



Seneschal's Handbook



This document is intended to aid Ansteorra's Seneschals in performing their duties in the Kingdom and is part of Kingdom Law. The Seneschal's Handbook has been reviewed to ensure that it reflects the interests and goals of Ansteorra and does not conflict with either Kingdom Law or Corpora.

Any questions about these guidelines should be directed to the Kingdom Seneschal.

Signed October 15, 2016

Gabriel & Sonja, Rex et Regina

Brian O'hUilliam, Kingdom Seneschal

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I. Applying for Seneschal

A. Requirements

The requirements to hold the office of Seneschal are easily met:

- You must be 18 or older.
- You must be a member of the SCA and have regular access to the Kingdom newsletter, the Black Star.
- You must attend the Seneschal's and Treasurer's warranting classes.
- You must not live at the same address as the group's Treasurer.
- You must be reachable by telephone, especially in the evenings.
- You must have reliable internet access in order to use the Kingdom issued officer email.

What does all this mean in practice? You must read the Black Star regularly so you are aware of important communications from Their Royal Majesties, Kingdom Officers, and others. The Black Star also contains a complete listing of group Seneschals and Kingdom officers. The Black Star lists upcoming events and hosts the official Kingdom Calendar, which can be helpful when planning group activities.

Training is important. You must take a class to learn about the Seneschal's office and you must have an understanding of the Treasurer's office. Seneschal's and Treasurer's classes are offered twice a year at King's Round Table and may be offered at other times by your Regional Seneschal or Treasurer. It's a good idea to take these classes at least once every two years to stay apprised of policy changes.

People must be able to contact you. The number you list for your telephone should be the one at which you can be reached in the evenings. Having an answering service or voice mail when you aren't available is a must. You should check your email regularly. Regardless of whether people contact you by phone or email, try to respond within 24 hours.

B. Applying for office

The required officer application form is available online at the Kingdom website on the "Forms" page. The pertinent information needed is as follows:

- SCA and Modern name
- The name of your local branch
- Address
- Phone number
- Personal email address
- Proof of membership
- The dates you took the Seneschal's and Treasurer's classes
- Your experience and qualifications, both modern and SCA

In the text of your application, be sure to demonstrate that you understand and are able to fulfill the responsibilities of the office, including the financial and time requirements. Do not write a book. One or two pages should be enough to cover the necessary information.

If you are applying for a local Seneschal position, send your application to:

- Your local Seneschal

- The baronial Seneschal and the Landed Nobility, if you are applying to be the Seneschal of a canton or barony
- Your Regional Seneschal

If you are applying for a Regional Seneschal or other Deputy Kingdom Seneschal position (Kingdom Calendar Deputy, Waiver Secretary, and so forth), send your application to the Kingdom Seneschal and the current deputy.

C. Who makes the decision?

The Kingdom Seneschal selects local Seneschals. This duty is often delegated to the Regional Seneschal. The Kingdom Seneschal and Crown jointly warrant all local Seneschals. However, the local officers, the Landed Nobility, and the populace are encouraged to comment on the candidates applying for office. Also, Kingdom Law gives the Landed Nobility of a group limited veto power over applicants. The final decision by the Regional or Kingdom Seneschal is based on many factors.

If you are the only applicant, do not assume that you are guaranteed the office. The Regional and Kingdom Seneschals can open the office for additional applicants if they receive no acceptable applications. If you are chosen for office, the Regional or Kingdom Seneschal will notify you. However, because the Kingdom of Ansteorra uses roster warrants to appoint officers, you will not receive a written warrant.

D. Duration of appointment

Warrants of appointment are of six-month duration, renewable up to two years. Generally, two years is long enough in any office. After that time, many people experience burn out. Extending your time in office beyond two years is dependent upon special circumstances in your group. If you think the group cannot continue without you, then it is likely you are experiencing burn out and it is time to step down. Don't feel guilty if you must end your term before a full two years. Do what is best for you and your branch. If you must step down before a six month period is over, make sure your emergency replacement can step in for the interim.

II. Responsibilities of the Seneschal

Your responsibilities include but are not limited to:

- A. Promoting peace, harmony, and prosperity
- B. Conducting regular meetings
- C. Overseeing group finances
- D. Training deputies
- E. Submitting award recommendations
- F. Maintaining a reference library
- G. Conducting opinion pollings
- H. Acting as the legal representative of your group
- I. Dealing with modern authorities
- J. Pacing yourself and knowing when to step down
- K. Ensuring your group meets all the requirements to maintain its group status
- L. Writing and filing reports
- M. Ensuring that the local waivers are sent into the Waiver Secretary
- N. Overseeing the planning and hosting of events

O. Overseeing demos and public relations

A. Promoting peace, harmony, and prosperity

Your primary responsibility is to promote peace, harmony, and prosperity in your group. Listening to your members and being patient with them goes a long way toward making sure this happens. Listening is always your most important skill.

Whether you are communicating in person, by phone, or by email, always assume that your words will become public. Therefore, as Seneschal, you should strive never to speak or write in anger. Yours must be the voice of reason and calm.

B. Conducting regular meetings

Your most visible activity is conducting meetings. Remember, you are the leader of the group, not the dictator. In baronies, you must coordinate with the Landed Nobility. A meeting generally consists of the following activities:

- Officer reports
- Event planning
- Demo planning
- Other activity planning
- New business

Before the meeting, make an agenda so that you don't forget anything important. If you live in a barony, share the agenda with the Landed Nobility. Different groups have different methods of conducting meetings, so know your group! Do not change tradition just because you can. Work with your officers and review the reports they give you.

C. Overseeing group finances

Let the group Treasurer do their job, but make sure you are aware of how much money the group has and how it is being spent.

The Treasurer is required to send copies of all reports directly to you. These reports are very important and you must make sure that they are being submitted in a timely manner. You also need to make sure the information is correct. Review the bank statement, treasurer's report, and any event reports carefully and thoroughly. Always be aware of expected deposits from events and the approximate amounts so that you can determine if they were made in a timely way.

The Seneschal is part of the Financial Committee for the group, which also includes, at a minimum, the Treasurer, another officer, and the Landed Nobility (if any). The Financial Committee must approve all group expenditures and event budgets. When planning events and budgets, the Financial Committee should always leave the group some cushion in case an event loses money. Each group may have a slightly different Financial Policy, so check yours for specifics. Stay apprised of Kingdom and Society Financial Policy.

A local Seneschal is responsible for signing contracts and, at times, co-signing checks. Read all contracts carefully to make sure you are not committing your group to more than they can afford. When you co-sign checks, know what they are for and who is receiving the check. Don't sign anything unless you understand the expenses and know that the paperwork is correct.

For more information about financial matters, see Ansteorran Financial Policy, the Society *Chancellor of the Exchequer Officer's Handbook*, or contact the Regional Treasurer.

D. Training deputies

Ideally, you should have two warrantable deputies: an Emergency Replacement (ER) deputy and a deputy you are training as a replacement. An ER deputy should be someone who can take over on short notice in the event that you are unexpectedly unable to fulfill the duties of the office. They should have extensive SCA experience and, ideally, have held a Seneschal position previously.

You should also train a replacement. This deputy can help with management activities while learning the ropes and be ready to take over when you are ready to resign or if you step down unexpectedly. However, remember to caution your deputies that they are not always chosen to replace you as the next local Seneschal. The Regional Seneschal may appoint an interim-Seneschal who is different from your ER deputy.

You can choose to appoint additional deputies to help you with your duties—for example, a demo coordinator or a waiver deputy—but ultimately, you are responsible for your office.

E. Submitting award recommendations

Anyone can write an award recommendation, but officers in particular should keep an eye out for people who are deserving of awards. If you live in a barony, be sure to copy your Landed Nobility on any award recommendations you send to the Crown. If an award you recommend is not granted in one reign, resubmit it during the next.

F. Maintaining a reference library

Your reference library should include all of the following:

- The *Organizational Handbook* for the SCA, also called the Governing Documents of the SCA, which includes Corpora, the By-Laws, Corporate Policies, and the Articles of Incorporation
- SCA Sanctions Guide
- Ansteorran Kingdom Law
- Seneschal's Handbook
- Kingdom Financial Policy
- Complete Participant's Handbook (the Ansteorran rules governing combat)
- Event Report form
- "Request for Date on Kingdom Calendar -or- Bid for Kingdom Event" form
- Black Star Event Ad Checklist
- End of Year Financial Report form
- SCA liability and Equestrian insurance procedures
- Roster Waivers
- Minor Waivers

You are not required to read all of these documents immediately. However, you must have them available in case you need to consult them. All of these documents are available online.

It is especially important that you are familiar with Kingdom Law, the Seneschal's Handbook, Kingdom Financial Policy, Corpora, and the Sanctions Guide.

You should also have a general understanding of the offices in your group and the rules under which they operate. You can best offer encouragement and help to your officers if you understand their jobs.

G. Conducting opinion pollings

Seneschals, primarily Regional Seneschals, are sometimes called upon to conduct pollings on behalf of the Crown. Pollings can be conducted for a variety of reasons. Most often, they are used to gauge a group's support for candidates for Landed Nobility, but can also be used to determine the opinions of the populace on other important issues, such as changes in group status. Consult your superior officer before conducting formal polls.

For more information on pollings, refer to Appendix A: Conducting a polling.

H. Acting as the legal representative of your group

As the legal representative of your group, Seneschals are call upon to sign all contracts on behalf of the SCA. Sometimes an event steward while acting as your deputy will take on this responsibility for you; however, you still need to understand what is being signed and are ultimately the one held accountable.

Remember, you are the legal representative of your group, not legal counsel. If you have questions about a contract or potential legal issue, send it to the Regional or Kingdom Seneschal.

I. Dealing with modern authorities

If a Seneschal, one of their warranted deputies (such as an Event Steward), or an agent of the SCA (such as a warranted officer of any level of the SCA) have been made aware that a crime is alleged to have been committed, they must call the modern authorities and the Kingdom Seneschal.

How do you determine under what circumstances it is appropriate to call the authorities? It's simple: use the "Reasonable Person Test." Would a reasonable person call the authorities in this situation? Crimes of violence: yes. Crimes involving minors or of a sexual nature: yes. Jaywalking: no. Speeding on site: no. If you need help determining the appropriate course of action, contact an up-line officer for assistance.

It is the job of modern authorities to sort out whether a crime has been committed and what action to take. If the alleged victim declines to press charges or give a statement to the modern authorities, then it will be handled between the alleged victim and the modern authority. In the case of a violation of a court order, Seneschals and Event Stewards should refer participants to modern authorities for the enforcement of the court order.

If someone is acting dangerously, call the modern authorities. Never try to restrain someone yourself or permit others to do so. Simply remove others from the area of danger and monitor the situation until modern authorities arrive. When meeting with modern authorities, it is best to wear modern clothing and meet them at the entrance. You can then escort them to the incident location.

Whenever you call modern authorities while at an SCA activity, call the Kingdom Seneschal immediately and report the incident. “Modern authorities” includes EMS as well as the police or other law enforcement authorities.

If you suspect mismanagement of funds or equipment, contact the Kingdom Seneschal and Kingdom Treasurer first. Do not confront the suspected person yourself. The Kingdom officers will give you guidance on how to proceed. Ansteorra has zero tolerance for theft and will likely file charges, depending on the circumstances.

J. Pacing yourself and knowing when to step down

Always remember that you are free to step down for any reason during your term. If you feel you need to step down, notify the appropriate people as soon as possible of your intended date of resignation:

- Local Seneschals should notify the local group officers, the Landed Nobility, and the Regional Seneschal.
- Regional Seneschals and Deputy Kingdom Seneschals should notify the Kingdom Seneschal.

If possible, give at least two months notice to allow time to publish the vacancy and process applications. Announce the search for applicants at populace meetings and in your group’s newsletter. The Regional Seneschal will solicit your input on the applications, as well that of the Landed Nobility and the general populace. Be prepared to turn over the files of the office as soon as possible.

Anyone can burn out in any particular job. If it is harder and harder for you to pay the needed attention to the details of your position, you are burned out. It is time to resign and let someone else take the reins. There is no shame in recognizing this need and resigning.

K. Ensuring your group meets all the requirements to maintain its status

It is critical that you know the requirements for your group to maintain its status and make sure they are fulfilled. Every group must:

- Maintain a minimum number of paid members
- Maintain a slate of required officers.
- Stay current on officer reporting. It is especially critical that Financial Reports are filed accurately and timely.
- Ensure all deposits are made promptly and all funds are handled appropriately.
- Ensure all waivers are sent to the Waiver Secretary in a timely manner following events and practices.

All groups should:

- Publish a newsletter on a regular basis.
- Show regular activity through hosting events and local activities.
- Have a healthy pool of officers.

For more information about the requirements for a particular group status, see Kingdom Law and Corpora.

L. Writing and filing reports

Reports serve to improve communication and inform various local, regional, and Kingdom officers of your group's activities, issues, and successes.

Local Seneschal monthly reports are due on the 10th of each month to the Regional Seneschal. Use of the online Seneschal Reporting Form is required. If you are Seneschal of a barony or group under a barony, add your Landed Nobility to the report. A copy of the online report automatically goes to you, the Regional Seneschal, the Kingdom Media Liaison, and the Waiver Secretary.

Regional officers report to their Kingdom superior, and Kingdom officers report to their Corporate superior, the Kingdom Seneschal, and the Crown. Regional Seneschals are required to file a report quarterly. Quarterly reports must be submitted to the Kingdom Seneschal. Since their reports are due to the Society Seneschal and the Crown on the 15th, your reports are due by the 5th of December, March, June, and September. Additionally, an updated report and warranting roster is due two weeks before each Round Table.

You should also be involved in every Event Report. This report must include an accurate accounting of the event money. The Treasurer will send an event report for your review and approval. These reports are due within ten business days of the close of the event. You must also send the waivers from an event to the Waiver Secretary. If the waivers are not sent in a timely way, your group can lose their reserved dates on the calendar and lose the right to hold fighter practices.

A note on electronic communications:

Posts to electronic media, such as Facebook, bulletin boards, and blogs, are not considered official communications. Please refer to Kingdom Social Media Policy (Appendix C). While Social Media sites should be monitored for incorrect or inappropriate postings regarding SCA branches, official business cannot be conducted via these sites. Reporting and other emails sent in an official capacity are considered acceptable. Keep in mind that websites are considered official only for groups. Official group websites must be maintained by a warranted web minister.

M. Ensuring that the local waivers are sent into the Waiver Secretary

Waivers are an important part of protecting your group from harm. Waivers have protected the SCA from lawsuits in the past and will continue to do so in the future. All relevant waivers may be found on the Society waiver website located at www.sca.org/docs/waivers.html.

Generally, a waiver must be signed if a person:

- Does not have proof of membership with them that denotes both an SCA membership and a signed Consent to Participate **OR**
- Is not a member of the SCA **OR**
- Has forgotten their proof of membership

There are several kinds of waivers:

- Roster Waiver—this form contains the same waiver language as is found on a membership application, but allows for multiple signatures. The Roster Waiver is also sometimes called an “Event Waiver,” “Adult Waiver,” “Fighter Practice Waiver,” or “Consent to Participate.”

- Minor Waiver—this form grants a minor permission to attend and participate at an SCA event or practice with their parent or legal guardian. The Minor Waiver is also sometimes called a “Child’s Waiver,” “Children’s Waiver,” or “Youth Combat Waiver.”
- Minor Permission form—this form gives the consent of a parent or legal guardian for their minor child to attend and participate at an SCA event or practice with a non-parent adult.
- Equestrian Waiver—this form is the waiver required for participation in any equestrian activities.

Waivers are required at the following activities:

- Events (both on-calendar and off-calendar)—Required waivers include the Roster Waiver for attendants without proof of membership, Minor Waivers for any minors in attendance, and Minor Medical Authorization forms for minors in attendance without their parent or legal guardian. The Equestrian Waiver is also required if the event includes equestrian activities.
- Official fighter practices—The Roster and Minor Waivers are required as above for participants, but not bystanders. See below for more information on what constitutes an “official” fighter practice.
- Equestrian practices—The Equestrian Waiver is required for participants, but not bystanders.
- Target Archery and Thrown Weapons practices—The Roster and Minor Waivers is required for participants, but not bystanders.

Waivers are **not** required for meetings (populace, business, or guild).

Failure to submit waivers to the Waiver Secretary in a timely way may affect your group’s ability to hold certain activities:

- Future events may be removed from the calendar.
- Fighter practices may be suspended.

Waivers at events

Waivers at events must be signed at gate by the event attendee if they do not have proof of membership with them. Waivers at events are usually in the form of Roster Waivers and must include the group name and event name. See the “Forms” section of this handbook for a link to an example.

Local Seneschals must send the waivers for each event their group hosts to the Waiver Secretary within 10 business days of the event. (The waivers can be scanned and emailed to the waiver secretary). Do **not** send the gate sheets.

Waivers at official fighter practices and demos

Participants and must sign and date a waiver at their official local fighter practice or demo each time they attend if they:

- Do not have proof of membership with them that denotes both an SCA membership and a signed Consent to Participate **or**
- Are not a member of the SCA **or**
- Have forgotten their proof of membership

Waivers at fighter practices are usually in the form of roster waivers and must include the group name and note that the waiver is for a practice. See the “Forms” section of this handbook for a link to an example.

The local Seneschal is responsible for ensuring that waivers for each official practice their group hosts are sent to the Waiver Secretary within 10 business days after the end of the event. (The waivers can be scanned and emailed to the waiver secretary).

The local Seneschal’s monthly report includes a list of all practices and demos. The Waiver Secretary uses this information to ensure that she receives all the waivers. You are not required to send in a waiver for practices at which no combat occurs or if all participants have their proof of membership with them. In these two cases, a note of explanation should be included with the local Seneschal’s monthly report.

Minor Waivers

There are three kinds of waivers for minors:

- The Minor’s Consent to Participate and Hold Harmless Agreement grants a minor permission to attend and participate at an SCA event (or participate in minor’s combat activities at a fighter practice) with their parent or legal guardian. It must be signed by a parent or legal guardian. This waiver is not required if the child has their own proof of membership with them.
- The Minor’s Waiver and Informed Consent to Participate in SCA Combat is to be used when a minor is participating in adult combat, armored or rapier. It must be signed by the minor’s parent or legal guardian and notarized.
- The Medical Authorization for Minors gives the consent of a parent or legal guardian for their minor child to be medically treated should they be injured at an SCA event. If a minor is attending an event without their parent or legal guardian, they must have this form signed by the minor’s parent or legal guardian and notarized.

If you bring a child who is not yours legally, you must bring both of these documents:

- Minor’s Consent to Participate and Hold Harmless Agreement (if applicable) AND
- Medical Authorization for Minors

Equestrian waivers

If equestrian activities are held at an event, this waiver is required for all in attendance, regardless of their participation in any equestrian activities. It must be used regardless of the participant’s SCA membership status. While the equestrian marshal should collect waivers, the Seneschal of the hosting group is ultimately responsible for ensuring waivers are submitted in a timely manner. Further instructions regarding Equestrian Waivers may be found in the Society Equestrian Handbook located at www.sca.org/officers/equestrian/pdf/equestrian_handbook.pdf.

Lost waivers

- If you have problems with waivers contact the Waiver Secretary. Do not destroy original waivers until you have a back-up copy on file electronically AND you have confirmation that the waiver secretary has received your files. If in doubt, contact the Waiver Secretary personally.

What is an “official” fighter practice?

For a local fighter practice to be "official," it must be published in the local group newsletter and the following must be present:

- A warranted marshal (or their designated deputy who is an authorized marshal) AND
- A local officer or their designated deputy.

These can be the same individual, as would be the case with a local Knight Marshal or local Rapier Marshal.

If you are holding a chivalric fighter practice, a warranted chivalric combat marshal must be present; if you are holding a rapier practice, a warranted rapier marshal must be present; and so forth.

Warranted Marshals include the following:

- Local Knight Marshal—the chief warranted Marshal of a local group
- Local Rapier Marshal—the warranted Rapier Marshal of a local group
- Regional Marshal—any warranted Combat Marshal designated as the deputy of a recognized region within the Kingdom. Regional Marshals are appointed by the Kingdom Earl Marshal or his designated deputy.
- Authorization (Authorizing) Marshal—a warranted official of the SCA who has the knowledge and ability to authorize individuals to participate in SCA combat-related activities within the Kingdom of Ansteorra

Official deputies to the local Knight or Rapier Marshal are also considered to be warranted and must be Authorized Marshals. They might not appear on the Kingdom Earl Marshal or Kingdom Rapier Marshal's roster warrant, but local deputies that are warrantable are considered to be covered under the Warranted Local Marshal's warrant.

In order to hold an official fighter practice, a deputy must be designated as an official deputy to the local Knight or Rapier Marshal **and** be an authorized marshal in that form of combat.

N. Overseeing the planning and hosting of events

One of the major responsibilities of the Seneschal is to help plan events. It is never recommended, however, that a Seneschal be the steward of their group's event.

Kingdom Calendar Events

For an event to be considered an official Kingdom Calendar Event, it must be:

- Sponsored by an officially recognized branch of the Kingdom
- Advertised at least once in the Black Star. See the Kingdom Chronicler's Policies for event advertisement requirements.
- Listed in advance on the official Kingdom Calendar in the back of the Black Star. To have a date added to the official Kingdom Calendar (in the Black Star) and the Event Planning Calendar (online), send a "Request for Date on Kingdom Calendar" form to the Kingdom Calendar Deputy. If putting in a Bid for Kingdom Event, the bid must be approved by the Kingdom Financial Committee and therefore submitted to the Kingdom Seneschal, Kingdom Chancellor of the Exchequer, and Crown.

If an event is not advertised at least once in the Kingdom newsletter, no activities of long-term importance or official business may take place at that event, including the granting of awards. A

listing on the Kingdom Calendar in the Black Star is **not** sufficient. The event can still occur, but it is considered an Off-Calendar Event.

Refer to Kingdom Law for limitations on events and event scheduling. Always include alternate dates in case your preferred date is unavailable. If you are scheduling an event far in advance and have not yet selected an Event Steward, you may use the Seneschal's name as a placeholder for the Event Steward. An official Event Steward must be designated at least three months before the event. To change the steward for an event, use the "Request for Date on Kingdom Calendar -or- Bid for Kingdom Event" form.

When submitting any forms to the Kingdom Calendar Deputy and the Kingdom Chronicler, be sure to fill out the forms **completely** and to provide all required signatures. Failure to fill out the forms completely may adversely affect approval of your event date.

Once your event date is on the Kingdom Calendar, make a preliminary event announcement and then post it as a web page so it can be linked to the Event Planning Calendar online. Also, consider placing an extra ad in the Black Star advertising your event the month prior to the event.

Multi-Group Calendar Events

A Multi-Group Calendar Event is one that is hosted by two or more officially recognized branches of the Kingdom. These events must meet the same requirements as Kingdom Calendar Events. Though one group should be tasked with handling all paperwork and reporting, both groups remain ultimately equally responsible. If one group fails to properly report, both groups could be sanctioned.

Off-Calendar Events

Awards and events of long-term significance cannot occur at Off-Calendar Events. Other activities are still permitted, including combat and archery. Off-Calendar Events must submit Event Reports and waivers just like Calendar events. If Event Registration (money paid to attend an event) is collected at an Off-Calendar Event, nonmember registration (NMR) must be submitted as required for Kingdom Calendar Events.

Hosting Kingdom Events

Groups can bid on Reoccurring Kingdom Events such as Coronation, Crown Tournament, and Kingdom A&S. These events share their profit with the Kingdom. For a complete list of Reoccurring Kingdom Events and profit percentages to be shared with the Kingdom, see Kingdom Law.

If your group is interested in hosting a Reoccurring Kingdom Event, either as a stand-alone event or in conjunction with one of your existing events, you should submit a Bid for Kingdom Event form along with a budget to the Kingdom Seneschal, Kingdom Chancellor of the Exchequer, and Crown. Be sure that the budget includes profit projections, pictures of the site, an amenities list, a list of additional planned activities, any drawbacks of the site, and the dates that the site is available. It is a good idea to include an event announcement for the Black Star with the bid, as well. The Kingdom Calendar lists due dates for bids for all Reoccurring Kingdom Events.

Event Bids and Planning

Bids to steward an event should be solicited from the populace six months or more before an event. All bids must include a proposed budget, Event Steward, and basic event crew. If someone is stewarding an event for the first time, it's a good idea to assign them a mentor to answer questions and give advice. Remember that Event Stewards are Deputy Seneschals, so they must meet all the requirements for a local Seneschal.

The group's financial committee must approve the final budget. When setting a budget for an event, it is recommended that you set a "Family Maximum" for the event registration that is the equivalent of three adult member registrations. "Family" is defined as a group of people who are related and live at the same address. Maximums typically apply only to event registration, not feast registration.

Once a bid is chosen, it's the Seneschal's job to monitor how things go and to offer help and suggestions as needed without micromanaging. It is never recommended that a seneschal take on the responsibility of event steward.

Information on Insurance

Information on insurance can be found at: <http://www.sca.org/docs/insurance.html>.

Current certificates of SCA Liability Insurance can be obtained from the Kingdom Seneschal via email by the sponsoring group's Seneschal. Please contact them directly.

Marshals

Warranted marshals (including designated authorized deputies operating under a local officer's warrant) are required for all combat, missile, and equestrian activities.

Planning for Archery and Equestrian Activities at Local Events

When your local group is hosting archery or equestrian activities at an event, please ensure that you have the equipment and people necessary to conduct the activity. If you do not, consider approaching the Regional Missile or Equestrian Marshal for assistance in finding the help and equipment required for the activity. Do not assume that the individual archers or equestrians in attendance are equipped to run the activities themselves.

Alcohol

SCA funds cannot be used to buy alcohol. SCA funds cannot be used to buy ingredients to make alcohol. Any situation that gives the appearance that the SCA is providing alcohol is prohibited. Therefore, taverns or other establishments run by private individuals at events may not in any way imply that the SCA is involved, including accepting donations to give to the SCA.

Insurance

The SCA has liability insurance and most sites will require proof of that insurance. A copy of the insurance is available only through the corporate office or from the Kingdom Seneschal to the sponsoring group's Seneschal. Occasionally, a site owner may wish to be listed on the insurance certificate as an "additional insured." You can do this through the corporate office also. A fee must be paid and the insurance certificate must be ordered six weeks in advance.

Any event or demo that includes equestrian activities must have equestrian insurance. See the “Animals” section below for more information.

Animals

Pets are welcome at events unless the site owner does not permit pets. Even if pets are permitted on site, no pets are permitted at gate. Pet owners:

- Must be in control of their pets at all times.
- Are responsible for their pets and their pets’ actions at all times.
- Must clean up after their pets and keep them from disturbing others.
- Should maintain vaccinations in accordance with the laws in their state of residence.

Vaccinations

Your group does not need to verify rabies certificates for pets unless a site owner mandates specifically that the SCA must personally verify that every pet is certified. If this is the case, our choice is to do so or to find another site. However, if the site rules say only that pet owners must have up-to-date rabies certificates, then it is up to individual pet owners, **not** the SCA, to make certain they have that proof. If the site owner discovers that an animal does not have a rabies certificate, then he can ask the pet owner to remove their pet from site. Coggins tests for horses do not fall under this guideline. See below.

Horses

Any event or demo that includes equestrian activities must have equestrian insurance. The insurance must be obtained at least 30 days prior to the event and can be ordered from the corporate office. Various fees apply. Horse owners must provide proof of a negative Coggins test to be admitted to an event. A single insurance request may list multiple dates in the same calendar year for the same location. Therefore, if your group always has equestrian practice at the same location, you can include all the dates for the year on a single insurance request. Planning in this way will save your group money and time. More information is available from the Kingdom Equestrian Marshal and the Corporate office.

Service animals

Event announcements for sites that do not allow pets should specify "service animals only", **not** “service animals only with ID” or other similarly restrictive language. Federal and state laws in both Texas and Oklahoma say that service animals (limited to dogs or horses) are allowed **everywhere** the public is allowed. You are permitted to ask the owner if the animal is a service animal. If the owner says yes, admit the animal. If the animal is aggressive or destructive, you are permitted to ask the owner and animal to leave.

Children

Parents are responsible for their children **at all times**. Parents should always know where their children are. If the children are under 12, parents should be within eyesight or earshot of their children. Parents cannot leave the site without their children unless they have provided a notarized medical authorization for children in the care of a non-parent adult. Children under 12 are not suitable babysitters at SCA events.

Minors who are 15 or older are permitted to hold certain offices if the Kingdom officer is aware of the age of the minor and if that officer and the minor’s parents approve. Minors cannot hold

the office of Marshal, Marshal-in-charge, Seneschal, or Treasurer, or manage the gate at an event.

O. Overseeing Demos and Public Relations

Demos are both an educational service of our society and a recruitment tool.

Before the demo

The most effective recruitment demo is one that is well-planned and well-advertised. All demos must be sponsored by an official SCA group and must follow the SCA, Inc's policies. Only the Seneschal and Hospitaler have a blanket authorization to represent the SCA to the public regarding group promotion and publicity. All others should discuss publicity ideas with these officers and gain approval.

The following sections contain a suggested timeline for demo planning and valuable information on advertising your demo in the most effective way.

Note that any official demos must be approved by your local Seneschal

Planning timeline

Your group should approach demos with the same sort of forethought and planning that typically goes into an event. Don't try to throw together a demo at the last minute—it won't serve either your group or your intended audience. Here's a suggested timeline for planning a recruitment demo:

Two months before the demo:

- Select a demo coordinator to be responsible for organizing the demo. Anyone can be a demo coordinator, including the Hospitaler or Seneschal.
- Choose a venue. This might be a local fighter practice or meeting at a public park, or you might choose to run your demo in conjunction with a larger public event, like a Renaissance Faire, a fantasy or science fiction convention, or a local 4th of July celebration.
- If not already determined by the venue, select a date and time for the demo that do not conflict with local or regional activities or a major SCA event. Sundays work well.
- Add the demo date to your group's calendar.
- If needed, contact nearby groups to help out.
- If needed, obtain equestrian insurance.

One month before the demo:

- Place an ad with or send a press release for your demo to the local media. For more information, contact the Kingdom Media Liaison for ideas on working with the Media and press releases. Remember that any media contact must be approved by the Kingdom Media Liaison or Kingdom Seneschal in their absence prior to the ad or press release being sent to media. Also read Appendix B of this Handbook regarding Planning for the Media.
- Generate interest in the demo amongst the members of your populace to ensure that there will be enough people on hand to handle the attention attracted by the ads.

- Encourage your populace to wear their nicest garb and to represent as many activities as possible—fighting, arts and sciences, dance, and so on.
- Encourage your populace to commit to a 4-hour window of time.

One week before the demo:

- Make plenty of copies of newcomer handouts available from the Kingdom Hospitaler.
- Be sure to add the modern name, phone number, and email address of a local SCA member who will be responsible for following up with potential new members.
- Make a sign-in sheet so that you can collect the names, address, phone numbers, and email addresses of potential new members.
- Be sure that enough marshals are available for fighting demonstrations.
- Select a handful of people to act as guides, ready to explain equipment and activities to the audience.
- Select someone appropriate to talk to the media if they show up. Having a media liaison pre-selected who has been briefed by the Kingdom Media Liaison can be a great benefit if the media show up at your demo. Make sure they know the plan for the day, when activities are planned, and have information about the SCA and local group's upcoming activities.

Media Ads

Appropriately placed ads can help boost attendance at demos and provide greater recruitment opportunities. Several free or inexpensive advertising options are available to SCA groups. Most newspapers include some sort of a community calendar, and most types of media—newspapers, TV, and radio—have a website that includes a community calendar. Contact the appropriate media organization, ask for the Community Editor or the Assignment Editor, and ask them to consider publishing your announcement. See Appendix B for approved statements to send to the media.

You should also consider using a press release for your Demo. A press release, also known as a *news release*, is simply a written statement to the media. They can announce a range of news items: scheduled events for a community calendar, awards, etc. They can also be used in generating a feature story. Reporters are more likely to consider a story idea like a demo if they first receive a release. The Kingdom Media Liaison has a template to help you construct a press release. Email them at media@seneschal.ansteorra.org. The press release should contain the group's media contact's modern name and phone number. Per Media Policy, avoid discussions on religion; lewd behavior/activities; alcohol making, preparation, studies, distribution, sales, etc.; and households. Use the term “Modern-era” and not “Mundane” in your release. See Appendix B: Planning for the Media for more information.

IMPORTANT: While ads can be a great boon for demos, do **not** advertise your local event in the media prior to the event unless you are prepared to accommodate a throng of people seeking a RenFaire type of experience. Always contact the Kingdom Seneschal and Kingdom Media Liaison for approval before advertising an event in the modern media.

During the demo

Be mindful of how you talk to and around potential members. People form their opinions of groups and individuals quickly. When talking to potential members, do not talk about local or Kingdom politics, personal problems, or the latest gossip. Instead, describe activities in which

people can participate, provide general information about events, or explain how the SCA functions (for instance, how Crowns are chosen or how Kingdoms are comprised of smaller groups).

You should also be careful with your word choices. Suggestions include:

- “Modern” instead of “mundane”
- “Martial arts” instead of “rapier” or “heavy weapons” or “stick jocks”
- “Event Steward” instead of “autocrat”
- “Feast Steward” instead of “feastocrat”
- “Gate” or “registration” instead of “troll”

Safety

Demos should be conducted with safety in mind. Always take whatever precautions are necessary to protect the public, including roping off or otherwise marking and monitoring combat areas so the public does not intrude.

SCA fighters participating in a combat demonstration must have proof of membership or sign the appropriate waiver. An SCA fighter should never hit a member of the public, with or without armor. If audience members show an interest in fighting, direct them to a local fighter practice.

“Fight-the-knight” activities for children may only be conducted with boffer weapons constructed like those for the 6-9 year old youth boffer combatants. The SCA combat participant must meet normal SCA chivalric armor requirements. Allow sufficient room around the activity to keep both the child and the audience safe. A waiver is not required for the non-SCA child with the boffer.

Always obtain permission from the demo location before bringing any weapons to a demo, including heavy weapons, fencing foils, archery equipment, and live steel. Many schools do not allow live steel. Never leave live steel unattended or allow the audience to handle live steel.

If a demo involves horse, the sponsoring group must purchase equestrian insurance. Equestrian participants must sign the appropriate waivers.

Waivers are not required at demos that do not include combat, archery, thrown weapons, or equestrian activities.

Any injuries must be reported in the Monthly Report. Contact the Kingdom Seneschal immediately to report any serious injuries, such as ones that a trip to an emergency room or that an ambulance be called.

Interacting with the media

Only the Seneschal or individuals approved by the Seneschal are authorized to approach and deal with media outlets. Other officers, such as the Hospitaler, must work with the Seneschal and the Kingdom Media Liaison when planning to use the media. If you need to provide information to a member of the media about the SCA, you must contact the Kingdom Media Liaison and discuss your plan in advance. Follow the instructions in Appendix B for preparing and sending press releases and working with the media once at your event or demo. For additional information, you can direct your media contact to the Kingdom Media Liaison at media@seneschal.ansteorra.org.

After the demo

Remember that interest wanes quickly, so it's important to follow up with all newcomers within seven days, while their interest is high. If you wait more than two weeks to contact them, you've probably lost them. It is the Seneschal's responsibility to make sure that a designated representative, usually the demo coordinator or the Hospitaler, follows up with anyone who provided contact information at a demo.

Contact potential members by email or phone to thank them for their interest. Invite them to a local event, newcomer's meeting, fighter practice, or populace meeting. Email messages should include links to the local, Kingdom, and SCA websites. If a local event is coming up soon, include a link to that website as well.

At the next event after your demo, and the next few meetings and practices, be sure that someone is assigned to welcome your newcomers, answer their questions, introduce them around, and make them feel comfortable. If you expect a large turnout of newcomers, work with your local Hospitaler to ensure that they have plenty of assistance.

Additionally, consider holding a newcomers' meeting. Set aside a night just for your newcomers in which they can ask questions and become familiar with the SCA. Invite one or two experienced and enthusiastic members of the local group to talk about the various activities the SCA offers. Remember to keep conversations positive—don't gossip or complain about local politics. Make sure that all newcomers have contact information for someone they can call if they have any questions—the Seneschal and Hospitaler are both appropriate. If your group has an email list, provide your newcomers with information about how to subscribe. If you have enough interested newcomers, assign each one a mentor.

Appendix A. Conducting a Polling

Regional Seneschals in particular are sometimes called upon to conduct pollings on behalf of the Crown. Pollings can be conducted for a variety of reasons. Most often, they are used to gauge a group's support for candidates for Landed Nobility, but can also be used to determine the opinions of the populace on other important issues, such as changes in group status.

Typically, the Regional or Kingdom Seneschal is responsible for setting a date and place for the polling. All efforts should be made to include this as part of the regularly scheduled populace meeting. You must announce the polling as broadly as possible—in the local newsletter, at populace meetings, and on any local email lists—a month prior to the polling. It is important to give voice a chance to be heard. Always stress that members and non-members alike can participate. To include more people in the polling process, you can conduct multiple pollings. If it is necessary to conduct a polling quickly, you can inform people of the polling details via email or phone calls.

Sample Polling Timeline

When you are made aware that the Landed Nobility of a group intend to step down, you should create a timeline for the polling process as soon as is practical. Get the approval of the Landed Nobles and the current Crown and Heirs, then ensure that the timeline is published in the group's newsletter and posted to their email list. Making the process public in this way helps manage people's expectations and clarify what can be a very confusing time.

The following timeline is intended to provide a suggested flow for the baronial polling process. Be sure to modify this for your specific needs.

Timeline for Baronial Polling and Selection

- Thursday, October 6 (two months before the polling): An informational populace meeting is held to discuss the polling process and encourage candidates to submit letters of intent.
- Thursday, October 20 (two weeks later): This is the deadline to declare baronial candidate status—no new entrants are allowed after this date. Final letters of intent by baronial candidates are due to the Crown and Heirs by email.
- Monday, October 24 (within 5 days): The final opinion poll form with candidate names is posted to the baronial website. Brief, single-page candidate letters with full contact information are also posted to the website.
- Saturday, November 19: All baronial candidates meet one-on-one with the Crown and Heirs at a designated event.
- December 5: The December edition of the baronial newsletter is published. It includes the final opinion poll form with the names and candidate letters of the baronial candidates, the same as found on the baronial website. The newsletter must be in everyone's hands at least one week before the official polling.
- Thursday, December 7 (one week before the polling): Have you sent an email to the Crown and Heirs with your commentary about the baronial candidates? If not, do so right away.

- Thursday, December 15: **The Big Day.** Polling occurs during the regular populace meeting, 7 pm at 123 Main Street in Cityville, TX. The Kingdom or Regional Seneschal will be there to conduct the polling.
- Thursday, December 21 (one week later): All absentee opinion polls are due by email to the Kingdom Seneschal. All email with commentary about the baronial candidates is due to the Crown and Heirs.
- End of December: The Crown and Heirs announce their final decision. This is to allow them enough time to read each and every one of the opinion poll forms and commentary emails.
- Saturday, January 15, 2006: TRM and TRH officially invest the new Landed Nobility. This is a big occasion and the populace is urged to attend to lend their support to their new Landed Nobility.

Opinion Polling Clarifications

The following clarifications should be published in both the group's newsletter and website as well as posted to their email list along with the polling timeline. Be sure to include your contact information at the bottom.

Polling Clarifications

Baronial pollings are not a democratic vote and do not necessarily determine who will be chosen for a position. Rather, pollings provide a way for the Crown to hear and consider the opinions of the populace on the matter of Baronial succession. The Crown considers many factors when choosing new Landed Nobility, including the results of the polling.

Candidate Discussion

Candidate discussion on email lists and social media should be avoided. If you have questions for the baronial candidates, contact them directly, not on a list. The Crown and Kingdom Seneschal will determine if there will be candidate Q&A sessions or speeches to be conducted at local functions.

Candidate Interviews

If baronial candidates have an overwhelming reason not to be available to meet with the Crown and Heirs at the designated event on Saturday, November 19, they must make an effort to meet with the Crown in another venue before Thursday, December 1.

Where to send commentary

The opinion poll form does not include space for written commentary, so any commentary about the baronial candidates should be emailed directly to the Crown at crown@ansteorra.org and to the Heirs at coronet@ansteorra.org. Do not send commentary to the Kingdom or Regional Seneschal.

Who can fill out an opinion poll form?

Everyone: member and non-members, residents and non-residents. If you are a member, bring proof of membership with you to the polling on December 8.

Absentee Polling Forms

The Kingdom Seneschal will establish the procedures for absentee polling. Typically, this will entail the person wishing to poll emailing the Kingdom Seneschal for a ballot and returning the completed ballot to the Kingdom Seneschal by email prior to the deadline established by the Kingdom Seneschal. This is so all may have the opportunity to participate in the polling. Polling multiple times is not permitted.

Results of the polling

The results of the baronial polling will not be made public. This is the norm for opinion polls conducted in Ansteorra. The results of the polling will be known only by the Kingdom Seneschal, the Crown, and the Coronet. The results will not be shared with anyone else: not the candidates, not the current local Landed Nobility, not the populace, **no one**. If anyone hints that they know the numbers, they are not from this plane of existence.

Please understand that the poll is a measure of your opinions, not a democratic vote. The Crown alone makes the decision, in consultation with their Heirs.

If anyone has any questions, they may contact the Kingdom Seneschal.

Sample Polling Form

Opinion Polling: Pleasant Keep Landed Nobility

Results of this opinion poll will be shared only with the Kingdom Seneschal, the Crown, and the Coronet. The results of this baronial opinion poll will not be made public. This is the norm for opinion polls conducted in Ansteorra. Please understand that this poll is a measure of your opinions, not a “vote.” The Crown alone makes the decision, in consultation with their Heirs.

The following candidates have declared their intent to run for the position of Landed Nobility of the Barony of Pleasant Keep. Please rank each couple or candidate in order with 1 being your **first** choice. Remember that the final decision rests with Their Majesties.

Candidates	Rank (with 1 being your first choice)
Thorgeir Thorsson and Olga Olafsdottir	
John and Jane of London	
Ludwig von Bayern	

Please enter your information below.

Legal name: _____

SCA name: _____

Membership # (if applicable): _____

Signature (legal name): _____

Zip code of residence: _____

SCA group of residence: _____

Appendix B. Planning for the Media

Most branches in the Society come into contact with the media at some time. Interacting with the media can be perilous—the result can be very positive or quite negative. Handling the media, whether proactively (as in the case of solicited coverage of an event) or reactively (as in a crisis), can create a lasting positive impression or destroy a local branch.

To assist in Media Relation activities, it is recommended that each branch select someone to take on the role of the group's Media Contact Person. This person should be well-spoken with extensive knowledge of the SCA and local group. This could be the Seneschal, the Hospitaler, the Landed Nobility, a peer, or just someone who has been in the SCA a long time. This person will be your group's first image of the SCA to the media. They should promote a professional, clean-cut image. Media Contacts should use their modern name (not SCA name) when dealing with the media. The Kingdom Media Liaison also recommends that all officers be educated on what to do if a reporter drops by a fighter practice or A&S Day.

For those who wish to film a documentary type project at your demo or event, the SCA, Inc. has rules regarding commercial filming, even by those who are students. Please contact the Kingdom Media Liaison immediately to discuss the film crews project. Please allow at least 3-4 weeks to approve requests to film as the Society Media Relations Officer will have to be consulted.

Basically, there are two types of media interactions: 1) when we contact the media and 2) when the media contacts us. Our responses to these types of interactions can differ, but preparation on our part can make the interaction successful and relatively pain free.

When We Contact the Media

As a local group's Seneschal, you, your event steward, and/or local Hospitaler may wish to promote your local event or demo to your local community. The key is to plan and work together.

1. Research the news media outlets in your area. Start a list of local newspapers, community/neighborhood newspapers and newsletters, campus newspapers, and local radio and television stations (including university/college stations). Find out who their community news reporter is and get their contact information. Find out when their news deadlines are so your press release will be sent in a timely manner.
2. Develop a press release for your event. A press release, also known as a *news release*, is simply a written statement to the media. They can announce a range of news items: scheduled events, awards, etc. They can also be used in generating a feature story. Reporters are more likely to consider a story idea if they first receive a release. Contact the Kingdom Media Liaison for assistance with media interaction as they have templates to help you construct a press release. The press release should contain the group's media contact's modern name and phone number. Per Media Policy, avoid discussions on religion; lewd behavior/activities; alcohol making, preparation, studies, distribution, sales, etc; and households.
3. Once your press release is complete, a copy of the release should be emailed to the Kingdom Media Liaison for review and approval BEFORE distribution to media outlets. If the group's Seneschal is not the sender of the release, they should be cc: on the email. Please allow at least five (5) business days for review and comments. A list of the media outlets that the release will be sent to must also accompany the release.

4. Once approved by the Kingdom Media Liaison, send the press release to media outlets. In some cases, the outlet will run the release as is. In others, your media contact might be contacted for more information or even an interview or tour of the event. Those video and film crews wishing to record activities at events of the SCA, Inc. must obtain permission through the Kingdom Media Liaison before setting up any filming equipment and beginning filming onsite. This process can take time so contact the Kingdom Media Liaison as soon as possible.
5. If your group does get media coverage, obtain a copy of the coverage for the group's archives and send a copy to the Kingdom Media Liaison. The Seneschal should also report media coverage in their monthly report to Kingdom.

When the Media Contacts You

Every group should identify a media contact(s) for dealing with the media, solicited or not. The media has two basic reasons for contacting you without first being solicited by the group. The first is that the reporter became aware of the SCA and your group via a benign source such as a friend who is in the SCA or maybe the reporter drove by your fighter practice and was curious. The second reason is that an unfortunate incident has brought you to the reporter's attention. In either case, be calm.

In the case of positive contact, the reporter should be directed to the group's media contact. Make sure that your populace knows to direct the media to your media contact. Ask the reporter to identify themselves, the media outlet that the reporter works, and contact information, the group's Seneschal will need this information to report to the Kingdom Media Liaison. Also, ask how the reporter found your group. Provide the reporter with a brief overview of the SCA and your group's activities. Be brief in your answers and allow the reporter to ask more questions if they are interested. We are a robust organization with many activities and events, which can be overwhelming in a 5-7 minute interview. Give them the highlights and let the reporter ask for more. Make sure your website is up to date and point the reporter to your site and the SCA, Inc. and Kingdom websites as well. The Seneschal should report any outside media contact within seven days in addition to including it on their monthly report.

In the case of media contact due to a negative incident, you should get the reporter's contact information and tell them that the organization's legal representative will contact them shortly. This is the Kingdom Seneschal and above that the Society Seneschal. Immediately, contact the Kingdom Seneschal with the reporter's information and request. Also, notify the Kingdom Media Liaison that a media request was made and was referred to Kingdom Seneschal's office.

Media at Events

If there is a request for the media to attend your event or activity, the Kingdom Media Liaison must be informed of the media attendance.

To actually conduct the tour, have your groups media contact or select someone well-spoken with extensive knowledge of the SCA. This could be an, the Landed Nobility, the Seneschal, the Hospitaler, a peer, or just someone who has been in the SCA a long time. If the Kingdom Media Liaison is in attendance, include them on the tour. They are a great resource to you. All media should be greeted at the event entry or gate and escorted around the site. A media escort will give you a degree of influence over the coverage and help ensure accuracy. Never leave the media

representatives alone. You may want to select an assistant to act as a runner for the spokesperson.

Determine a route for the tour and note which areas could present potentially damaging material. These areas should be avoided (never forbid—just don't show them). Aim to show the SCA at its best. For example, a wet T-tunic contest will not present the SCA in the best possible light and it is best to avoid camping areas.

Before the big day, brief all the people who will be involved and provide them with a schedule of events. If you have the time, conduct a mock tour to ensure a smooth experience. Pre-select and pre-screen all individuals you intend to introduce to the press, including merchants. It's also a good idea to give the local populace a summary of what will be occurring so they can plan something to say if they are surprised by someone with a microphone. Make sure that everyone knows that the message we want to communicate to the media is that researching the Middle Ages and Renaissance is fun.

Set a time limit for the tour. A typical tour should last two to three hours. Be aware that if the media are on site for a long event, the "handlers" must be prepared to give up **all** their time. Try to schedule the tour around schedule activities for the day. If you schedule the tour for 3pm and all the fighting and other activities end at 3:30 then the reporter has very little content for their article or broadcast. Note that reporters and film crews must obey safety requests from marshals and event staff, especially during combat activities. No film crew may, under ANY circumstances, film an injured person obtaining medical attention without receiving express permission from the injured person. Failure to comply may result in expulsion from the event site without a refund, as well as legal prosecution by the individuals involved. More rules for commercial filming and photography can be obtained from Kingdom Media Liaison.

During the tour, the media should be passive onlookers to normal activities rather than active participants, unless they specifically request otherwise. Let the event unfold as it normally would. Offer to provide them with garb, but do not force them to wear it. If they accept the offer, make sure that they are given clean, attractive garb. Always walk everywhere with the news crew—do not offer or provide golf carts. If they are tired by the end of the day and don't want to attend evening festivities, do not encourage them to stay.

Focus on the educational aspects of the Society as well as the combat. A good mixture of activities might include:

- Arts and sciences displays or competitions (de-emphasize alcohol, pagan materials, and out-of-period displays)
- Bardic or musical competitions (as period as possible with low filk content)
- Rapier combat or a demo highlighting an experienced fencer. Mention our safety standards.
- Armored combat or a demo with well-spoken knights. Mention our safety standards.
- Dancing (very evocative of the Middle Ages and shows folks having a lot of fun)
- The SCAer-on-the-street perspective on what they have learned in the Society
- Equestrian and archery (both very photogenic)
- Merchants (focus on those carrying period and reproduction wares)

Television reporters and news photographers will be looking for visuals to tell the story. Here again, advance work pays off. Taking the time to scout out locations for the most favorable

visual portrayal of our activities can ensure that all of your work with the media is not ruined by an unfortunate on-location shot.

At the end of the tour, make some SCA literature available. It could be a couple of issues of Tournaments Illuminated and the Kingdom or local newsletter, or it could be the local newcomer recruitment flyer. Ask when the segment or article will appear and whether you can get a tape or a copy of the article. Give a contact name and phone number for follow-up calls—do not use your SCA name.

Make sure to write a report for the Kingdom Media Liaison. Note any pertinent details, particularly things that went especially well or especially poorly. Make sure to let them know if there is any potential for negative coverage.

When communicating with the press:

- Be clear and concise.
- Look confident and sound knowledgeable.
- Be honest and sincere.
- Wear attractive garb to help establish the tone. The primary contact should wear garb that is as accurate and attractive as possible, and should be able to describe their garb simply (for example, “This is a recreation of a 12th-century nobleman's tunic”).
- When dealing with broadcast reporters, answer questions with easily-quoted 15-to-20 second "bites" rather than with longer statements, which can be taken out of context in the tape editing process. If you need a moment or two to come up with a positive, informative reply, repeating the question buys a little time.
- Print reporters may have room in their stories for longer answers, and you can take a quiet moment to formulate a detailed reply.
- Assume that all reporters are after a "big" story, but don't assume that all reporters are hostile.
- Determine the message you want to convey in advance. Don't just answer the reporter's questions, but don't ignore or duck the questions. Reasoned responses will help you stay in control of the interview.
- Maintain a professional attitude during interviews, even if the media seems aggressive or negative.
- Plan ahead for the worst possible questions. Don't go into an interview without a warm-up. Practice answering tough questions so that you can keep your cool when the lights are hot.
- Be sure to contact the Kingdom Media Liaison for suggestions and guidelines on being interviewed and use of preferred terminology.

In a media crisis:

- Follow the chain of command. The legal SCA representative in a Kingdom is the Kingdom Seneschal. Above the kingdom level, it is the Society Seneschal, the President of the SCA, and the Board of Directors.
- If you are contacted by the media about a situation, remember that it is **always** better to offer to have a representative call them back shortly than to give a response that will haunt you or the SCA for a long time.
- Be helpful and cooperative.

Templates to Send to the Media

Use this approved statement to explain the SCA:

The SCA or Society for Creative Anachronism was incorporated in 1968 as a 501(c)3, not-for-profit educational organization. It is part of the "living history" movement, which means that SCA members have a "hands-on" approach to history, engaging in activities that help them to explore the culture, activities, arts, and sciences of ages past. The SCA's time period encompasses pre-17th century Western Europe, with an emphasis on the Middle Ages and Renaissance.

The SCA and its 50,000 participants span the United States, Canada, Europe, Australia, and parts of Asia and Africa. It is divided into geographic regions called Kingdoms. In the US there are 20 Kingdoms and within each are local chapters known as cantons, shires, baronies, provinces, or principalities depending on their size and location. Texas and Oklahoma comprise the Kingdom of Ansteorra.

The following three ad templates are approved by the Kingdom Media Liaison and the Kingdom Seneschal for submission and publication in the various forms of media. You can use these ads to publicize practices and meetings as well as demos. Be sure to customize each ad to reflect the correct location, time, date, activities, and contact information for your gathering. Use the SCA web address, and Kingdom web address.

Ad template for demos:

Do you dream of being an armored knight locked in combat armed with sword and shield or a dashing musketeer wielding a rapier in a duel? Come realize your dream with the SCA, an international non-profit living history organization devoted to the study of all aspects of the Middle Ages and Renaissance. Join us at our demo at City Park, located at 123 Main Street in Cityville, TX, at 1:00 pm on Sunday, August 21st. Activities include demonstrations of armored and rapier combat, European court dance, calligraphy and illumination, armor making, and costuming. For more information, contact John Doe at 555-123 -4567 or jdoe@isp.com, or visit www.sca.org.

Ad template for fighter practices:

Do you dream of being an armored knight locked in combat armed with sword and shield or a dashing musketeer wielding a rapier in a duel? Come realize your dream with the SCA, an international non-profit living history organization devoted to the study of all aspects of the Middle Ages and Renaissance. Join us at City Park, located at 123 Main St. in Cityville, TX, at 1:00 pm on Sunday, August 21st. For more information, contact John Doe at 555-123 -4567 or jdoe@isp.com, or visit www.sca.org.

Ad template for meetings:

Are you interested in exploring the arts and sciences of pre-17th century Europe? The SCA, an international non-profit living history organization devoted to the study of all aspects of the Middle Ages and Renaissance, is holding an arts and sciences meeting at City Park, located at 123 Main St. in Cityville, TX, at 1:00pm on Sunday, August 21st. Activities include European court dance, calligraphy and illumination, armor making,

and costuming. For more information, contact John Doe at 555-123 -4567 or jdoe@isp.com, or visit www.sca.org.

This is the **only** language approved for media ads. Do not make any substantial changes to these paragraphs. If you must make modifications to these ads, contact the Kingdom Media Liaison for approval.

Do **not** advertise your local event in the media prior to the event unless you are prepared to accommodate a throng of people seeking a RenFaire type of experience.

Reporting Media Contact

Local individuals, branches, or other entities should report to the Kingdom Media Liaison within seven (7) days when:

- 1) Outside Media requests material for a story;
- 2) Outside Media requests interview or tour of event;
- 3) Outside Media arrives unannounced at an event or activity;
- 4) A story (positive or negative) regarding the SCA appears in an outside media publication.

The local Seneschal should also report media coverage and contacts in their monthly report to Kingdom.

For more information, visit the Society Media Relations site at: www.sca.org/media.

Appendix C. Kingdom Social Media Policy

Introduction

The office of Social Media Coordinator is part public relations, part moderator, and part town crier. As such, it requires close collaboration with other officers, the populace, and the public at large. Patience and tact are key skills.

The Social Media Coordinator is responsible for maintaining the public face of the Kingdom, Branch, or entity the Social Media Presence represents. Social Media Presence is defined by Society Social Media Policy. Social Media Coordinators help to disseminate useful information, maintain a friendly atmosphere in social media groups, and help create a welcoming space for newcomers.

I: Chain of Command

The chain of command within the Kingdom is:

- Kingdom Seneschal
- Kingdom Social Media Liaison
- Branch Seneschal
- Branch Social Media Coordinator

If there is no Branch Social Media Coordinator, social media duties fall on the office of the Seneschal. If the Media Presence is not for a local group, the Social Media Coordinator reports directly to the Kingdom Social Media Liaison.

II: Requirements and Responsibilities for Social Media Officers

A. Requirements

Social Media Coordinators must meet all requirements of holding office as found in the Governing Documents of the Society. Additionally, Social Media Coordinators must be at least eighteen (18) years of age.

B. Qualifications

A Social Media Coordinator requires a unique combination of skills. They must have the technical skills to administer and troubleshoot Social Media Presences as well as the interpersonal skills to moderate.

Minimum requirements include:

- Experience writing and/or editing content. Spelling, grammar, and voice are important parts of our social media presence.
- Familiarity with the social media platforms the branch utilizes. A solid understanding of Facebook is particularly important.
- Consistent and reliable internet access.
- Patience, tact, and the ability to work with others.
- Familiarity with or willingness to become familiar with the Governing Documents of the Society, Kingdom Law, custom, and Society and Kingdom Social Media Polices.

C. Adherence to Social Media Policy

Social Media Coordinators are responsible for ensuring that the social media presences they administer conform to the standards set forth by both Society and Kingdom Social Media Policies. Any discrepancies between the Society and Kingdom Social Media Policies will be resolved in favor of the Society Social Media Policy. The Society Social Media Policy can be found at: <http://sca.org/docs/pdf/SCASocialMediaPolicy.pdf>.

D. Reporting

The Kingdom Social Media Liaison must submit quarterly reports to the Kingdom Seneschal. Branch Social Media Coordinators report at the discretion of the local Seneschal, not to exceed once per month. If a Social Media Presence is not for a local group, the Social Media Coordinator will report to the Kingdom Social Media Liaison upon request, not to exceed once per month. Reports should include any projects, news or successes, as well as any challenges.

E. Official Voice and Communication

Be aware that anything an officer or administrator posts on a Social Media Presence can or may be construed as a policy interpretation or otherwise “official” statement. Please use the following guidelines:

- Be certain to identify when your comments or postings are coming from you personally and not the voice of the Kingdom/Branch. Whenever possible, you need to maintain the perception of neutrality in presences you administer.
- Outward facing presences such as Twitter, Instagram, Pinterest, Periscope and Facebook pages always speak with Official Voice. Keep in mind that anything posted there will be perceived as if the Kingdom/Branch is speaking. Avoid “I” statements such as “I am looking for article submissions.” Use 3rd person statements instead, for example, “The Barony is looking for article submissions.”
- **Note that administrators of Facebook pages need to be especially careful that they are not posting personal comments as the page.** There is a pull down option above the comments tab that will allow you to switch between yourself and your page. *Remember anything you post to a page you administer using a mobile platform will be with the voice of your Branch.*
- Be professional and courteous at all times, in concert with the Society’s ideals of honor and chivalry. The SCA Code of Conduct, found in the Sanctions Guide, applies to SCA forums.
- Respect the needs of discretion and confidentiality with regards to Society matters such as disciplinary measures, personal information, drafts and proposed changes to policies, and any other information that may be sensitive or inappropriate for public discussion.
- Avoid announcing or communicating official policy or statements that have not otherwise been announced or publicized through required official channels (publication for event status, official sanction, changes to Kingdom Law, etc).
- Social media presences should never be used for communication intended for a private audience or limited distribution. Whether by mistake or intent, communications shared through channels that can be used for broad distribution will eventually become broadly distributed.

III: Administration Responsibilities

A. Approved Platforms

Social media is a rapidly evolving tool, and branches are encouraged to use whichever platforms work best for their group. Be careful not to overextend yourself. The Kingdom Social Media Liaison must be informed of any new branch social media presences. Each branch is encouraged to at least maintain a Facebook group or page.

The Kingdom of Ansteorra has official presences here:

Facebook Group: <https://www.facebook.com/groups/78670722996/>

Facebook Page: <https://www.facebook.com/AnsteorraSCA/>

Twitter: https://twitter.com/sca_ansteorra

B. Outward Facing Pages, Discussion Groups, and Being “Official”

- Social Media Presences considered official may include Kingdom, Local Branch, Kingdom or Branch Officers (including the Crown, Coronet, and Landed Nobility), an officially recognized non-branch outward facing group within a Kingdom (such as a guild or polling order), or separately managed entities such as a war or event. Groups with membership limited to members of polling orders and intended for discussion amongst the members of the orders will not be considered official.
- Outward facing presences representing Branches, Officers, Guilds, etc., such as Twitter, Instagram, Pinterest, and Facebook pages, always speak with Official Voice.
- Discussion groups for Branches, Officers, and Guilds, such as Facebook groups, are considered official if they are posting information such as meeting announcements, fighter practice times, event details, or any other materials that could be construed as information from or on behalf of the branch.
- Discussion groups often have privacy settings that allow the administrators to control how public the group’s content is. Branches may choose to have their groups be “open” or “closed”.
- **Please note: no content that is considered inappropriate per Social Media Policy or the Code of Conduct is permissible on any social media presence associated with a Society branch, event, or officer at any time regardless of the level of access.**

C. Required Disclaimers

Branch social media presences are required to use two standard disclaimers. One is the Society required social media disclaimer, and the other is a Kingdom required event disclaimer.

Any presence that is regulated under this policy must bear one of the following statements in any informational section of the account profile, or in some other persistent identifying area of the account or presence:

- **Branch Presences:** *This [account, page, event] is held and managed by [branch name], a branch of the Society for Creative Anachronism, Inc. and is considered the official presence of this group here. Questions regarding its content should be directed to [branch seneschal’s email] or to socialmedia@sca.org. Any discrepancies between the electronic version of any information and the printed*

version that is available from the originating office will be decided in favor of the printed version.

- **Officer Presences:** *This [account, page, event] is held and managed by the [officer title] of [branch] of the Society for Creative Anachronism, Inc. and is considered the official presence of this office here. Questions regarding its content should be directed to [officer's email] or to socialmedia@sca.org. Any discrepancies between the electronic version of any information and the printed version that is available from the originating office will be decided in favor of the printed version.*

To provide context if event information is shared by third parties, all events created via social media must include the following disclaimer: *“This event is sponsored by the Kingdom of Ansteorra, which is part of the Society for Creative Anachronism. More information can be found on our website here: <http://www.ansteorra.org/>”*

D. Administrative Permissions

Administrative privileges for all Branch Social Media presences are required to be held by at least two warranted local officers. The Branch Social Media Coordinator and the Branch Seneschal are the recommended offices. The Branch Hospitaler, or Chatelaine, is also suggested as a group moderator. It is recommended that outward facing presences such as Facebook pages are kept to three or four administrators.

E. Content

Content posted in Branch Groups or on Branch Pages should be relevant to the group and appropriate to the audience. In certain aspects, groups have more flexibility over content. For example, individuals may share their album of event pictures, but pages must assure that the appropriate photo releases have been received. Branch Pages should also avoid anything that gives the appearance of endorsing a vendor or merchant. Pages are always speaking with the voice of the Branch, and anything posted should reflect that.

Creativity and innovation in the use of social media is encouraged. However, certain activities and information are inappropriate to any presence. The following material, including but not limited to posted messages, comments, threads of discussion, or media, collectively known as “content,” shall not be permitted on any Branch Presence:

- Content that involves modern politics or political subjects, particularly any activity that may be interpreted as endorsement of a particular political party, candidate for political office, legislation, or referendum.
- Content which is intended to disparage, intimidate, or negatively impact the reputation of an individual, branch, event, or another group.
- Content that reveals information that is considered confidential to SCA, Inc. This includes, but is not limited to, financial information, sanctions, and the content of internal proceedings that are not meant for public distribution.
- Content that distributes material under current copyright that has not otherwise been authorized for distribution with appropriate attribution.
- Content that involves potentially lewd or offensive material.
- Content that is otherwise disallowed by existing SCA policy.
- Participants other than officers or administrators posting in an official presence are presumed to have the legal rights or permissions to the content they post (such

as Lord Went-to-an-Event who posted his pictures from the day in the Branch group). The participant is considered solely responsible for said content and held to any applicable laws or terms of use for that platform.

F. Photos and Releases

Photos make great shareable posts on Social Media and are encouraged! It is the Social Media Coordinator's responsibility to ensure that Society Policy is followed when photos are shared as an official outward facing Branch Presence such as a page. Please note: Individuals may share their own photos without releases.

A Release FAQ can be found here: <http://sca.org/docs/pdf/ReleaseFormsFAQsWEB.pdf>

- **Model Releases can be found here:**
 - Regular PDF: <http://www.sca.org/docs/pdf/ReleaseModel.pdf>
 - Fillable PDF with Digital Signature:
<http://www.sca.org/docs/pdf/ReleaseModelFillable.pdf>
- **Photographer Releases can be found here:**
 - Regular PDF: <http://www.sca.org/docs/pdf/ReleasePhotographer.pdf>
 - Fillable PDF with Digital Signature:
<http://www.sca.org/docs/pdf/ReleasePhotographerFillable.pdf>

G. Moderating Presences

Part of the job of the Social Media Coordinator is to create a welcoming environment both for newcomers and those who have played for years. Social Media is quickly becoming the way that we communicate with each other most frequently. Often, the first contact newcomers have with the Society is through our Social Media Presences. Social Media is a quickly moving forum, and a casual comment can evolve quickly into a flame war. It's important that we keep our Social Media presence friendly. Often, a gentle reminder to remain courteous or on topic is all that is needed. Some helpful guidelines:

- Endeavor, within the bounds of reason, to remain neutral and/or objective on issues presented and discussed through social media.
- Ensure that all material presented through the social media outlet/forum – announcements, photographs, video, downloads, surveys, etc. — is appropriate for the function and audience of the outlet.
- Judiciously remove any material deemed offensive, self-serving, (inappropriately) off topic, discourteous, or otherwise inappropriate, or annoying to the general audience of the media outlet. If a post needs to be removed, document the removed content through use of screenshots or email notifications and privately message the poster to explain why will often avoid future issues.
- Relegate necessary control to another administrator who is capable of being impartial in cases where an administrator's objectivity may be questioned or compromised with regards to any of the above functions or duties.
- Conduct yourself with courtesy, honesty, and chivalry, as would be done in any personal, face-to-face interactions.

The administrators of a presence may take action to discontinue the ability for an individual to participate in posting or replying to content on said presence, known as moderation, provided that individual has undertaken one or more of the actions listed above. Care must be taken to create an open environment for communication within the limits of civil discourse and moderation must not be undertaken lightly. Such moderation shall not prevent an individual from viewing the content of the presence, except in cases where the platform itself

does not allow view without posting privilege. Such moderation shall be given for a specific or indefinite time depending on the severity of the offense, and that moderation may be appealed per guidelines for appeal in Governing Documents. Should a post be removed or an individual be moderated, blocked, banned, or otherwise censured from a Social Media Presence, the Social Media Coordinator must report the incident to their appropriate superior officer within 48 hours.

H. Guild and Group Presences

Social media provides a convenient space for interest groups to discuss and share information. Many guilds and groups utilize platforms such as Facebook groups for just that purpose. If your branch guilds, newcomer's group, etc. wishes to create such a group- great! Any social media presence for an official guild or group or uses the Branch/war/Kingdom name needs to be approved by the branch/Kingdom. For a new presence at the branch level, contact your Branch Seneschal and Social Media Officer, for a new Kingdom level presence, contact the Kingdom Social Media Officer. These Facebook groups should follow the same moderation guidelines found in Section G, and the Branch/Kingdom Social Media Officer should have administrative privileges in addition to the appropriate Guild and Branch/Kingdom Officers.

I. Administering Outward Facing Presences

Outward facing social media presences such as Facebook Pages can be valuable tools. They offer a way to publicize activities, highlight memorable events, and share useful content such as tutorials and blogs. Things to keep in mind when posting on pages include:

- Pages always use Official Voice.
- If the general public is allowed to post or comment on the page, those posts should be monitored and moderated. It is perfectly fine to disable posts from the general public on outward facing presences if the platform makes it possible. This requires much less of a time commitment on the part of the administrators.
- They tend to use a more casual friendly tone, but grammar and punctuation are still important.
- Posts share better with an image. If you have an announcement or news to share, keep the text succinct, clear, to the point, and try and include a picture. People scroll quickly through social media feeds, and you want to grab their attention.
- The more people that share or like your post, the bigger its reach (the number of people that see it) will be. Tagging pictures also increases the reach of a post.
- Any photos, articles or art must be attributed to their creator.
- Ideas for content include:
 - Photos from local events (in compliance with the photo release policy);
 - Announcements from other Officers;
 - Posts about SCA period history;
 - Posts about the history of the SCA or its branches; and
 - Posts with relevant tutorials, how-to's, or SCA projects from the local populace

J. Creating Events

Branch Social Media Coordinators are responsible for providing assistance to other Branch Officers in creating and updating events for local branch activities such as fighter practices, and guild meetings.

To provide context if event information is shared by third parties, all events created via social media must include the disclaimer found in Section 3.C. of this document.

K. Removal from Office

Officers responsible for administering social media accounts are subject to sanctions as outlined in the Governing Documents. The causes for which a Social Media Coordinator may be removed as an administrator or moderator of a Social Media Presence include, but are not limited to:

- Use of objectionable material;
- Use of copyrighted material without permission;
- Removal of content or moderation of participants without just cause;
- Failure to abide by the Social or Kingdom Media Policies;
- Proven inability to reasonably answer correspondence;
- Politicizing the position of administrator; and
- Failure to respect and adhere to the ideals of the Society.

Appendix D. Regional Seneschals

Applying for a Regional Seneschal office

In order to apply for a Regional Seneschal position, you must fulfill all the requirements as defined in the “Applying for office” section earlier in this document. Send your application to the current Regional and Kingdom Seneschals.

Responsibilities of the Regional Seneschal

The specific role of a Regional Seneschal is determined by the current Kingdom Seneschal, but the general responsibilities of the office include promoting the health of the region, overseeing the local seneschals, writing and filing reports, and conducting opinion polls.

Promoting Peace, Harmony, and Prosperity

One of your most important responsibilities as Regional Seneschal is to foster harmony and facilitate communication in your region. Problem solving, mediation, and conflict resolution are a critical part of your job, so always be aware of potential issues in your groups. When you become aware of a conflict in your region:

- Only get involved if needed. You don’t have to solve every problem personally. Trust your local Seneschals.
- Offer support, help find solutions, and act as a mediator if needed.
- Remain as neutral as possible. Always be diplomatic and assume everything you say will be repeated and published. Seek the high ground, be helpful, and be constructive.
- If you must get involved in a situation, try to defuse the issue through positive, non-threatening, non-inflammatory interaction with the parties involved.
- Remember that not every phone call or piece of correspondence requires that you take action. People often just want to be heard.

Selecting local Seneschals

Local Seneschals should notify the local group officers, the Landed Nobility, and the Regional Seneschal when they decide to step down, and should provide at least two months notice to allow time to publish the vacancy and process applications. Once you have been made aware of a vacancy, you should:

- Ensure that the local Seneschal announces the vacancy at populace meetings, in the local newsletter, and to any local discussion boards.
- Encourage the local officers, the Landed Nobility, and the populace to comment on the candidates applying for office.
- If necessary, appoint an interim Seneschal. You might need to do this if the Seneschal has to step down suddenly or has been removed for cause. The interim Seneschal does not necessarily need to be the local Seneschal’s ER deputy, although that’s often the most logical choice.

Applicants must send their applications to you, the current Seneschal, and the local Landed Nobility, if any. However, only the Regional or Kingdom Seneschal can select the new local Seneschals. Although Kingdom Law gives the Landed Nobility limited veto power over applicants, you should never let it come to this. Always include the Landed Nobility in the decision process.

Be sure to consider a broad range of factors before making a final decision, including:

- SCA and modern experience
- Ability and willingness to work with others
- Fair-mindedness
- Acceptability to the group

If you receive no acceptable applications, you can open the office to additional applicants. Do not choose someone you think is unacceptable for the position.

Once you make a decision:

- Discuss the decision with the Kingdom Seneschal. The Kingdom Seneschal signs the warrant and must approve the decision.
- Notify both the applicant you've selected for office and the other applicants before you publish or publicly announce the new officer.
- Email the Kingdom Seneschal to have the new local seneschal added to the Seneschals' roster warrant. All Seneschals are considered to be Acting Seneschals until the roster warrant is signed by the Crown.
- Ensure that the retiring local Seneschal turns over their files to their replacement within 30 days.

Removing Seneschals

Occasionally, you may have to remove a local Seneschal. Before you even consider removing someone, you should:

1. Attempt to counsel the individual about whatever difficulties are occurring.
2. Consult with the Kingdom Seneschal.
3. Provide a written 30-day improvement plan to give the individual a chance to resolve the issues.
4. Issue at least two written warnings.

If these steps fail to resolve the issues, inform the individual by phone that the Kingdom is opening the office for bids. When you announce the vacancy publicly, be sure to thank the retiring Seneschal for the service they gave.

Training local Seneschals

The Seneschal's warranting class is offered twice a year at King's Round Table by the Kingdom Seneschal, but you should be prepared to teach it at other times as needed in your region. Teaching the warranting class in your region is one of your primary duties. Remember that it is your responsibility to act as a resource for your local Seneschals. Be accessible and make yourself available to answer questions.

Receiving reports from local Seneschals

It is your responsibility to ensure that all local Seneschals are reporting as required. If you aren't receiving reports, make gentle inquiries to determine what the issue is. Ask the local Landed Nobles for help if needed.

Monthly reports are due to you by the 10th of each month through the online report form, which automatically sends a copy of the report to you, the Waiver Secretary, the Kingdom Media Liaison, and the local Seneschal.

Reporting to and communicating with the Kingdom Seneschal

Regular reporting is vital to keeping the Kingdom Seneschal informed of your region's activities, issues, and major successes. The Kingdom Seneschal may also include information from your reports in his reports to the Crown and the Society Seneschal.

The reports you must submit to the Kingdom Seneschal include:

- Quarterly reports
 - Quarterly reports must be submitted to the Kingdom Seneschal. Since their reports are due to the Society Seneschal and the Crown on the 15th, his means your reports are due by the 1st of December, March, June, and September.
 - Your report should take the form of a paragraph or two on how your region is doing. Focus on any problem areas and any major kudos.

The type and amount of information you are required to include in these reports may vary depending on the Kingdom Seneschal.

Always keep the Kingdom Seneschal in the loop regarding any problems that may be brewing. A quick email or phone call is all it takes. If a problem that the Kingdom Seneschal needs to know about arises at an event, demo, or practice, call immediately, no matter the time, especially if the incident involves a serious injury or potential criminal activity. Never assume that the local Seneschal or Event Steward has called already.

Acting as a liaison to other regional officers

As Regional Seneschal, you are in a good position to facilitate communication amongst the officers of the region. While you do not receive reports from the other regional officers, it is good practice to keep them informed of potential problems that could affect the offices they oversee.

- If your local Seneschal is not receiving reports from another local officer, check with that local officer's regional superior to verify that they are receiving reports. That regional can then remind their officer that they also need to send reports to the local Seneschal.
- If you know of a specific problem that will affect another local or regional office, call or email the appropriate regional officer. Do not circumvent them by going to their up-line kingdom officer.

Approving media ads

It is possible that a group will ask you for approval to use language for media ads that is different from the approved text found in the "Planning for the Media" section in this handbook. However, you should not make any substantial changes to these paragraphs. Direct any questions about changing the language of the media ads to the Kingdom Seneschal.

Conducting opinion polls

Regional Seneschals are sometimes called upon to conduct polls on behalf of the Crown. Polls are most often used to gauge a group's support for candidates for Landed Nobility, but can also be used to determine the opinions of the populace on other important issues, such as changes in group status.

Typically, the Kingdom Seneschal is responsible for setting a date and place for the polling. The polling should be announced as broadly as possible—in the local newsletter, at populace

meetings, and on any local email lists—a month prior to the polling. Always stress that members and non-members alike can participate.

If it is necessary to conduct a polling quickly, you can inform people of the polling details via email or phone calls.

For more information, see the “Conducting a Polling” section in this handbook.

Appendix E. Seneschal's Warranting Class Outline

I. What is a Seneschal?

- Peacemaker, administrator, legalist, communicator, leader, facilitator, mentor, liaison

II. Applying for Seneschal

A. Requirements

- 18 or older
- SCA membership and get the Kingdom newsletter
- Attend a Seneschal's and Treasurer's warranting classes.
- Not live at the same address as the group's Treasurer.
- Be reachable by telephone in the evenings.
- Use Kingdom issued email address.

B. Applying for office

- Application online at the Kingdom website on the "Forms" page.
- For a local Seneschal position, send the app to the both the local and Regional Seneschals.
- For baronial or canton Seneschal, also send the app to the baronial Seneschal and Landed Nobility.
- The Landed Nobility of a group have limited veto power over applicants.
- The duty of selecting local Seneschals is typically delegated to the Regional Seneschal.
- Only the Kingdom Seneschal can warrant local Seneschals.

C. Duration of appointment

- Warrants are of six-month duration, renewable up to two years.

III. Responsibilities and duties of the local Seneschal

A. The primary duty and skill

- Promote peace, harmony, and prosperity in your group.
- Listening is always your most important skill. Listen and be patient with your members.
- Always assume your words become public. Never speak or write in anger.

B. Conducting regular meetings

- A meeting consists of officer reports, planning (event, demos or other) and new business.
- Make an agenda. If in a barony, coordinate and share agenda with the Landed Nobility.
- Work with your officers and review the reports they give you.

C. Overseeing the management of the group's finances.

- Let the group Treasurer do their job.
- Be aware of how much money the group has and how it is being spent.
- Review the monthly Treasurer's report and a copy of the bank statement.
- Read all contracts carefully. When co-signing a check, know what it is for and who is receiving it.
- Financial Committee consists of Seneschal, Treasurer, another officer, and Landed Nobility (if any).
- Financial Committee approves all group expenditures and event budgets. (Leave some cushion in event budgets in case the event loses money.)

D. Ensure you have a replacement (ER deputy) and a deputy trained as a replacement.

E. Submit award recommendations

- Anyone can write an award recommendation.
- CC your Landed Nobility.
- If an award you recommend is not granted in one reign, resubmit it in the next reign.

F. Maintaining a Seneschal's reference library of laws, handbooks, and forms

- The *Organizational Handbook* for the SCA, also called the Governing Documents of the SCA, which includes Corpora, the By-Laws, Corporate Policies, and the Articles of Incorporation
- SCA Sanctions Guide
- Ansteorran Kingdom Law
- Seneschal's Handbook
- Kingdom Financial Policy
- Complete Participant's Handbook (the Ansteorran rules governing combat)
- Event Report form
- "Request for Date on Kingdom Calendar -or- Bid for Kingdom Event" form
- End of Year Financial Report form
- SCA liability and Equestrian insurance procedures
- Roster Waivers
- Minor Waivers

G. Conducting opinion pollings

- To determine the opinions of the populace on important issues such as changes in group status.

H. Acting as the legal representative of your group (includes signing of all contracts)

I. Dealing with modern authorities

- If a Seneschal, one of their warranted deputies, or an agent of the SCA is made aware that a crime is alleged to have been committed; they must call the modern authorities and the Kingdom Seneschal. "Modern authorities" includes EMS as well as the police or other law enforcement authorities.
- When to call the authorities? Use the "Reasonable Person Test." Would a reasonable person call the authorities in this situation? Crimes of violence or involving minors or of a sexual nature: yes. Jaywalking or Speeding: no.
- If you need help, contact a superior officer.
- Modern authorities sort out whether a crime has been committed and what action to take.
- If someone is acting dangerously, call the modern authorities. Never try to restrain someone yourself or instruct others to restrain someone. Remove others from the area of danger and monitor the situation until authorities arrive.
- Wear modern clothing to meet and escort modern authorities to the incident location.
- If you suspect mismanagement of funds or equipment, contact the Kingdom Seneschal and Kingdom Treasurer first. Do not confront the suspected person yourself. Ansteorra has zero tolerance for theft and may file charges.

J. Pacing yourself and knowing when to step down

- You are free to step down for any reason during your term.

- Give at least two months' notice. Announce the search for applicants at populace meetings and in your group newsletter. The Regional Seneschal will take your input as well that of the Landed Nobility.

K. Ensuring your group meets all the requirements to maintain its status

- Maintain a minimum number of paid members (35 for baronies/provinces, 12 for shires, 8 for cantons, 5 for institutional branches, and 3 for incipient groups).
- Maintain a specific slate of officers.
 - For baronies/provinces: Seneschal, Herald, Knight Marshal, MoAS, Treasurer, Chronicler, Hospitaler
 - For all others: Seneschal, Treasurer, and one of the following: Marshal, Herald, or MoAS
- Stay current on officer reporting. The End of Year Financial Report must be filed on time.
- Ensure all deposits are made promptly and all funds are handled appropriately.
- Send original waivers to the Waiver Secretary within 30 days following events and practices.
- All groups should publish a newsletter and show regular activity.

L. Writing and filing reports

Social Media & bulletin boards are not official communications. Reporting must be done using the online reporting form.

Local officers must send copies of their monthly reports to their regional officer, the Landed Nobility (if any), and the local Seneschal. If you don't receive reports, determine what the issue is.

- Monthly reports (due on the 10th of each month to the Regional Seneschal)
 - Use the online report form. Automatically sends a copy of your report to your regional officer, the Media Liaison, the Waiver Secretary, and your own email address, and allows you to specify additional addresses (for the local Treasurer and the Landed Nobility).
 - Include information about events, demos, or fighter practices held during the month.
 - Include comments on group status. Always keep a copy of your report.
- Event Report (after an event)
 - Send to the Regional and Kingdom Treasurers within 10 business days.
 - Send the waivers from an event to the Waiver Secretary with the group name and event name on all the waivers.
- End of Year Financial report
 - The most important report your group must file.
 - Due no later than January 31 of each year.
 - Your group can lose their status if this report is not filed on time.
 - If Treasurer needs help, assist yourself or contact the Regional or Kingdom Treasurer.

M. Ensuring that the local waivers are sent in to the Waiver Secretary

Waivers must be signed by the event attendee or a combat participant if they:

- Are not a member of the SCA, OR
- Do not have proof of membership with them that denotes both SCA membership and a signed Consent to Participate on file at Corporate

Waivers protect the SCA from lawsuits.

- Roster Waiver—Also called the “Consent to Participate and Release Liability,” contains same waiver language as found on a membership application, but allows for multiple signatures. Also called an “Event Waiver,” “Adult Waiver,” or “Fighter Practice Waiver.”
- Minor Waiver—Also called the “Minor’s Consent to Participate and Hold Harmless Agreement,” it grants a minor permission to attend and participate at an SCA event or practice with their parent or legal guardian. Also called a “Child’s Waiver,” “Children’s Waiver,” or “Youth Combat Waiver.”

- Minor's Waiver and Informed Consent to Participate in Combat—it gives the consent of a parent or legal guardian for their minor child to participate in SCA combat with adults.
- Equestrian Waiver—Also called the “Waiver And Informed Consent To Participate In SCA, Inc. Equestrian Activities,” it is required for participation in any equestrian activities.

Events (require waivers)

- The Roster Waiver signed at gate by attendees without proof of membership with them.
- Minor Waivers for any minors in attendance
- Medical Authorizations for Minors for minors in attendance without their parent or legal guardian.
- The Equestrian Waiver if the event includes equestrian activities. All in attendance must sign, regardless of participation.
- Send a scanned copy of waivers for each event to the Waiver Secretary within 10 business days. Save the original or an electronic copy for your files. **Do not send the gate sheets.**

Official fighter practices, thrown weapons practices, archery practices, and demos (require waivers)

- Roster and Minor Waivers are required as above for participants, but not bystanders.
- Combat participants must sign a waiver at their local fighter practice each time they attend if they do not have proof of membership with them
- Must include the group name and note that the waiver is for a practice.
- Multiple practices may be on a page as long as participants sign and date each practice attended.
- Send a scanned copy of waivers to the Waiver Secretary within 10 business days after the practice or demo was held, and save the original or an electronic copy for local files.
- In some groups, the local Seneschal delegates this duty to the local Knight Marshal.
- Waiver Secretary uses the local Seneschal's monthly report to ensure that they get all waivers.
- No waiver for practices if no combat occurs or if all participants have their proof of membership with them.

Equestrians at practices and at demos (require waivers)

- The Equestrian Waiver is required for participants, but not bystanders.

Equestrian waivers

- Required for participation in any equestrian activities regardless of SCA membership.
- You bring a horse, you need a waiver.
- Usually roster waivers and includes the group name and event name (or note if for a practice).
- Equestrian marshal sends an electronic copy of waivers to the Waiver Secretary and keeps the original or an electronic copy for files.
- The local Seneschal is ultimately responsible for ensuring that the waivers are sent.
- Waiver Secretary uses the local Seneschal's monthly report to ensure that she gets all waivers.
- No waivers required for practices at which no equestrian activities occur.

Minor waivers (2 Kinds)

- **Minor's Consent to Participate and Hold Harmless Agreement** not required if the child has their own proof of membership with them
- **Minor's Waiver and Informed Consent to Participate in Combat**
 - Must be used if the minor participates in adult combat.
 - Must be notarized by a legal notary prior to the event.
 - Must be used regardless of the child's SCA membership status.

Medical Authorization for Minors authorizes medical treatment in a parent's absence.

If you are a parent or legal guardian and bring your own child who has proof of membership with them, you do not need a minor waiver unless they are participating in adult combat.

If you bring a child who is not yours legally, you must bring:

- **Minor’s Consent to Participate and Hold Harmless Agreement AND**
- **Medical Authorization for Minors**

Lost waivers

- If you have problems with waivers contact the waiver secretary immediately. Check status of your group each month on the waiver secretary report sent electronically.

Failure to submit waivers in a timely way could cause future events to be removed from the calendar or fighter practices to be suspended.

What is an “official” fighter practice?

- Must be sponsored by a local group and published in the local newsletter.
- A warranted Marshal (or their designated deputy who is an authorized marshal) **and** a local officer (or their designated deputy) are required.
- Can be the same individual (ie a local Knight Marshal or local Rapier Marshal).
- If holding a chivalric fighter practice, a warranted chivalric combat marshal must be present; if you are holding a rapier practice, a warranted rapier marshal must be present, etc.
- Being an Authorized Marshal does not necessarily mean that you are a Warranted Marshal.
- Warranted Marshals include the following:
 - Local Knight Marshal—The chief warranted Marshal of a local group.
 - Local Rapier Marshal—The warranted Rapier Marshal of a local group.
 - Regional Marshal—Warranted Combat Marshals designated as the regional deputy and appointed by the Kingdom Earl Marshal or his designated deputy.
 - Authorization (Authorizing) Marshal—Warranted by the Kingdom Earl Marshal or his designated deputy to authorize individuals in SCA combat-related activities
- The Local Knight or Rapier Marshal are warranted by the Kingdom Earl Marshal or Rapier Marshal and appear on their respective Kingdom Warrant roster. To be warrantable they must be an authorized marshal. Authorized just means they can fight.
- All official deputies to the local Knight or Rapier Marshal are also considered to be warranted and must be authorized Marshals. Though they might not appear on the Kingdom Earl Marshal or Kingdom Rapier Marshal's roster warrant, local deputies that are warrantable are covered under the Warranted Local Marshal's warrant.

N. Overseeing the planning and hosting of events

Kingdom Calendar Events

- Sponsored by an officially recognized branch of the Kingdom
- Advertised at least once in the Black Star.
- The event announcement must include the date, time, and location of the event.
- To place ad in the Black Star, send an electronic copy of ad, artwork/maps releases, and the “Event Announcement Checklist and Seneschal Sign Off” form to the Kingdom Chronicler.
- Listed in advance on the official Kingdom Calendar in the back of the Black Star.
- To add event to the Kingdom Calendar in the Black Star or online, send a “Request for Date on Kingdom Calendar form to the Kingdom Calendar Deputy.
- Use the “Bid for Kingdom Event” form submitted along with a budget to the Kingdom Seneschal to be considered to host Kingdom Events.

If an event is not advertised at least once in the Kingdom newsletter, no activities of long-term importance or official business may take place at that event, including the granting of awards. A

listing on the Kingdom Calendar in the Black Star is not sufficient. The event can still occur, but it is considered an Off-Calendar Event.

Multi-Group Calendar Events

- Hosted by two or more officially recognized branches of the Kingdom.
- Meet the same requirements as Kingdom Calendar Events.
- One group can be designated as the paper-pusher but both are held responsible.

Off-Calendar Events

- Awards and events of long-term significance **cannot** occur at Off-Calendar Events.
- For Off-Calendar Events, Event Reports, NMR (if site registration is charged), and waivers must be submitted as required for Kingdom Calendar Events.

Reoccurring Kingdom Events (such as Coronation, Crown Tournament, and Kingdom A&S)

- Share profit with the Kingdom as detailed in Kingdom Law.
- Must submit a bid to the Kingdom Seneschal, Kingdom Exchequer, and Crown. Include a budget with profit projections, pictures of the site, amenities, additional activities, and any drawbacks of the site.
- Kingdom Financial Committee must approve all Kingdom Event bids.
- If proposed Kingdom Event does not have a financial component, the Kingdom Financial Committee will defer to the wishes of Crown.

Event limits

- Kingdom Law defines when groups may submit for date requests.
- Kingdom Events, like Coronation and Crown Tournament, and Multi-Group Calendar Events do not count towards a group's event limit.

Event bids and planning

- Local event bids should be solicited from the populace six months before an event.
- All bids should include a proposed budget, Event Steward, and basic event crew.
- Event Stewards are Deputy Seneschals, so must meet all the requirements for a local Seneschal.
- Assign a mentor to first time stewards to answer questions and give advice.
- Set a "Family Maximum" equivalent to three adult member registrations. "Family" are people who are related and live at the same address. Maximums apply only to site registration, not feast registration.
- Remember, the group's financial committee must approve all final budgets.
- Use the "Request for Date on Kingdom Calendar -or- Bid for Kingdom Event" form
 - To submit a request for a preferred date (always include alternate dates)
 - To assign or change an Event Steward (acts as an officer warrant)
- Can use the Seneschal's name as a placeholder for the Event Steward.
- Official Event Steward must be designated at 3 months before the event.
- Fill out the forms completely and provide all required signatures.
- Make a preliminary event ad and post it as a webpage so it can be linked to the online calendar. Also, consider placing an extra ad in the Black Star advertising your event the month before.

Event announcements

- At least one event announcement in the Black Star is required for every Kingdom Calendar Event
- Must be submitted by the first of the month before the month of publication.
- Review the "Event Announcement Checklist and Seneschal Sign Off" form on the Kingdom Chronicler's website to ensure that you include all the required information.
- Send an electronic copy of the ad, and any releases for artwork on time. Failure to do so can mean your event will not be a Kingdom Calendar Event and that no awards can be given.

When is Non-Member Registration (NMR) charged?

- All events charging registration are required to collect the NMR.
- If no money is collected at a Kingdom Calendar, Multi-Group Calendar event, or Off-Calendar Event, **no** NMR.
- Review: sca.org/docs/pdf/NonMemberRegistration.pdf

Marshals

- Warranted marshals are required for all combat, archery, and equestrian activities.

Planning for archery and equestrian activities at local events

- Ensure that you have the equipment and people necessary to conduct the activity.
- If not, contact the Regional Archery or Equestrian Marshal to find the help/equipment required.
- Do not assume that individual archers or equestrians in attendance are equipped to run activities.

Alcohol

- SCA funds cannot be used to buy alcohol.
- SCA funds cannot be used to buy ingredients to make alcohol.
- Any situation that gives the appearance that the SCA is providing alcohol is prohibited.
- Taverns run by private individuals at events may not in any way imply that the SCA is involved, **including** accepting donations to give to the SCA.

Insurance

- The SCA has liability insurance and most sites will require proof of that insurance.
- A copy of the insurance is available through the corporate office or directly from the Kingdom Seneschal.
- If site owner wants to be listed on the insurance certificate as “additionally insured,” a fee must be paid to the corporate office. The insurance certificate must be ordered six weeks in advance.
- Equestrian insurance is required if horses attend an event or demo.
 - Obtained at least 45 days prior to the event and is ordered from Corporate
 - A single insurance request may list multiple dates in the same year for the same loc.
 - If your group always has equestrian practice at the same location, you can include all the dates for the year on a single insurance request.

Animals

Pets are welcome at events unless the site owner does not permit pets. Even if pets are permitted on site, no pets are allowed at gate. Pet owners:

- Are responsible for and must be in control of their pets and their pets’ actions at all times.
- Must clean up after their pets and keep them from disturbing others.
- Should maintain vaccinations in accordance with the laws in their state of residence.
 - The gate does not check vaccination records (including rabies)
 - Horse owners must provide proof of a negative Coggins test to be admitted to an event
- Service animals
 - Event announcements for sites that do not allow pets should specify "service animals only", not “service animals only with ID”
 - Federal and state laws allow service animals everywhere the public is allowed.
 - You can ask the owner if the animal is a service animal. If yes, admit the animal.
 - If animal is aggressive or destructive, you can ask the owner and animal to leave.

Children

- Parents are responsible for their children at all times.
- Parents should always know where their kids are. If <12, kid should be within eyesight/earshot.

- Parents cannot leave the site without their children unless they have provided a notarized medical authorization for children in the care of a non-parent adult.
- Children under 12 are not suitable babysitters at SCA events.
- Minors (a person under the age of 18) cannot run gate or be a Seneschal or Treasurer.
- Children’s activities at events and other locations:
 - For all organized SCA functions for minors (under age 18), a minimum of two adults (age 18 or older), unrelated to one another by blood or marriage, must be present. One adult present must have the appropriate background check from the Society.
 - Kids <5 must be accompanied by a parent/legal guardian to participate in kid activities.
 - For additional information and policies, see the Ministry of Children website.

O. Overseeing demos and public relations

- Demos must be approved by the Seneschal of a branch of the SCA.
- Contact the Media Liaison for more information on dealing with the media at demos.
- Encourage your populace to wear their nicest garb and to represent as many activities as possible—fighting, arts and sciences, dance, and so on.
- Make a sign-in sheet of potential new members.
- Newspapers have some sort of a community calendar, and most types of media—newspapers, TV, and radio—have a website that includes a community calendar. Contact the media organization, ask for the Community Editor or the Assignment Editor, and ask them to consider publishing your announcement. Use the approved ad template for demos.
- Fighters participating in a combat demo must have proof membership with them or must sign the appropriate waiver.
- An SCA fighter should never hit a member of the public, with or without armor. If audience members show an interest in fighting, direct them to a local fighter practice.
- “Fight-the-knight” activities for children may only be conducted with boffer weapons. The SCA combat participant must meet normal SCA chivalric armor requirements.
- Allow sufficient room around the activity to keep both the child and the audience safe.
- A waiver is not required for the non-SCA child hitting with the boffer.
- Never leave live steel unattended or allow the audience to handle live steel.
- If a demo involves horse, the sponsoring group must purchase equestrian insurance. Equestrian participants must sign the appropriate waivers.
- Waivers are not required at demos that do not include combat, missile, or equestrian activities.
- Contact the Kingdom Seneschal immediately to report any serious injuries
- Remember interest wanes quickly, follow up with all newcomers within 7 days
- Invite newcomers to populace, a local event, newcomer’s meeting, fighter practice.
- Email messages should include links to the local, Kingdom, and SCA websites. If a local event is coming up soon, include a link to that website as well.
- At the next event after your demo, be sure that someone is assigned to assist your newcomers.