- b. *Please don't* expect to be able to check what's been written before it is published. You can try offering to run an eye over an item to check facts, but don't ever try to rewrite a story draft.
- c. *Please don't* complain over minor inaccuracies. You can ask for a correction or write a letter to the editor if there is an important major one (such as an incorrect URL citation).
- d. *Please don't* expect to be able to pre-approve the use of photographs. Ensure that people know that media photography or filming is going on; if they remain, consent for release will be assumed.
- e. *Please don't* charge Media for an event. You could try asking for a donation if they are actually eating at a feast (stress the non-profit nature of the society), but treat them as complimentary guests if at all possible.
- f. *Please don't* be afraid to say no. While positive media coverage can be useful, if it doesn't suit the time or place, by all means decline. You can always save the reporter's contact information so you can proactively contact them should a later, more suitable opportunity arise. (Also, if the media does an advance piece, do not be afraid to mention that the event is not a public performance or is not open to the public.)

Media Briefing

You can use this as an introduction for any media personnel who ask to be allowed to photograph/film your Group.

1. Quick SCA Introduction

- a. The Society for Creative Anachronism (SCA) is an international historical research and recreation group which, in 40 years of operating as a non-profit organisation, has gained some 100,000 members worldwide.

b. SCA members meet regularly to hold medieval or Renaissance-style tournaments, most commonly fighting in armour with sword and shield, as well as enjoying feasts, dancing and other events and activities that recreate “the pageantry and chivalry the Middle Ages”. 1

c. Many historical recreation groups specialise in a particular time and place; the SCA covers 600-1600 Europe. As part of this, members dress the part, so you may see Viking warriors rubbing shoulders with Italian knights, Elizabethan ladies embroidering next to Anglo-Saxon maidens.

d. Members are drawn from a broad range of ages and occupations, and it is not uncommon for them to become recognised experts in their chosen SCA field of endeavour, earning academic credentials, acting as technical advisors to the film industry and becoming published authors.

e. There are groups in all states of Australia, (apart from the NT) the first having been established by Mistress Rowan Peregrine (after whom the Barony of Rowany Sydney, NSW, is named). In all there are approximately 40 groups, including those in New Zealand.
<http://www.sca.org.au/lochac/groups/groups.php> to find your nearest group.

f. A number of branches have been established in New Zealand over the past 20 years, including groups in Auckland (known as the Barony of Ildhafn), Hamilton (the Canton of Cluain), Wellington (the Shire of Darton) and Christchurch (the Barony of Southron Gaard). The latter is the oldest of the New Zealand groups, having been founded in 1981.

g. These groups are part of the Kingdom of Lochac, which at present covers Australasia. Local groups are typically governed by a Baron and/or Baroness as representatives of the ruling King and Queen, with a Seneschal handling day-to-day operations. Media interviews are likely to be handled by one of these.

2. Contacting the SCA

Please contact the local Seneschal or Chatelaine as the first point of call to set up an interview or when intending to attend an event. He/she is in charge of handling public inquiries and will be able to speak on behalf of the group or direct you to the designated media spokesperson.

Details regarding Group Seneschals can be found on the Lochac web site at :
<http://www.sca.org.au/lochac/groups/groups.php> (right hand list)

3. Media Opportunities

Most of the local groups have an online event calendar which lists upcoming events, with contact details; some of these events occur weekly, some annually. Check these out to see what opportunities are available.

To find a list of the websites: <http://www.sca.org.au/lochac/groups/groups.php> (left hand list)

4. Public Event – e.g. a tourney in a public park. . . .

Please feel free to attend if you hear about such an event. If you haven't made contact beforehand, ask for the Chatelaine when you get there. They will be able to speak on behalf of the group or be able to introduce you to the designated media spokesperson who can provide an interview or organise photo/filming opportunities.

5. Non-Public Event – e.g. a feast in a hall or multi-day camping event

- a.** Please contact the Chatelaine beforehand to organise your attendance, and to arrange timing and interviews.
- b.** You will be requested to wear some form of pre-1600 clothing. The Chatelaine can arrange to provide you and any attending crew with suitable temporary garb for your visit, and everyone will appreciate your willingness to honour this aspect of our organisation.
- c.** You will need to arrange a suitable designated time slot for filming, photography, recording or interviewing, and/or to stay within a designated area if attending a large-scale event. This will enable you to get the material you want without unduly impinging on other attendees or causing safety/privacy concerns. The Chatelaine or designated media spokesperson will arrange this with you to best suit everyone's needs.



Media Policy for the Kingdom of Lochac as at 26 April AS XLI (2007)

PLEASE NOTE: The Media Relations Office will be the province of the Seneschal of Lochac, (or designated Deputy) until further notice.

Purpose: To ensure that all information provided to organised news media is presented professionally and conveys a true, accurate, and unbiased sense of the purpose and intent of the SCA in accordance with the Society Media Relations policy.

Related Documents

This document is to be read in partnership with the SCA Ltd Media Relations and External Publicity Document that can be found at <http://www.sca.org/docs/mediapolicy.pdf>

In the Kingdom of Lochac where there are differences between this document and Media Relations and External Publicity Document this document is to take precedence.

Definitions

Organised News Media – as stated under the Society Media Relations policy

Media Relations - as stated under the Society Media Relations policy

Reportable Media event - as stated under the Society Media Relations policy

Responsibilities of the Kingdom Officer for Media Relations

Maintain a working knowledge of Media Relations documents and notify local officers of changes.

To act as liaison to organised news media on behalf of the Kingdom of Lochac at or regarding Kingdom sponsored events and activities and events of national importance.

To disseminate Society prepared press materials for Kingdom use; to author and disseminate Kingdom-specific materials; and to author and disseminate or approve event-specific materials, as needed.

Quarterly reports are due on April 15 (for the period January 1 - March 31); July 15 (April 1 - June 30); October 15 (July 1 - September 30) and January 15 (October 1 - December 31) the Society's Assistant Vice President for Media Relations and the SCAA committee. Reports must include all reportable media events as defined in media relations policy, including, but not limited to, contact from a Media representative for the purpose of doing a news story, column, or media presentation; an SCA Branch or representative wishing to publicise an event or activity in modern media venues; an unfortunate occurrence. Reports must include: date of activity, location, modern and society names (if applicable) of all contacts, and description of activity.

Copies of stories, articles, newscasts, and/or televised features must be forwarded to the Lochac Officer for Media Relations for retention in the Lochac Central Archive (held by the Media office) at an address as yet to be determined.

Unfortunate occurrences that might result in media coverage, including but not limited to, severe Injury or fatality; incident resulting in official law enforcement being summoned to an SCA activity; and negative news resulting in the organization being displayed in an unfortunate light—e.g. destruction of property, prominent member retained on criminal charges, etc. must be reported within seven days to the Kingdom Seneschal. Report must include, but not be limited to, SCA and modern name of member, specifics on occurrence, degree of police and/or media involvement.

Responsibilities of Group Seneschals

The local Group Seneschal is responsible for all Organised News Media contact at the branch level. Duties may be delegated to members who meet Society Media Relations criteria.

The Local Seneschal must:

Follow Society and Kingdom Media Relations policies, practices, and procedures.

Utilise approved Society or Kingdom press materials in conjunction with photos and flyers produced for the local group.

Copies of stories, articles, newscasts, and/or televised features must be forwarded to the Officer for Media Relations for retention in the Central Archive (held by the Kingdom Media Officer).

Contact the Kingdom Officer for Media Relations for creation or approval of event specific materials. This will only be necessary when the article/newscast etc is of **national import**. Local events do not need Kingdom approval, as long as they fall within the designated criteria.

Report to the Officer for Media Relations within seven days of a Reportable Media Event as described in, but not limited to, Society Media Relations policy. Report must include date of activity; location; modern and society names (if applicable) of all contacts; Barony, Canton, and Shire affiliation (if applicable); and description of activity.

Unfortunate occurrences that might result in media coverage, including but not limited to, severe Injury or fatality; incident resulting in official law enforcement being summoned to an SCA activity; and negative news resulting in the organization being displayed in an unfortunate light—e.g. destruction of property, prominent member retained on criminal charges, etc.; must be reported within seven days to the Officer for Media Relations. Report must include, but not be limited to, SCA and modern name of member, specifics on occurrence, and degree of police and/or media involvement.