

KINGDOM OF CAID



LOCAL NEWSLETTER POLICIES

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Preface

This handbook incorporates both Society and Caidan policies regarding local chroniclers and newsletters. Kingdom policies may be stricter than Society policies; in those cases, the Kingdom policy applies. Local chroniclers should be familiar with both Kingdom and Society policies. If you have any questions about any of the policies contained in this document, please contact the Kingdom Chronicler at caidchronicler@sca-caid.org

Local Newsletter Policies

1. Reasons for a Local or Organizational Newsletter

A local newsletter is less formal than a Kingdom newsletter. It exists to serve the needs of a local group or organization, to inform and educate that group of people about the Society for Creative Anachronism, Inc. (SCA) community in which they live, and to further the educational purposes of the SCA. It is crucial that the members of a local group communicate with one another, and a newsletter is an excellent method of communicating with the populace. Newsletters also provide snapshots of a group's growth and development over time, and are thus important historical documents for the SCA. Copies of local and Kingdom newsletters are kept on file and preserved by the Society Archivist.

2. Definition of a Local or Organizational Newsletter

A local branch or organizational newsletter is the recognized publication of a recognized group or educational organization within the SCA, Inc. To be a recognized publication, the following conditions must be met:

- The publication has as its editor a chronicler who is warranted by the Kingdom Chronicler;
- The publication cites that local group or educational organization as its publishing authority; and
- Funds to support the publication are kept in an official SCA, Inc. branch bank account.

Electronic or print newsletters produced by editors who are unwarranted by the Kingdom Chronicler, or whose warrants have expired, are not considered official publications, and branch funds cannot be used to fund publication of those newsletters.

3. Requirements of a Local Chronicler

The primary duty of the local chronicler is to prepare the local branch newsletter on a regular basis (usually monthly or quarterly) and oversee distribution of the newsletter to subscribers. To do that, the ideal chronicler will have the following:

- Experience with writing or editing;
- A working telephone;
- Reliable email/internet access;
- Regular participation in local SCA activities;
- Willingness to solicit articles, artwork, and other creative submissions from members of the local group on an ongoing basis, and to provide annual nominations to the Kingdom Chronicler for the Master William Blackfox Awards;
- Ability to meet publishing deadlines;
- Ability to work cooperatively with the local group's officers;
- Ability to work under the supervision of the Kingdom Chronicler, and to provide timely responses to inquiries and communications;
- Understanding of and willingness to follow Kingdom and Society newsletter publishing policies.

4. Chronicler Warrants

a) Requirements For Warranting

Local chroniclers must be paid members of the SCA, Inc., and must be warranted by the Kingdom Chronicler. Persons acting as chroniclers who are not warranted by the Kingdom Chronicler cannot use branch funds for the publication of the newsletter. In Caid, warrants for local chroniclers must be signed by the branch Seneschal, and in the case of Baronies and Cantons, should be signed by the Baron and/or Baroness as well. Signed warrants are sent to the Kingdom Chronicler to be kept on file, while any

agreements to serve should be kept in Baronial files. A copy of the Chronicler's warrant form is in the appendix of this handbook.

b) Term of Office

Although it is traditional to hold a warrant of office for two years, all Caidan chroniclers will be re-warranted with each change of Kingdom Chronicler. Should a local chronicler's membership in the SCA lapse, that chronicler's warrant is no longer valid.

5. Reporting

a) Required Reports

Two types of regular reports are required from local chroniclers to the Kingdom Chronicler:

- Submission of a copy of each issue of the local newsletter as it is produced; and
- A written status report on the office with every change of Crown, due at Coronation.

The local newsletter serves as the chronicler's regular report if there are no other issues and all is well. Failure to provide a copy of each issue on a timely basis to the Kingdom Chronicler is considered a failure to report. This applies to both electronic and print newsletters.

Local Caidan chroniclers must also provide a written status report to the Kingdom Chronicler with every change of Crown, and this report is due at Coronation. The report may be completed on-line via a link on the Caid Chronicler's web page at <http://chronicler.sca-caid.org/semianual.php>

b) Mandatory Information

The following information is required with each report, warrant, or change of warrant for Chroniclers in Caid:

- Legal Name
- Society Name
- Street address, City, State, Zip Code
- Telephone numbers
- E-mail address(es)
- Term of office (Start date to end of anticipated term)
- Membership Number
- Membership expiration date

c) Change of Status

The Kingdom Chronicler must be contacted with any change in a local chronicler's status, including address or contact information changes, plans to add a deputy, or plans to step down. Since the local chronicler is a deputy of the Kingdom Chronicler, the Kingdom Chronicler must approve any officer changes before a warrant is issued.

6. Required Content for Newsletters

a) Statement of Ownership

A statement of ownership must appear in each issue of a publication which is produced by an organization of the SCA, Inc., but which is not published as a function of the Corporate Office mailing list.

The following is a sample of a minimal acceptable statement:

"This is the January 20XX issue of the Gutenberg Press, a publication of the Shire of Gutenberg of the Society for Creative Anachronism, Inc. (SCA, Inc.). The Gutenberg Press is available from Joe Smith, 111 Elite Street, Pica CA. It is not a corporate publication of SCA, Inc., and does not delineate SCA, Inc. policies. Copyright © 20XX Society for Creative Anachronism, Inc. For information on reprinting photographs, articles, or artwork from this publication, please contact the Chronicler, who will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors."

Any newsletter that does not include this ownership statement may not cite the SCA or any of its branches or educational organizations as the publishing authority for the newsletter. Communications from any officers of the SCA to the members of any officially recognized branch or educational organization within the Society will not be recognized authoritatively within such publications.

Additionally, the newsletter may not be funded by any branch of the Society. No funds for this publication may be held or disbursed from any bank account bearing the Taxpayer ID of the Society for Creative Anachronism, Inc. Funds may not be raised at SCA events to support the publication.

b) Contributor Credits

The sources of all creative content (artwork, articles, photographs, and other submissions) should be clearly identified and the contributors given credit for their work. Written permission for the use of any original creative works must be obtained from the creator before publication, and signed permission forms must be kept on file. Review Section 10, "Copyright Policies", below, as well as the copyright information in the Society Chronicler's Handbook, for additional information on copyrights and intellectual property.

7. Distribution Requirements

a) Required Complimentary Copies

In Caid, all local chroniclers must send complimentary copies of every issue to:

- The Kingdom Chronicler, or the person designated by the Kingdom Chronicler to track the local newsletters;
- The Society Archivist;
- The current Kingdom Seneschal;
- The current King and Queen. (If Their Majesties do not live at the same address, copies must be sent to both. Remember that this changes with each reign!)

Normally, chroniclers are expected to mail printed copies of their publications. Addresses for all required recipients are printed in the regnum section of the *Crown Prints*. However, if the newsletter is available in an electronic format, local chroniclers should inquire which delivery method is preferred.

If the newsletter is published electronically, then a copy should also be sent to the Kingdom Webwright.

b) Electronic Newsletter Distribution

A local newsletter may be published and distributed electronically (i.e. sent to subscribers via e-mail, or posted as a PDF to a web site). However, to ensure the privacy and security of subscribers and contributors, local Caidan chroniclers must work closely with the Kingdom Webwright's office to insure that all electronic publishing policies and procedures are observed. Due to the fast pace of technological change, electronic publishing guidelines are subject to regular review. The Caid Kingdom Webwright's office has jurisdiction over all matters regarding on-line security and privacy.

Local chroniclers who wish to publish electronically must be familiar with current Kingdom and Society electronic publishing policies as outlined in the Society Chroniclers Handbook and the Society Webwrights Handbook. Failure to abide by published policies may result in removal from office.

Electronic newsletters should be published on the Caid Newsletters Page of the Kingdom of Caid web site at <http://www.newsletters.caid-commons.org/> which has been specifically developed for that purpose. Newsletters may also be published on a web site that has been approved by the Kingdom Webwright. Newsletters should not be posted through a public service provider such as Yahoo unless the group is password protected. Electronic newsletters posted to a web site should only be available to subscribers; members of the general public who have not registered as subscribers should not be able to access electronic newsletters. Chroniclers should contact the Kingdom Webwright for assistance in setting up subscription registries.

Note that a group website is not a newsletter. Newsletters in Caid are published on a regular basis (usually monthly or quarterly), unlike websites, which are updated on an as-needed basis to display new content.

8. Electronic Publication Requirements

a) Permissions

Specific written permission for graphics, photos, and articles to be published in an electronic form must be received from each contributor. All publication permission forms must be kept on file. Back issues of newsletters may be posted to a files-only section of a website to which membership must be subscribed

ONLY if access to that site is restricted to subscribing members, AND if specific permission to do so has been granted by all contributors. Contributors must sign release forms granting explicit permission for re-publication.

b) Restrictions on Personal Information

The newsletter must adhere to all Kingdom and Society provisions for Electronic Publications Policies regarding personal contact information. Personal information should NOT be published electronically unless specifically requested by that individual, and then only when the individual has (1) been informed of potential privacy and information security risks and (2) signed the Electronic Publication Permission form showing that he/she acknowledges and accepts those risks.

The following are considered to be examples of personal information:

- Correlation of modern name to Society name, such as "Lord Thomas Rabblerouser (Tom Jones);"
- Home or work address;
- Home, work, or cell phone number.

An electronic newsletter may list a person's Society name in connection with any office held, without obtaining specific permission. For example, the listing "Lord Thomas Rabblerouser, Baronial Constable" is permitted. Office-specific e-mail addresses such as "chronicler@sca.org" are preferred, although personal e-mail addresses may be published as long as there is a signed permission form on file.

c) Subscriptions and Fees

Electronic newsletters published on a Caid Kingdom website must be made available to subscribers at no charge. If an electronic newsletter published on the Kingdom server is also distributed in a print version, there can be no charge to subscribers for either version. If a subscription fee is charged for the local group newsletter, it may not be provided for free in an electronic form.

Charging for an electronic subscription is permitted if (1) there is a charge for a hard copy subscription, and (2) the electronic newsletter is not hosted on the Caid Kingdom website. There can be different costs for electronic and print, so long as the costs are reasonable and accounted for in the group's books. It is important, however, that the burden of the expenses of the office (reporting copies, supplies, etc.) falls evenly on both print and electronic subscribers, and local chroniclers should examine all costs associated with the office in order to determine a fair price for both print and electronic subscriptions.

9. Fiscal Responsibility

a) Subscription Liability

The funds a branch accepts from a subscriber for a newsletter creates an obligation on the part of the branch to publish the promised number of newsletters and make a reasonable effort to deliver them to the subscriber. If the local chronicler does not or cannot fulfill those obligations, the branch must promptly refund to every subscriber an amount equal to the remaining subscription liability.

If a group has not published a newsletter for which they are holding funds at least every six months or such lesser period as determined by the Kingdom Chronicler, they must make an earnest effort to return all subscription funds in their keeping. This action must be taken in conjunction with the group's Exchequer who actually releases the fund.

b) Where and How Funds are to be Held and Administered

Funds collected for a newsletter must be held in the local branch bank account, to be disbursed by the local exchequer. The chronicler must provide receipts for funds spent, and account to the local branch exchequer and/or financial committee on a regular basis.

Each local chronicler must keep up-to-date records of subscribers, the amount they have paid, and how many issues remain in each subscription. These records must be made available to the local exchequer for reporting purposes.

10. Copyright Policies

a) About Copyrights

A copyright is "a right to copy." All original works – writing, artwork, photographs, letters, and even e-mails – belong to the original creator. The SCA, Inc. respects United States and international laws regarding copyright and intellectual property.

b) Permission to Publish

Authorization must be received in writing from the copyright holder prior to publication, and the notice "Copyright © [date and holder]. Used with permission." must accompany the copyrighted material. This policy also explicitly applies to any article or message originally published or posted to any website or electronic forum. In order to republish the message or article in any other form, including a printed newsletter, permission in the form of a signed release must be obtained from the author. Electronic republication of material originally in printed form is subject to Kingdom and Society Electronic Publication Policies.

c) Permission Files

In Caid, local Chroniclers are required to maintain a file of all copyrighted material used in the local Newsletter and any special editions. This file shall include a copy of the material used as well as the signed publication permission form.

d) Oversight and Authority

The Kingdom Chronicler is responsible for ensuring that branch chroniclers within their kingdom are familiar with these standards and adhere to them. If there is a possible copyright problem, the Kingdom Chronicler will advise local officers about the item in question, and follow up such conversations, if necessary, with a letter pointing out the violation and suggesting a remedy. Chroniclers who persist in reproducing copyrighted material without permission will be removed from office.

11. Politicizing the Office

Chroniclers have a responsibility to see that their newsletters do not further the political aims of any one faction within a group, and that a newsletter is not used to provide a platform for any one view in preference to another. Funds collected in the name of the SCA, Inc. may not be used to publish personal attacks of one member against another, willful misrepresentation of facts, modern political platforms, or any material that is racially or religiously biased.

Chroniclers have a further responsibility not to take sides in a political dispute in print. Use of the newsletter to further personal political aims is grounds for removal from office.

12. Chain of Command

a) Reporting Structure

The local chronicler reports to and is responsible to the Kingdom Chronicler, who acts as the representative both of the Crown and the Society concerning publications in the Kingdom. In matters of electronic publishing within Caid, the local chronicler must also accept the authority of the Kingdom Webwright, who has jurisdiction over all matters regarding on-line security and privacy. Finally, the local chronicler must work harmoniously with the local Baron and Baroness, seneschal of the group, and the officers and members of that group. Individuals who cannot accept this chain of command should not volunteer for this office.

b) Removal From Office

The Kingdom Chronicler may, with whatever Royal approval may be required by Kingdom Law, remove from office any local chronicler who does not abide by the policies and guidelines which the Society or Kingdom Chronicler sets for local branch publications. The reasons for removal from office include, but are not limited to:

- Failure to abide by the policies in this document
- Repeated failure to send a copy of the newsletter to the Kingdom Chronicler and/or any others designated by the Kingdom Chronicler and/or Kingdom Law
- Misuse of funds, and/or failure to provide accurate financial reports
- Use of copyrighted material without written permission
- Publication of material that is deemed to be in poor taste, politicizes the office, or presents the local group, the Kingdom, or the Society in a negative light. When in doubt, contact the Kingdom Chronicler prior to publication.
- Failure to adhere to Kingdom or Society Law

13. Contents of the Newsletter

Local newsletters are designed to announce SCA events and provide SCA-related information to their members. They also serve as public relations instruments for local areas with potential event sites.

A local branch newsletter is bound by the same suitability restrictions as the Kingdom newsletter. All editorial material, both text and images, must conform to the goals and objectives of the Society, and portray the Society and the Kingdom in a positive light. No content, including official kingdom announcements, is exempted from this requirement.

There is no way to anticipate all the types of material that may be objectionable. What follows is a representative list:

- Personal attacks on individuals or groups
- Harsh criticism of the behavior of individuals or groups
- Copyrighted material used without written permission
- Use of racial or religious stereotypes
- Offensive words, phrases, or images

If there is any concern that the material may be questionable, consult with the Kingdom Chronicler.

14. Advertising

a) Acceptance of Advertising

Local newsletters may, with the permission of the Kingdom Chronicler and Kingdom Exchequer, accept paid advertising for publication. This permission is dependent upon demonstration by the local Chronicler and Exchequer that they understand the standards for advertising and how to report the income. The fee charged for such ads is left to the local Chronicler's determination.

b) Restrictions on Advertising Content

There are significant restrictions on advertising content in local newsletters. U. S. Postal Service regulations prohibit certain types of advertisements in non-profit organizational newsletters. Please review <http://pe.usps.gov/cpim/ftp/pubs/Pub417/Pub417.pdf> for additional information. Additionally, local chroniclers should consider the mission and goals of the SCA when evaluating advertising content. Chroniclers not accept any advertising which, in their opinion, promotes a negative image for the Society; is written in questionable taste; would fail to interest a significant number of their readers; advocates the breaking of civil, Kingdom, or Society laws; or which, in their judgment, is inappropriate for the newsletter for any reason. Local Chroniclers must not accept ads for partisan politics or elections. Finally, advertisements must be clearly identifiable as such.

c) Financial Reporting and Responsibility

Income from newsletter advertising, as well as any advertising refunds, must be reported appropriately on the local group's Exchequer's reports. If a contracted ad does not appear in the local newsletter as agreed, it is the Chronicler's responsibility to return the ad copy and all monies received for that ad to the originator.

15. General Guideline

If a local chronicler has any questions regarding any of the provisions in this document, or any questions regarding the rules about local newsletter publication in the Kingdom, he or she should contact the Kingdom Chronicler.

Appendices

**Chronicler's Warrant
Agreement to Serve
Publication Permission Form
Personal Information Release Form**



the SOCIETY FOR CREATIVE ANACHRONISM, INC.

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Kingdom of Caid

Warrant for appointment to the office of Chronicler

Legal Name: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Telephone: (Home) _____ (Other) _____

Email Address: _____

SCA Reference Name: _____

Membership Number: _____ Expiration Date: _____

Let it be known that the above referenced person is hereby appointed to the office of Chronicler

For (Branch): _____

Effective as of: _____ and expiring as of: _____

with all rights, privileges, insignia, precedence, and responsibilities thereto appertaining the office while the Warrant is effective. This warrant supersedes any existing or previous Warrant for this office. This warrant will be deemed expired should the officer let their membership expire prior to the expiration date of this warrant.

Legal Name: _____

Legal Name: _____

Signature: _____

Signature: _____

Office: _____

Office: _____

Date: _____

Date: _____

Legal Name: _____

Required Signatures: (Please sign with Legal name only)

- ♦ **Great Officers:** Crown and the corresponding Kingdom Officer, if any.
- ♦ **Lesser Officers:** Crown and the corresponding Kingdom or Principality Great Officer, if any.
- ♦ **Other Officers:** As established by Kingdom Law and custom. Must include Royalty and have more than one signature.

Signature: _____

Office: _____

Date: _____



the SOCIETY FOR CREATIVE anachRONISM, INC.

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Kingdom of Caid Agreement to Serve

I understand the responsibilities of the job of _____

(Title of office)

of the _____

and I agree to undertake the Duties and to serve

_____ (Branch name)

said Branch, The Kingdom of Caid, and the Society for Creative Anachronism, to the best of my abilities.

_____ (legal signature)

_____ (date)

Legal name: _____

SCA Name: _____

Full Address: _____

E-mail: _____

Phone Number: _____ Membership # _____ Expires: _____

The individual named above is acceptable to serve.

_____ (Baron)

_____ (Date)

_____ (Baroness)

_____ (Date)

_____ (Officer)

_____ (Date)

1. Listing an e-mail address assumes responsibility on your part. If you give an e-mail address as contact information, you agree to keep your local branch and your Kingdom Superior advised of any changes to your address. You also agree to check that address often for incoming mail.
2. The legal signature of the incumbent Officer, and the Baron & Baroness is required for all Baronial and subordinate group officers.

This form may be photocopied or reproduced in any mechanical medium that preserves the complete text and letterhead image.

Kingdom of Caid

Newsletter Publication Permission Form

I, _____, (Modern Name) being known within the Society for Creative Anachronism as _____, (SCA Name) do hereby grant permission for the following media to be published (check all that apply & complete the blanks where necessary):

- Article titled: _____
- Poem titled: _____
- Picture. Subjects in picture: _____
- Graphics or Art named: _____
- Song titled: _____
- Other: _____

This information is to be used as follows (check all that apply & complete the blanks where necessary):

- Ownership by the publication titled _____ (insert your newsletter) and all copyright granted to that publication _____ (Barony or shire name/ Society for Creative Anachronism, Inc.), which shall determine all future use of the item named above. (**Check no other item.**)
- Publication in the printed newsletter for _____
- Publication in the electronic newsletter for _____
- Other: _____
- If this is a limited use release, please state the terms and duration:

Please use the following when giving credit for this work (Please check one or both):

- My SCA Name My Modern Name

I retain all copyright in my work and may grant permission to any other publication or entity to use my work. If this is for a photograph, I certify that I have releases from all of the subjects visible within the photo. I further certify that I am the sole creator of this work, and have not substantially based it upon the work of any other person. If others have contributed to this work or if I have based this upon the work of any person, their names and addresses (or other contact information) are:

Date: _____

Signature: _____

1/5/2010

Kingdom of Caid

Permission to Electronically Publish Personal Information

I, _____, being known within the Society for Creative Anachronism as _____, do hereby grant permission for the following personal information to be electronically published (check all that apply & complete the blanks where necessary):

- Modern Name: _____
- Address: _____
- Phone Number: _____
- E-Mail Address: _____

This information is to be used as follows (check all that apply & complete the blanks where necessary):

- Publication in the regnum section of the electronic newsletter of _____ (locality)
- Publication in the regnum section of the web site of _____ (locality)
- Publication in the electronic newsletters and/or web site of _____ (locality) in conjunction with advertisement of _____ event, to be held on _____ date/year (publication of personal information to cease after that date)
- Other: _____

I recognize that even if my authorization is limited, once my personal information is published electronically, that information may continue to be accessed through off-site archives. I voluntarily accept all risks associated therewith, and agree to hold the Kingdom of Caid, its branches and officers, harmless of any liability or damage that might result from a misuse of my personal information.

Date: _____

Signature: _____

Created on 11/24/2009