

This is the Local Media Officer's Handbook for the Kingdom of Caid and pertains to the policies, procedures, operations and functions of the media officers within the Kingdom of Caid, Society of Creative Anachronism, Inc. This is not a publication of the SCA and does not delineate SCA Policy.

Acknowledgments

This edition of the Kingdom of Caid Media Handbook was prepared at the behest of Mistress Robynne the Grey, Seneschal of the Kingdom of Caid, by THL Deirdre Oilithreach Deputy Seneschal for Media, with the invaluable assistance of THL Catharine Hawkwod da Barbiano, Special Projects Deputy for Handbook Review. Information was compiled from the Governing Documents of the SCA, the Society Seneschal's Handbook (SCA, 2010) and articles written by Sir Guillaume de la Belgique.

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I. Forward

The Laws for the Kingdom of Caid charge the media officers with the responsibility of being liaisons between the kingdom and outside organizations as well as members of the Society who are recording what the SCA does. The media officers are often the first SCA contact for members of the media and as such are the first faces of the Society the media will see. Presenting a positive image of what the SCA does while at the same time protecting the privacy of those taking participating in the Society's events are primary concerns for members of this office.

Media officers within the Kingdom of Caid, derive authority and responsibility from the Seneschal office(s) for the Kingdom and local territories. As such, the Kingdom Deputy Seneschal for Media, and any local deputies under this office, are specifically tasked with assisting the seneschals and event stewards for events by being liaisons with the media at Kingdom-sanctioned events.

The single and best piece of advice to any and all members of the SCA when contacted by the media is to be polite, courteous, and chivalric at all times. The face we show the media will go a long way towards presenting a positive image of the SCA. The following guidelines will help to insure this positive image.

Sound Bite:

When approached by a non-SCA individual connected to the media who asks or assumes who we are (Live Action Role Playing/Renaissance Faire/local theater group) a solid succinct answer is: **We are a worldwide research/reenactment organization specialized in the Middle Ages.** (Only after getting this across should you go into limited detail.)

II. Television / Radio / Newspapers / Magazines

A. Your local group is contacted:

1. Immediately contact the Kingdom Deputy Seneschal for Media.
2. Discuss potential external publicity with Baronial / Shire Seneschal / Baronage / Shire Officers.

3. The Kingdom Deputy Seneschal will contact the media.
 - Confirm the media understands we are a worldwide research/reenactment organization specialized in the Middle Ages.
 - Have the media fill out an application and sign the media policy form.
 - Obtain explanation of media's objectives.
 - Confirm the angle the media is taking fits with SCA desired image as a research/reenactment organization.
 - Discuss model release forms for film/photography.
 - Advise SCA prefers minors not be photographed.
 - Advise the Media the Society wants a copy of any films or copies of articles given to the local media liaison.
 - Advise the local geopolitical group if the media request has been approved or disapproved.
 - If the media request has been approved, the Kingdom Deputy Seneschal for Media gives the local media liaison an emergency phone number in case of problems.
4. Once approval has been given by the Kingdom Deputy Seneschal for Media, the Baronial / Shire's media liaison sets up date and time with the media.
5. Interviews with specific individuals (royalty, peerage, stewards), should be set up in advance.
6. Any copies of articles, links to web sites featuring the interviews, or copies of films are forwarded to the Kingdom Deputy Seneschal for Media who will send these on to Society Media for the archives.

B. Your local group contacts the media:

1. Prior to any such overtures to the media, contact the Kingdom Deputy Seneschal for Media.
2. Be prepared to state Why, When, and the Purpose for the desired contact.

C. Choosing members to be interviewed:

1. The image the SCA wants to portray to the outside world should reflect our goals, purpose for existence and the finer aspects of

achievement. To this end, people asked to speak to the media should show the best of:

- An image that presents a positive view of the SCA
- Knowledge of the rules, purpose, and policies of the Society for Creative Anachronism.
- Skill at avoiding unfortunate topics.
- Skill as a public speaker

2. Wise choices are:

- Baronial / Shire Seneschal present or past
- Individuals who have been in the Society for an appreciable length of time and have proven themselves through successfully holding Kingdom/Baronial/Shire offices

III. Public versus Private Sites

A. Events located on public sites

1. A public site is any site where the general public has access such as a park or a school.
2. The general public may be utilizing the site concurrently with the SCA event.
3. The SCA has no control over individuals taking pictures at public sites.

B. Events located on private sites

1. A private site is any site where access is limited, usually by a fence/gate.
2. Gate should be instructed, in advance, as to the procedures regarding media and individual photographers.
 - If an individual is noted at Gate with professional camera equipment, the individual should be politely asked to wait while one of the following individuals on site is contacted .
 - Deputy Seneschal for Media
 - Kingdom Seneschal
 - Sponsoring Geopolitical Unit Seneschal
 - Event Stewards

- The individual can be escorted around the site, insuring accurate information is provided as well as pictures that show the SCA at its best.
3. Generally, such individuals are not noted at Gate. In such cases, once having paid the site fee and being on site, outside of offering escort, which may be refused, the SCA cannot prevent the individuals from taking pictures or filming.
 4. The SCA has no control over individuals taking pictures or filming from sidewalks, trees, buildings, or cars outside a private site.

IV. A Planned, Pre-arranged Media Visit to Your Event

- A. Have your spokesperson meet the media at a pre-designated point on site.
 1. Be early and waiting. Media that isn't met will wander into the event, start talking to people, and start photographing.
 2. Media pays the non-member site fee unless the fee is waived by the event stewards.
 3. Escort the media at all times during the visit.
 4. Ensure the media provides and uses their self-provided model release forms.
 - Model release forms must be signed by individuals who can be identified in the picture / film.
 - The visiting media keeps these model release forms.
 4. Photographing fighting – have the marshals announce photography/ filming. Anyone not wanting to be photographed or filmed should leave the field until the media is through.
 - Fighters in armor are assumed to be unidentifiable if their faces are covered by helms or masks so no media release form is required.
 - If any fighters do leave the field during filming, politely ask the media to finish filming as quickly as possible so those waiting can rejoin the fight.
 5. If the local group is unable to provide an escort or spokesperson, contact the Deputy Seneschal for Media in advance. If possible, the Deputy Seneschal will take over these responsibilities at the event, or make arrangements for these responsibilities to be filled.

V. An Unexpected Visit by the Media to Your Event:

B. Should the Deputy Seneschal for Media be on site, contact this individual immediately, otherwise

1. Have your spokesperson (Seneschal, Baronial / Shire Officer), introduce him/herself to the media .
2. Explain **the SCA is a worldwide research/reenactment organization specializing in the Middle Ages.**
3. Briefly explain the purpose of the event.
4. Ask the purpose of the media visit.
5. Offer to escorted the media so aspects of the event can be explained, introductions be made, interviews arranged.
6. If at all possible, have an escort with the media the entire time they are at the event.
7. Ask if the media has self-provided model release forms.
 - In a public venue there is no control of photographing or filming.
 - Explain the SCA prefers minors not be filmed/photographed for the minors' safety. (In a public venue we can ask but not stop such filming or photographing.)
 - Fighters in armor are assumed to be unidentifiable if their faces are covered by helms or masks.
8. Have the Herald announce there will be filming on site, and anyone who does not want to be filmed should stay out of range of the camera(s).
9. Photographing fighting – have the marshals announce photography/ filming. Anyone not wanting to be filmed should leave the field.

B. Media pays the non-member site fee unless the fee is waived by the event autocrats.

C. Ask the media to send you a link to any online article or copies of any print articles or films about the event.

- If received, forward these to the Kingdom Deputy for Media.

D. Do your best to stay calm, rational, and diplomatic regardless of the media's answers to your questions, their attitude or actions.

VI. After the Media's Visit to an Event:

A. The media escort must:

1. Email a succinct report to the Deputy Seneschal for Media
2. Email any link to any online newspaper / magazine article to Deputy Seneschal for media. This can be included in the after event report.
3. Mail any film/photographic/article copy to Deputy Seneschal for Media

VII. Handling the Media

The following is helpful not only for pre-arranged meetings with the media at events, but also for handling media that shows up unexpectedly.

Adapted from the Local Seneschal Handbook 9th Edition – Revision 3 posted 7/14/2010 pages 20-22

A. Always consult with the Kingdom Deputy Seneschal for Media whenever you have or will be dealing with media at events. Email for the current Kingdom Deputy Seneschal for Media can be found on the SCA website at < <http://www.sca.org/officers/media/showreps.html>.>

B. To work with the media effectively, keep in mind the conditions under which media people work. They face serious time pressure, and also pressure to make their output as interesting and dramatic as possible. Therefore, make sure to present information clearly and simply. If the media have to summarize what you tell them, your chances of being misquoted are very high – and no matter how vigorously protested, a misquote has a life of its own, and is almost immortal. Here are some helpful hints:

- Do Talk – It is better to say a little and explain why you can't say more than to say nothing. If you don't want a reporter to rely on garbage from someone else, tell your side!
- Tell The TRUTH – This doesn't mean you have to give every detail, but be truthful, honest, and accurate in what you do say.

- Do Not Say Anything “Off the Record” – If you don’t want it quoted or referred to, don’t say it.
- Respond Quickly – Media people have deadlines. If you don’t help them get in on time with accurate information, uninformed editing may undo the good the story might have done.
- If Bad News Is There To Find Contact your Kingdom Deputy Seneschal for Media and your Kingdom Seneschal FAST! Discuss what you can and should say by way of damage control.
- Don’t Say “No Comment” – This implies guilt, plain and simple. If you don’t know an answer, say so, and either recommend another contact (probably your Kingdom Seneschal) or offer to find out and call back. If the answer is potentially embarrassing, say what you can in a positive light. You can always contact the Kingdom Deputy Seneschal for Media for help.
- Emphasize the Positive Educational Nature of the SCA – Avoid in-jokes and inverted humor, and stay away from words that have very different meanings in the SCA and outside it. (The two biggest problems are “mundane” and “medieval”, for opposite reasons. We use “mundane” for the harmless and useful “not-in-the-SCA”, but outside it still means “boring and stupid” which is not going to endear you to anyone who thinks you’re talking about him. Meanwhile, although “medieval”, is the correct adjective for “in or from the Middle Ages”, a lot of people hear is as “mid-EVIL” and think it means “really evil and proud of it”! Either word can convey the mistaken impression that the SCA is weird and hostile.)
- Stay Away from Liability Issues – Be as general as possible; don’t talk about who is or may be responsible.
- Make Sure Your Information Is Accurate – You should understand the details thoroughly, and they should be from reliable sources.

- Make Sure the Media Representatives Understand Who the Spokesperson Is – Only the Seneschal (or a designated representative) is authorized to be spokesperson for the group. See Choosing Members To Be Interviewed in this handbook.

C. Ask For and Try To Get Copies of the Articles, Reports, Etc. – Not just what the media person said on site, but how it finally came out in print (This is good for reports and PR packets.) Let the Kingdom Deputy Seneschal for Media know if an article is especially glowing.

D. Speaking To the Media On An Impromptu Basis, no prior appointment or vetting: Tell Your Superiors at Once – don't forget to include the Kingdom Deputy Seneschal for Media. For media that arrives on an impromptu basis, make sure to have a contact number for them before they leave the site. Follow up with copies of the articles and videos if you can. The Kingdom Deputy Seneschal for Media will pass the news up the line of command.

E. Work With The Media whenever possible. Brief them in advance, let them know what will happen at an event and why. Prepare and make available packets on the SCA and the local group. ("Forward Into the Past", and "Introducing the Society" are good starting points. See the appendix in this handbook.) The local Chatelaine is also a good informational source.

F. Arrange Media Escorts. (See Choosing Members to be Interviewed in this handbook.) Escorts are essential for safety (if combat is present) and ready reference. Occasionally, easily identifiable non-SCA individuals attend our events. If the visiting media gravitates towards such individuals, the escort should diplomatically explain these individuals are visitors and not representative of the SCA.

G. Encourage The Media To Participate (dance, etc.) as much as possible. If they try our activities they may well like them, and they'll surely find them harder to laugh at.

H. Remember the sound bite: **We are a worldwide research/reenactment organization specialized in the Middle Ages.**

VIII. SCA photographers

- A. Members of the Society who have been charged with making a pictorial record of events in Caid.
- B. Courtesy requires such photographers be unobtrusive.
- C. Posting of pictures on the net for the populace to view should be limited to password protected web albums such as Shutterfly, Flickr, or similar password protected sites.
- D. As with hard copy and electronic issues of newsletters, web sites and social media sites containing photographic images must have a signed release form in place. The SCA model release forms can be found online < <http://chronicler.sca-caid.org/index.php#forms>
- E. In the case of photographs where the image(s) have been posted on a web page or social media site the person(s) whose image appears may request to have it removed. To do so the SCA photographer, web wright, or social media moderator must be contacted in writing stating the location and which image(s) are to be removed. Once the request is received the image must be removed from the web or social media site within 24 hours.
 1. Any such written request for removal of an image, plus a written statement of when the image was removed, must be forwarded to the Deputy Seneschal for Media, and kept on file.
 2. The Deputy Seneschal for Media will also obtain the model release form signed prior to the posting of the image, and file the release form with the request for removal of the image.

IX. Independent Photographers

- A. Photographers as merchants
 1. Customers must come to the photographer.
 2. The photographers provide their own model release forms. If pictures will be posted on the photographer's web site, a social media site like Facebook, or any other public access photo sharing site such as Flickr or SmugMug the model release form must include this information.
 3. Photographers may not wander the site taking pictures then attempt to sell these pictures to the individuals photographed

4. Geopolitical units may not hire photographers to take pictures with the idea of selling these pictures to the individuals photographed for the geopolitical unit's financial gain, to fund a specific event, or a specific cause no matter how worthy.
5. Geopolitical units may not accept a portion of the fee any merchant photographer charges.

B. Photographing the Battlefield / Equestrian Activities

1. Photographers must stay in the area designated by the marshals for the viewing public.
2. Photographers must accept and follow the marshals' directions at all times.

X. SCA Publications

- A. Pictures/film taken for the purpose of SCA publications such as newsletters, calendars, or dvd's for use at demos use the SCA model release forms found on the Chronicler's page of forms for reports. < <http://chronicler.sca-caid.org/index.php#forms>>
- B. Pictures/film taken for the purpose of SCA electronic publications such as newsletters use the SCA model release forms found on the Chronicler's page of forms for reports. < <http://chronicler.sca-caid.org/index.php#forms>>

XI. Media at Wars

- A. Applications for media to film or interview at wars go through the Kingdom Deputy Seneschal for Media.
 1. Applications and information can be found on the Society Media Relations page. < <http://www.sca.org/media/>>
 2. Applications are researched to ensure the results will be to the benefit of the SCA.
 - Student projects are allowed after vetting as part of the educational mission of the SCA.
- B. Media pays day pass site fee unless site fee is waived by war event stewards.
- C. Filming is during daylight hours only. (No parties)
- D. Media must provide model release forms for individuals who can

- be identified in film or photos.
- E. No filming or photographs are to be taken without the assent of the subjects. (merchants, camps, arts & science classes)
 - F. Media must be escorted while on site.
 - 1. While on site visiting media must wear an identifying badge, provided by the Kingdom Deputy Seneschal for Media.
 - 2. Media escorts must be informed in advance by the war stewards of any areas where filming will not be allowed.
 - G. Youth activities are not available for filming or photography by non-SCA media.
 - H. Interviews with specific individuals (royalty, peerage, stewards) should be set up in advance.
 - I. Marshals are to be informed of any filming or photograph of the battlefield or equestrian activities.
 - J. Equestrian events may only be filmed with the permission of the marshal in charge who will liaison with the equestrians on this matter.
 - K. Copies of films/videos/ print articles are requested, or a link if posted online.
 - 1. These copies are sent to the Kingdom Deputy Seneschal for Media who will forward them to Society Media for inclusion in the archives.

XII. Children/Youth

- A. Caid prefers that children not be photographed or interviewed by media.
- B. If a parent wants a child photographed by the media, a media release form must be signed, and a copy sent to Kingdom Deputy Seneschal for Media.
- C. When discussing youth activities with the media, emphasize parents must be in attendance with their children during youth activities.
- D. Pictures of children/youth may be taken for SCA publications
 - 1. Parents must sign model release forms prior to publication
 - 2. Such photographing should be limited and done with discretion (youth champions)

XIII. YouTube

- A. Although a number of videos taken during SCA events are available on YouTube, Caid prefers not to add to this source.
- B. Media whose sole publishing source is YouTube are not approved for entry to events.

XIV. Social Media Guidelines (Facebook, Google +, Pinterest, similar sites)

B. Official Social Media Pages for the Kingdom of Caid:

- 1. Contain the phrase: This is an official SCA site.



- 2. Display the SCA emblem
- 3. Contain the following disclaimer: This is the/an official Social Media Page for the (insert name of group) of the Kingdom of Caid of the Society of Creative Anachronism, Inc. (SCA). It is not a publication of the SCA, Inc. and does not delineate SCA policy.
- 4. Have the current Baronial/Shire seneschal as one of the owner/moderators.

B. Baronial Designated Official Social Media Page(s):

- 1. A social media page (or pages) is designated as official by the Baronage and their Seneschal in conjunction with their baronial officers.
- 2. The Barony is responsible to oversee and moderate those Social Media Sites the Barony has designated as official sites of the Barony.
- 3. The Baronage and the Baronial Seneschal decide the number of social media pages designated as official.
- 4. Each and every social media page designated as official by a Barony will have the current Baronial Seneschal as one of the owner/moderators.
- 5. Each and every social media page designated as official by a Barony may have Social Media Steward(s)/Social Media

Officer(s)/ moderators as designated by the current Baronial Seneschal in conjunction with the current Baronage.

6. Social Media Stewards/Officers/moderators other than the current Baronial Seneschal are appointed for a term to be decided by the current Baronage and Baronial Seneschal.
7. Official information found on Official Social Media Pages such as dates of events, general announcements, lists of Baronial Officers, and contact information must also be available on the Barony's website.
8. Conversations/discussions on social media are not expected to be posted on the Barony's website.
9. These guidelines apply to all cantons, colleges, strongholds, guilds, and warbands attached to a Barony.

C. Shire Designated Official Social Media Page(s):

1. A social media page (or pages) is designated as official by the Shire Seneschal in conjunction with the Shire officers.
2. The Shire is responsible to oversee and moderate those Social Media Sites the Shire has designated as official sites of the Shire.
3. The Shire Seneschal and the Shire Officers decide the number of social media pages designated as official.
4. Each and every social media page designated as official by a Shire will have the current Shire Seneschal as one of the owner/moderators.
5. Each and every social media page designated as official by a Shire may have Social Media Steward(s)/Social Media Officer(s) /moderators as designated by the current Shire Seneschal in conjunction with the current Shire Officers.
6. Social Media Stewards/Officers/moderators other than the current Shire Seneschal are appointed for a term to be decided by the current Shire Seneschal and Shire Officers.
7. Official information found on Official Social Media Pages such as dates of events, general announcements, lists of Shire Officers, and contact information must also be available on the Shire's website.
8. Conversations/discussions on social media are not expected to be posted on the Shire's website.
9. These guidelines apply to all guilds and warbands attached to a Shire.

D. Unofficial Social Media Pages:

1. The Barony/Shire may post links to unofficial social media pages on an official page.
2. Links on an official page to unofficial pages must be identified as such.
3. Links on an official page to unofficial pages must contain the disclaimer: the (insert name of Barony/Shire) is not responsible for the content found on these unofficial pages.

E. Responsibility for posts, information, and images:

1. The Barony/Shire is responsible for any and all posting on Social Media sites the Barony/Shire has declared official.
2. The Barony/Shire is not responsible in any way for postings on unofficial Social Media Sites.
3. The Barony/Shire is not in any way responsible for information posted on unofficial pages.
4. The Barony/Shire is not in any way responsible for images posted on unofficial pages.

F. Official Social Media Pages for Kingdom Events:

1. Wars and events connected to and under the auspices of a specific Barony/Shire fall under the guidelines for Barony/Shire Designated Official Social Media Page(s).
2. Social Media Pages for Kingdom Events and Wars, not under the auspices of a particular Barony/Shire such as Great Western War, Coronation, Festival of the Rose, Twelfth Night, and events hosted on a rotating basis by different Baronies/Shires are designated as Official by the Kingdom Seneschal in conjunction with the Stewards for such events.
3. Official Social Media Pages for Kingdom Events and Wars have the current Kingdom Seneschal and the Event Stewards as the owner/moderators.
4. Official Social Media Pages for Kingdom Events and Wars may have Social Media Steward(s)/Social Media Officer(s)/moderator(s) as decided by the current Kingdom Seneschal in conjunction with the Event Stewards.

5. Any such Social Media Steward(s)/Social Media Officers(s)/ moderators for Kingdom Events and Wars shall be appointed for a term of two to three years for continuity.

G. Moderators' Guidelines for Official Social Media Pages:

1. All necessary official information for the populace must be available on the Baronial/Shire web site. (Dates for events, officers, general announcements/contacts information/ links as needed to provide necessary information)
2. All necessary information for the populace may be duplicated on the official Baronial/Shire social media sites at the discretion of the Baronial/Shire seneschal.
3. Discussions, conversations, posts are best confined to Yahoo groups, Google groups, social media pages, and similar sites.
4. Remember items posted on Social Media Pages can end up anywhere, altered, and still attributed to the original source.
5. Remember photographs/videos posted on Social Media Pages can end up anywhere altered, photo shopped and still attributed to the original source.
 - Do not post pictures of minors.
6. Use the 4-Cs — Courtesy, Chivalry, Caution, and Common Sense — in overseeing the Social Media Pages for which you are responsible.
7. Encourage individuals posting on Official Social Media pages to use Courtesy, Chivalry, Caution, Common Sense, and Discretion when posting.

H. Problems

1. Posts turn virulent, devolve into an argument, attack an individual, state opinions that are inflammatory and not to the credit of the Barony/Shire or the SCA, the moderator should
 - Inform the Baronial Seneschal/Shire Seneschal
 - Make a record of the offending posts
 - Delete the offending posts
 - If necessary block the offender(s) from further posting
2. Posts turn virulent, devolve into an argument, attack an individual, state opinions that are inflammatory and not to the credit of the Barony/Shire or the SCA, the Baronial/Shire

Seneschal should

- Contact the offender(s) to troubleshoot the problem and determine a resolution
- If necessary, bring in the Baronage and Baronial Officers or Shire officers
- Report the problem, hopefully after it is solved, to the Kingdom Deputy Seneschal for Media
- If all else fails, the Kingdom Deputy Seneschal for Media will contact the Kingdom Seneschal to provide a resolution

XV. Twitter

A. Guidelines are the same as those for other social media pages, with the following exceptions, due to character restraints.

1. Official SCA site for ****. This site does not delineate SCA policy, plus the SCA logo.

XVI. Reports (Baronial / Shire Seneschal):

A. The Baronial/Shire Seneschal is responsible for getting a report To the Kingdom Media Officer at the end of the fourth quarter.

1. One report per Barony/Shire.
2. We hope to have the report form online for you by fourth quarter 2012.

B. Report Contents:

1. Name of Barony/Shire
2. List of official social media sites
3. No problems during year = end of report
4. Problem(s) during year = brief description of problem and solution.
5. End of report.

XVII. Reports (Kingdom Deputy Seneschal for Media)

A. Quarterly reports emailed to Kingdom Seneschal

1. Includes event reports from local geopolitical units
2. Includes links to online articles where possible (links may be dead by time of report)

B. Doomsday report emailed to Kingdom Seneschal

C. Films, DVDs forwarded to Society Seneschal for Media

XVIII. Where to find the SCA emblem

- A. In this online handbook page 5
- B. Google “official Society for Creative Anachronism emblem”.
Click on images.

Appendix

The Society for Creative Anachronism, Inc.

For Immediate Release

Contact: Deirdre Rowley
513-403-3301 media@sca.org



Leaving the Modern World Behind

Each weekend all over the country and the world, thousands of people don the trappings of damsels and armored knights, transform their everyday surroundings into splendid encampments full of grand pavilions with banners waving high on the breeze, and leave the modern day behind in favor of the pageantry and chivalry of the Middle Ages.

Welcome to the Society for Creative Anachronism (SCA), an international organization devoted to bringing the Middle Ages and Renaissance to life through research and re-enactment, and employing their knowledge of history to enrich their lives and the lives of others. With over 100,000 participants worldwide, the SCA is one of the largest living history societies in the world.

Drawn together by their common interest and enthusiasm for not just medieval history, but the most intricate workings of daily life in the millennium between the 6th and 16th centuries, members of the SCA find immense joy in reviving centuries-old arts and crafts.

Costumers use luminous silks and extravagant trim to create ladies' gowns, while armorers brave the heat of the forge to hammer plate steel into the fashions of war. Jewelers, potters, candle makers, and glassblowers see their wares in immediate use, while poulterers practice their craft on small farms, reviving rare and tasty breeds from long ago to be the centerpiece of a cook's elaborate feast for the king's table.

SCA members apply what they learn in their historical research to evoke all of the virtues of the past, as well as strive to practice the romantic ideals of the Renaissance- Chivalry, Honor, and Courtesy- a trio of graces that

invariably influences their modern life. In addition to learning and practicing historic arts,

Leaving the Modern World Behind, 2.

members donate much of their time to visiting local libraries and schools to help bring history alive for students, and staging demonstrations at major public events and festivals.

In the accelerated rush of the modern world, the SCA's timeless appeal draws together a unique and diverse group of people. You will see college students, authors, actors, doctors, lawyers, engineers, firefighters- people of every age and from all walks of life- together in a celebration of more fabled days of yore.

For further information, including where to find your local SCA chapter, how to join, and events happening in your area, please see www.sca.org.

The Society for Creative Anachronism, Inc.



For Immediate Release

Contact: Deirdre Rowley

media@sca.org

Weekend Warriors in Shining Armor

For well over a century, people all over the western hemisphere have sought out masters of eastern traditions such as karate and judo for physical fitness and discipline. Additionally, tai chi is studied by all walks of life for mental health and agility into advanced ages. But what of the western martial arts?

Yes, that's right, Western Martial Arts - Any child can tell you of the famous Knights of the Round Table, and most will learn of the exploits of King Richard and the great crusaders. However, the formal training that led to the glory of these armored heroes remains largely ignored in the modern day.

Enter the Society for Creative Anachronism (SCA), an international organization devoted to bringing the Middle Ages and Renaissance to life through research and re-enactment, and employing their knowledge of history to enrich their lives and the lives of others. With over 100,000 participants worldwide, the SCA is one of the largest living history societies in the world.

Drawn together by their common interest and enthusiasm for medieval history and the intricate workings of daily life in the millennium between the 6th and 16th centuries, members of the SCA find immense joy in centuries-old traditions- both of peace and of war.

Members of this dedicated living history organization, both men and women, revive the chivalric battles of yore, replicating sport tournaments

fought for training and enjoyment throughout the Middle Ages and Renaissance. These contests can range from one-on-one trials to epic field battles with more than 500 fighters on a side.

Weekend Warriors, 2.

They create and wear armor made as authentically as possible to emulate the mail, boiled leather, and plate steel used between the 10th and 15th centuries, and wield swords, spears, and axes made of rattan to simulate the balance and handling of the original weapons, without the lethal qualities.

Historically, the training of knights and squires also took place with non-lethal weapons, most often sword-shaped clubs of wood. In the 14th and 15th centuries, this practice combat developed into a sport unto itself, and these “club tourneys” or “Kolbenturnier” became a popular spectacle, with home and visiting teams who would compete in daylong contests, with one man emerging as victor at the end of the day. Afterwards, combative teams joined each other in festive revelry.

Before being allowed to participate in this grand tradition, modern-day SCA combatants go through a rigorous training regimen and safety authorization process. Their equipment is inspected before the start of every event, and they must maintain their skills through regular attendance at combat practices.

SCA armored contests, like eastern martial arts, are unchoreographed. Yet with the strong emphasis placed on safety, it enjoys a lower injury rate than almost any modern sport, including high-school football.

For further information, including where to find your local SCA chapter, how to join, and events happening in your area, please see www.sca.org.

(Name of Event)
Media Pass Application Form

Please complete this application in total, with the most current information available. This will help us in making sure your needs are met. Each person requesting a Media Pass must complete an application. Upon arriving to the site, please have your credentials available to our media liaison. Please note, should you not have your credentials available, you will not be allowed on the premises. Media passes are non-transferable and are only valid on the days represented on the pass. Badges must be worn at all times. If you have any special requests please let your liaison know immediately.

Name: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Telephone # : _____

E-mail: _____

Emergency Contact: _____ Phone #: _____

Type of Media You Represent:

Television Magazine Film
 Radio Photographer Interactive Media
 Newspaper Other Please specify: _____

Job Title: _____

Credentials: _____

Why are you requesting a Media Pass to (Name of Event)?

Signature: _____ Date: _____

For Office Use Only

Media Pass #:

Dates Valid:

Liaison Signature: _____

Media Policy – (name of event)

Every member of the media, reporter, film crew or photographer must sign this policy before being allowed on-site.

A member of the Media Liaison Team must accompany all members of any film/media crew or photographer at all times.

Release forms are to be signed by every individual who is interviewed or whose photograph is taken. The reporter, film crew or photographers are required to provide copies of forms for signing, and to individuals who request them.

If Arts and Sciences classes are being filmed or photographed, consent from the teacher and all the students must be given before any filming or photography may take place.

Large group shots of battles will be cleared through the Marshal in charge of the scenario. If the film crew is going to be on the field, the Marshal must inform all fighters of their presence. If a Marshal asks you to clear the field because they deem your presence unsafe or a detriment to the fighters, you must do so immediately. The safety of the battle participants will always come first.

Any filming or photography of persons under the age of 18 requires the consent of the minor's parent or court appointed legal guardian. Release forms may not be signed by participants under the age of 18.

The event and its staff are not responsible for any damage to media equipment, or personal equipment used for filming or photographing.

Media personnel, cameras and taping equipment must be as unobtrusive as possible. There will be no filming after sundown.

During Court, no non-SCA media personnel, cameras or taping equipment will be allowed onstage, or in the center aisle. There are NO exceptions to this.

The Media Liaison Team is available to answer questions, assist film crews or photographers with explanations and to act as a mediator with any event staff and/or its participants.

In the event a film crew, a member of its personnel, cameramen, photographers or any other person associated with the media causes problems or does not abide by this media policy or the rules of War, they will be asked to leave the site.

Any situation not covered in this policy will be dealt with at the discretion of the Media Liaison and his/her decisions on the matter shall be final.

I have read and understand the Media Policy, and I agree to abide by the rules therein.

_____	_____
Legal Name	Date
_____	_____
Media Group	Liaison

After the event:

The Media Liaison would like copies of any printed/published/on air materials to keep for our records. Original authors and photographers will retain copyrights of their material. The media team and event staff will not use any of the above-mentioned publications/photographs without the express written consent of the original authors/photographers.

Copies of publications/photographs/videotapes should be send to the Media Coordinator/Liaison, *Deirdre Rowley*.