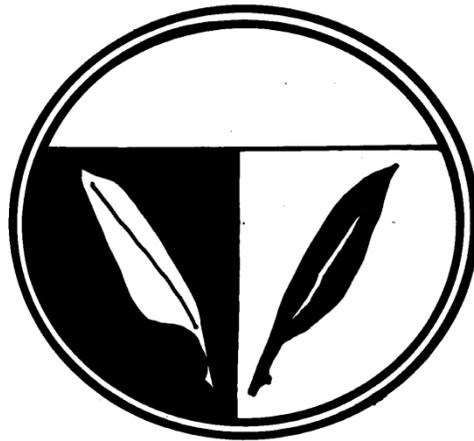


Kingdom of Calontir
Guidelines for Branch Chroniclers
Updated May 2013



Welcome to your new office!

As one of Calontir's local chroniclers, you fill an extremely important role. The newsletters you produce can inform, inspire and educate your readers. A good local newsletter can help a local branch grow and thrive. Producing such a newsletter on a regular basis is hard work, though, and due to the nature of the work, most of it is done by the chronicler alone.

To quote former Kingdom Seneschal Mistress Elasaith: "If this sounds like a big job, it is. If you're beginning to question whether you really want the job at this point, congratulations – you have a good grip on reality, and chances are you'll do just fine."

This guide contains all the information you will need to complete your duties as local chronicler. It outlines the procedures for obtaining and maintaining your warrant and contains the minimum requirements for your newsletters. Beyond the requirements, however, the possibilities are endless and the quality of your newsletter is dependent upon you. To assist you in this last endeavor, this guide also provides some suggestions on what you can include that will improve the overall quality of your publications.

This guide is largely based upon the work of two of my predecessors as Calontir Kingdom Chronicler: Syr Ariel of Glastonbury Tor (2001) and Her Ladyship Lorraine Devereaux (2009). If you run into one of these gracious ladies, please thank them for their time in service, as that this guide would not exist without them!

Yours in Service to the Crown and Kingdom of Calontir,

Ann von Weingarten

Anne von Weingarten
Kingdom Chronicler

Table of Contents

Chronicler Requirements	4
New Branch Chronicler	4
Local Chroniclers Must Be Warranted	4
Reporting Responsibilities	5
Removal from Office	6
Remaining a Warranted Officer.....	6
Chain of Command	6
Newsletter Requirements	7
Required Inclusion: Statement of Ownership	7
Required Inclusion: Copyright, Credits and Courtesy	8
What Needs Copyright Acknowledgement?.....	9
Keeping Releases on File.....	11
Publishing Electronically: Requirements.....	11
Print Publications: Requirements.....	12
Suggestions for your Newsletter	14
Articles, Announcements, and Other Items to Consider.....	14
Articles from Local Members Are Best.....	15
Calontir Shared Reprint File	15
Other Suggestions for Newsletter Effectiveness.....	16
Appendix A: Reporting and Release Forms	18
Appendix B: Choosing a Style Guide for Your Newsletter	27
Appendix C: Resources for New (or Revived) Newsletters	31
Appendix D: Updated Electronic Publications Policy (2009)	33
Appendix E: Subscriptions and Advertising	34

Chronicler Requirements

When you accept the position of local branch chronicler, you have agreed to meet certain requirements. As the chronicler, you are an officer in the SCA, Inc. and represent your local branch, your Kingdom, and the Society.

New Branch Chronicler

New branch chroniclers are recommended by the local seneschal and are approved by the Kingdom Chronicler. Typically, the retiring chronicler helps choose their successor.

The first thing a new chronicler must do is send a signed Agreement to Serve (see Appendix A) to the Kingdom Chronicler, along with a photocopy of their current membership card and photo ID (driver's license). This is essential. If you do not submit a completed Agreement to Serve, you will not be warranted. You must be a warranted chronicler to produce a **recognized** branch newsletter or to use group funds to produce the newsletter.

The first duty of any local officer is to contact their Kingdom superior. A kingdom officer cannot know you exist if you don't let them know you are out there doing your job.

Your second duty is to be, and remain, a national member of the Society for Creative Anachronism, Inc.

Please note: If you are starting a local newsletter from scratch, the Kingdom Chronicler has resources available to help you, including design ideas, content (articles and artwork), and layout software (see Appendix C).

Also read the section in the Society Chronicler's Policies about starting a local newsletter. It looks at everything from how often to publish to what formats to use, as well as how to estimate costs. It is online at <http://www.sca.org/officers/chronicler/ChronPolicy.pdf>, beginning at the bottom of page 25.

Local Chroniclers Must Be Warranted

Every six months, at Coronation, warrant rosters for local officers are signed by the new King and Queen. To become warranted – and stay warranted – you must:

1. Be a Sustaining or Family member of the SCA. This is Society policy for all officers. Kingdom officers communicate with their local officers in the Kingdom newsletter.
2. Have a signed Agreement to Serve on file with the Kingdom Chronicler, along with a **current** copy of your membership card and driver's license.
3. Send copies of your newsletter to the Kingdom Chronicler and others they designate **each time it is published**.

4. Meet the needs of the local branch and be acceptable to both the local seneschal and the Kingdom Chronicler.

If you are selected to be your group's new chronicler between coronations, you are considered to have a temporary warrant until the next coronation – provided you meet all the requirements to be a warranted chronicler.

The standard term of office is two years, beginning with when you took office, not when you were first warranted. Local chroniclers can serve for more than one consecutive term, as long as they are willing and their seneschal and the Kingdom Chronicler agree. However, serving multiple terms of office is unhealthy for both the individual and the branch, and should be avoided.

Reporting Responsibilities

Unlike some officers, chroniclers in Calontir do not have to submit quarterly reports. That's because your **newsletters are your reports**. You will need to determine the frequency of your newsletter (i.e. monthly, quarterly, etc.) early in your tenure and maintain this schedule. As editor of a recognized branch newsletter, the local chronicler **must send copies of each issue to:**

- ◆ Their Majesties (Falcon-Crown@calontir.org)
- ◆ Their Highnesses, if applicable (Falcon-Heirs@calontir.org)
- ◆ The Kingdom Seneschal (Seneschal@calontir.org)
- ◆ The Kingdom Chronicler (Chronicler@calontir.org)
- ◆ The Deputy for Local Chroniclers (DepChronicler@calontir.org)
- ◆ The Society Archivist (archivist@sca.org)

Most Society and Kingdom officers prefer electronic submissions. However, if your newsletter is printed and you make no electronic copies, you may mail your newsletter. Please contact the Kingdom Chronicler for mailing addresses. The most up-to-date address for the Society Archivist can be found on the officers' page at www.sca.org.

If you do not send your newsletters to these individuals on a regular basis, either by regular mail or email, you have **failed to report**. If you fail to send two consecutive issues, you can be removed from office.

Removal from Office

You can be removed from office for several reasons. The Society Chronicler's Guidelines state:

“The Kingdom Chronicler, with whatever Royal approval is required by Kingdom Law, may seek the removal of a local chronicler. The reasons for removal from office include, but are not limited to:

- Failure to make proper financial reports.
- Repeated failure to send a copy of the newsletter to the Kingdom Chronicler and/or any others he or she may designate.
- Use of subscription funds for unauthorized or personal purposes.
- Use of copyrighted material without permission.
- Failure to abide by the policies in this document.
- Use of material that is in poor taste or is otherwise objectionable. If in doubt, contact your Kingdom Chronicler.
- Infringement of Kingdom Law.
- Politicizing of the office. “

Remaining a Warranted Officer

If you fail to send copies of your newsletter, fail to list proper copyright information for your authors and artists, do not maintain your SCA membership or are unresponsive to requests for information, you are not in compliance and will not be re-warranted.

Any local chronicler who does not abide by the policies and guidelines which the Society or Kingdom Chronicler sets for local branch publications also will not be re-warranted. See the Society Chronicler's Guidelines for more information.

Chain of Command

As local chronicler, you directly report to both your local seneschal (and Baronage, for baronial chroniclers) and your Kingdom superior. The Society Chronicler's Guidelines state:

“The editor of a local newsletter 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. ... The local chronicler also is responsible to the seneschal of the group and the members of that group. Local branch chroniclers who cannot accept this chain of command should not be in office.”

Newsletter Requirements

First and foremost, your newsletter must meet the needs of your local branch. It should include information on meeting times and places, upcoming activities and how to reach local officers.

What follows are the requirements for a **recognized branch newsletter**. The Society Chronicler's Policy states:

“A local branch or organizational newsletter is the recognized publication of a recognized group or educational organization within the SCA, Inc. It cites that local group or educational organization as its publishing authority, keeps its funds in an official SCA, Inc., branch bank account, and has as its editor a Chronicler who is warranted by the Kingdom Chronicler. No other publications are considered for the purposes of this policy. Local chroniclers who are not warranted by the Kingdom Chronicler cannot use branch funds for the publication of the newsletter.”

Required Inclusion: Statement of Ownership

The Society Chroniclers Policy states:

“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. This is a sample minimal acceptable statement:

"This is the June, 2005, issue of the (Name of Publication), a publication of the (Name of Branch or other organization) of the Society for Creative Anachronism, Inc. (SCA, Inc.). (Name of publication) is **available from (modern name and address of chronicler)**. It is not a corporate publication of SCA, Inc., and does not delineate SCA, Inc. policies.

Copyright © 2005 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.”

Note that you **must include your modern name and mailing address**. An email address is not enough. All of the information above must be included, but you can add information or rearrange it a bit to meet your needs. For example:

“This is the March 2009 issue of *The Parade*, a publication of the Shire of Heraldshill of the Society for Creative Anachronism, Inc. (SCA, Inc.). *The Parade* is available from the chronicler, Your Modern name, Address, City, ST 99999. It is not a corporate publication of the SCA, Inc. and does not delineate SCA, Inc. policies.

The Parade is published quarterly. Submissions must be in by the last meeting before the publishing date. Contact the chronicler at chronicler@heraldshill.org for deadlines. Any questions, submissions or requests for additional copies should be sent to the chronicler.

Copyright © 2009 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. “

Required Inclusion: Copyright, Credits and Courtesy

All publications must acknowledge their contributors, whether officers, authors, editors, proofreaders, artists or photographers. Both common courtesy and the Society Chronicler require it. In a Society that prizes chivalric virtues, not asking someone for permission to use his or her artwork, photo or article is discourteous at best and dishonorable at worst.

Copyright is usually considered to rest with the originator of the work, regardless of the media type (i.e. an article, hand-drawn artwork, or photography). The Society Chronicler's Policies state that copyrighted material is not to be used in SCA newsletters except in conformity with applicable copyright laws.

“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.”

As chronicler, you should have written releases from all your contributors. You also must give credit somewhere in the newsletter. You can do it on the inside front cover of your newsletter, on the inside back cover, at the bottom of your officers page or anywhere it is reasonable to find credits.

For example:

Heraldic artwork: © 2006 Artist's Name (SKA: Lady So-n-so). Used with permission.

Clip art page 4: © 2004 Dover Publications (Arms & Armor). Used with permission.

Photos pages 4 and 6: © 2008 Photographer's Name (SKA: Lord So-n-so). Used with permission.

All other photos: © 2009 Photographer's Name (SKA: Lady So-n-so). Used with permission.

Clip art page 8: © 2009 godecooking.com. Used with permission.

“How I Spent My Summer Vacation” page 7: © 2008 Real Name (SKA: Her Ladyship So-n-so). Used with permission.

“Member Review” page 10: © 2008 Real Name (SKA: Lord So-n-so). Used with permission.

“Recipes from Feast” page 12: © 2009 Real Name (SKA: Master So-n-so). Used with permission.

What Needs Copyright Acknowledgement?

You do not need individual releases from your officers to run letters they send for publication. If they write a letter related to their office and send it to the chronicler, they clearly intend for you to publish it. As a practical rule, **anything that is not a letter or an announcement written specifically for the newsletter needs to have a copyright statement (and a written release on file)**. This includes officer contact information.

With the exception of the officer contact information release, the Society has recently standardized release forms for all SCA publications and websites. There are three Society release forms – one for creative work (i.e. articles and artwork), a second for photography (signed by the photographer), and a third for photography models. The use of these release forms is mandatory as of January 1, 2011. Please note that the Society release forms cannot be modified, either by addition or deletion, with one exception: adding the name of the specific publication and/or website. Chroniclers can receive the completed and signed forms electronically. All release forms can be found in Appendix A of this document or the Chronicler's page of the Kingdom website.

Articles

Articles, regardless of the author, require a written release for each one. You can list the credit information for the individual articles at the bottom of each article rather than in a separate list of credits, but it's often easier to list the artwork credits together. For example:

Cover art: © 2009 Artist's Name (SKA: HL So-n-so).

Heraldic artwork: © 2006 Artist's Name (SKA: Ly. So-n-so).

Photos pages 4 and 6: © 2008 Photographer's Name (SKA: Ld. So-n-so).

Clip art: © 2004 Dover Publications. All used with permission.

Artwork

Artwork requires a release, too. Pay special attention to artwork, especially if it falls under an older release form (prior to 2011). Before you reuse art that appeared in your newsletter a few years ago, check to be sure the artist gave your predecessor a written release – and that you still have the right to reprint it. Older releases may say “unlimited” use or a number like “up to 10” printings. However, they may not have indicated if the artwork was to be used only once or many times. If so, you must not use it without getting permission from the artist again. And some older releases have dates like “unlimited use for the next five years.” Check the date.

Be careful to include proper credit with “copyright-free” clip art, too. Dover Publications, clip art collections and websites like godecooking.com offer clip art, **but it isn't really copyright free**. Those sources have given you permission to reprint the artwork. There's a difference.

For example, Dover Electronic Clip Art carries a copyright. But their collection states:

These images belong to the Dover Electronic Clip Art Series. You may use them for graphics and crafts applications, free and without special permission, provided that you include no more than 10 in the same publication or project.

If you use their clip art, include their copyright information: “Copyright © 200_ Dover Publications, Inc. Used with permission.”

If a free art source states how it wants credits to appear, follow its wording. But always include “Used with permission.”

Photographs

In the modern world, print publications generally require a model release from anyone appearing in a photo. In other words, they require a copyright release from the photographer *and* a model release from the “models” in the photo. For example, *Tournaments Illuminated* requires model releases from anyone appearing in photos it prints.

As of January 2011, the Society requires local publications and websites to get signed model releases. ***Current SCA, Inc. policy is that if you can see an individual’s face, then a model release is required.*** While this can be a hassle, consider what a model release does. It lets the person pictured give you permission to print his or her likeness. Does the photo you want to publish embarrass the person(s) in it or show them in a less-than-flattering light? Before you print that funny picture of your seneschal brushing his teeth, consider how he might feel about it six months after it was taken.

Please note that the model release is not required if an individual can only be identified through heraldry, clothing, or armor.

The Society’s Electronic Publication Policy (2009) states:

“In the case of photographs and portrait-style art work for electronic newsletters; the person(s) whose image appears in the issue may request to have it removed. To do so the chronicler must be contacted in writing stating which issue(s) and which image(s) are to be removed. Once received the chronicler must remove the image from the electronic newsletter within 24 hours.”

While this type of policy works well for websites, it does not work with print publications. Even electronic publications are difficult to amend after you’ve sent everyone a PDF. If the newsletter is posted online, the chronicler has to remove it from the website, delete the photo, and upload the amended newsletter.

However, don’t be afraid of photos. Use them, especially when electronic publication allows you to use color photos. Photos allow your members to remember fun times spent together and let those who were not there feel more a part of the local branch. Photos are a great tool for building community. Just remember that for every photograph, you will need a signed release from the photographer (the Photograph Grant of Use Form) and a release (Model Release Form) for each recognizable person in the photograph. Again, “recognizable” means that a portion of the person’s face appears in the photograph; this does not include identification through heraldry, armor, or clothing.

Keeping Releases on File

Keep paper copies of all your releases. Print a copy of the article, photo or artwork and attach it to the paper release. Keep all your releases – and all your predecessors' releases, too.

Note: The Society Chronicler requires a **written** release. This can include either hard or electronic copy. It's all about intent. If someone sends you an email, clearly that person intends for you to use his contribution. Print the email and save it.

Publishing Electronically: Requirements

Many SCA branches publish their local newsletter electronically. Some offer both a print version and an online version. Others upload the newsletter to the branch website.

Not only are electronic newsletters cheap, they can be effective if done properly. Color photos and hot links to interior pages or SCA websites make full use of the medium's benefits. When designed to use the top half of the first page to highlight what's inside, a PDF newsletter can nearly match the readership level of a printed newsletter.

Electronic newsletters work best when they are delivered. Simply posting a newsletter to a website and telling those on the local group's email list is less effective. You can collect and maintain a list of member email addresses just like you can keep a list of regular mail addresses, and with the right program it is easy to do an email mail merge. (See Appendix C for examples.) If you can't attach the electronic newsletter to the individual email for some reason, you can send the website link to the individual email addresses each month, along with a brief message about what's in this month's issue.

Newsletters produced as PDFs or in other electronic formats have to meet these requirements:

- ◆ If the newsletter is offered in both print and electronic versions, subscriptions cannot be charged. Any costs must be funded by the branch (although donations and fundraisers can offset some costs).
- ◆ The branch must offer hard copies of the newsletter to “newcomers and those who do not have electronic access.” In other words, anyone who asks for a paper copy should get one – and in a timely manner.
- ◆ Specific permission to publish electronically must be received from each contributor. See the Society release forms in Appendix A.
- ◆ Officers should be listed, and your members should be able to find their addresses and phone numbers – not just their email addresses – easily. However, the chronicler must get written permission from the branch officers to include their names and contact information.

Get written permission and include the full contact information for at least your seneschal, chatelaine and chronicler. If your members cannot reach their officers, your newsletter hasn't done its job. See Appendix A.

- ◆ If possible, electronic newsletters should be archived on the branch's website.
- ◆ The chronicler must print and keep paper copies of the newsletter for their files.
- ◆ Copies of the newsletter must be sent to Their Majesties, Their Highnesses, the Kingdom Seneschal, the Kingdom Chronicler, the Society Archivist, and to the appropriate deputies (as described above).
- ◆ Electronic newsletters must adhere to these and any other provisions in the Electronic Publications Policies (Society Chroniclers Policies, Section IV). See Appendix D.

Print Publications: Requirements

SCA branches that publish their local newsletter in a printed format follow a strong SCA tradition, and when done properly, a print publication is more effective than an electronic one.

Although print publications cost more, readership generally is greater for print newsletters, particularly if the newsletter is delivered to members' homes. Print publications are kept on hand for longer time periods, making them better reference tools. They also showcase the talents of your local members in a more tangible form.

Many local branches are struggling with rising printing and postage costs. Appendix C offers some ways to save on printing costs, including changing the newsletter's format and printer.

Another consideration for some groups is the technical skills the chronicler needs. Print newsletters are easier for some chroniclers to lay out and publish.

Printed newsletters have to meet these requirements:

- ◆ If the newsletter is offered in both print and electronic versions, subscriptions cannot be charged. In other words, if you post your newsletter to the branch's website, you cannot charge a subscription for a paper copy. Any costs must be funded by the branch (although donations and fundraisers can offset some costs).
- ◆ If your branch decides to charge subscriptions to fund the newsletter, you must keep accurate records, file quarterly financial reports and be prepared to refund money when asked. See Appendix E: Subscriptions and Advertising for more details.
- ◆ One of the advantages a printed newsletter offers is the ability to list all your branch officers, along with their modern names and full contact information. At least your seneschal's, chatelaine's and chronicler's full contact information should be listed.

Local branches should make it easy for their members to reach their officers. The branch's web page is not the best place for this. However, if you post a copy of your newsletter online, even though it may be saved as a PDF file, you need written permission from your officers to list their contact information electronically. See the officers' release in Appendix A for a simple way to do this.

- ◆ The chronicler must keep a copy of each issue for their files.
- ◆ If the newsletter is not offered in an electronic form, printed copies must be **mailed** to Their Majesties, Their Highnesses, the Kingdom Seneschal, the Kingdom Chronicler, the Society Archivist, and the appropriate deputies **each time**. The Kingdom Chronicler can provide you with their addresses.
- ◆ If any copies of your newsletter are delivered in electronic format, or are posted to the website, the newsletter must adhere to the provisions in the Electronic Publications Policies. See Appendix D and Publishing Electronically (above).
- ◆ If your newsletter is primarily distributed as a printed newsletter, you need a defined distribution policy. Unless you charge a subscription fee, you must establish a fair and consistent policy for who gets a paper copy and who doesn't.

Printing a hard-copy newsletter means deciding how many copies to print. Naturally you don't want to print too many. But limiting distribution to a small core group can be perceived as unfair.

Consult with your seneschal and baronage (if applicable) to decide what will work best for your branch. For example, you can give a newsletter to paid SCA, Inc. members, to those that attend meetings or to anyone who asks for one.

Whatever you choose, set a policy and follow it. Avoid vague ideas like "giving copies to members of the group." This leaves too much room for interpretation and can make some feel excluded. The SCA is about inclusion, not exclusion. The price of a few extra copies is well worth it if you get more participation – and more volunteers – from occasional "members of the group." See Appendix C for more.

Suggestions for your Newsletter

Beyond these requirements discussed above, it is up to you and your local branch members what you include in your newsletters. What is it that you want your newsletter to accomplish?

According to the Society Chronicler's Policies, a branch newsletter exists to serve the needs of the local group, and functions to inform and educate that group of people about the SCA community in which they live. "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. ..." In addition to inter-group communication, your newsletter can accomplish the following functions:

- ◆ To showcase the people and projects of the canton, shire or barony.
- ◆ To formally thank volunteers.
- ◆ To welcome new people.
- ◆ To congratulate members who have received awards or recognition.
- ◆ To instill a sense of pride in the group's members.
- ◆ To emotionally bond members more closely to the organization.

Articles, Announcements, and Other Items to Consider

Now that you have thought about the purpose(s) of your newsletter, you need to decide what to include in your newsletter that would best convey your intent. The possibilities are nearly limitless, but can include any of the following:

- ◆ Officers' letters.
- ◆ List of officers, with SCA names, modern names, addresses, email and phone number(s). Include at least the seneschal, chatelaine and chronicler.
- ◆ Calendar or list of upcoming branch activities.
- ◆ Descriptions of planned A&S or fighting activities.
- ◆ Meeting minutes, agenda of upcoming meetings, recap of guild meetings.
- ◆ Articles (research, how-to, A&S "101" pieces).
- ◆ Community-building articles:
 - Member profile (usually written by another) or member interview.
 - Persona stories (if interesting).
 - New person (or "baby seal" articles).
 - Congratulations to local folk who have received awards.
 - Thank you to volunteers.
 - History of group, group traditions.

- First-person accounts by your members of events they've attended (recent wars or other events few local members may attend). Photos work well here.
 - "Blast from the Past" articles by long-time members about past SCA events.
 - "Rat out your friends" letters, where your members note the achievements of others in the group. This is a great way to acknowledge new members.
- ◆ Short filler pieces to fill odd spaces and balance longer pieces. Examples:
- Amusing Item of the Month.
 - Short website reviews.
 - Book reviews.
 - "Did you know?" – style columns.
 - This month in history trivia.
 - Recipes (particularly ones used at a recent event).

Each issue of your newsletter should include at least one anchor article. Do not include more than two anchor articles per issue; otherwise, your newsletter will appear overly wordy and hard to read. It will also be less stressful for you as the chronicler to save that extra article for an issue where you have received NO submissions. The anchor article(s) should not run more than four small pages (two full-size pages) in length. Articles that appeal to a broad audience are great, but articles geared to calligraphers, cooks, fighters or others are also appropriate.

Articles from Local Members Are Best

Highlight the work of your local people. Help a local member turn his/her contest documentation into an article. Convince a local laurel to turn her list of favorite resource books into a shorter, annotated list of books, with brief information about why that book is included. Ask someone (at least two months in advance) to write an article about a holiday in SCA period. Ask your members for permission to reprint an article that appeared years earlier. Convince your local people to remember the local newsletter.

Don't forget your local artists. If someone drew covers for the newsletter six or eight years ago, ask if you can reprint some of them. If a newer member is always doodling at meetings, convince him to submit a few flourishes for clip art, or even a cover. Photos often work well, especially for newsletters primarily designed to be read online.

Calontir Shared Reprint File

When all else fails, contact the Kingdom Chronicler and ask about checking out a copy of the Calontir Shared Reprint File. This file contains articles, artwork and fillers that have appeared in either *The Mews* or a local Calontir newsletter that the authors/artists have agreed to allow other Calontir groups to reprint.

The Shared Reprint File has been burned onto CDs for use by the local chroniclers. Use of the Shared Reprint File is limited to only currently warranted chroniclers, so if you check a

copy out, you will need to return it to the Kingdom Chronicler when you step down as the local officer.

Please feel free to recommend articles or artwork created by your local members for additional to the Shared Reprint File. The Kingdom Chronicler will contact the author or artist for the appropriate reprint permission.

Other Suggestions for Newsletter Effectiveness

It can be time consuming, expensive and frustrating to publish a newsletter few people read. A good design, with adequate white space and a readable type face helps. See Appendix B for more information on style guide and formatting. As already discussed, good content is crucial, too. If you include relevant articles and information, your readers will come to expect a good experience – that the newsletter is “worth reading.”

One sure-fire way to improve effectiveness is to deliver your newsletter. Not only is it more likely people will read it if it’s delivered, it will reach more readers.

If you give printed newsletters only to people who show up at your meetings, you’re “preaching to the choir.” These are the people who already hear the announcements and probably already volunteer. By limiting your distribution, you lose your chance to keep tangential members involved. Remember, members who don’t come to local meetings may have scheduling conflicts or children with early bedtimes. Perhaps they participate at the Kingdom level but not often at the local level. Your newsletter is one way to keep these people involved with the local branch.

Why bother reaching these folk? If your branch suffers from the same shortage of volunteers many others do, you have your answer. Groups with more than 100 paid members should have more than a dozen volunteers doing all the work. Your newsletter is one way to make local members feel more a part of the group. In marketing terms, your newsletter helps emotionally bond them to the local branch. And when they feel more a part of the local branch – not just the Kingdom or the cook’s guild or the archers – they are more likely to attend local events and *volunteer*.

Even people plugged in at the local level will miss much. They arrive at the meeting and get involved with dancing or fighting or pre-prints and naturally narrow their focus. Many times active local members, even officers, will be surprised by something reported in the local newsletter.

Even if you offer your electronic newsletter to everyone, if you don’t deliver it, you can lose up to half your effectiveness. If you upload it to the local website, then send an email with the link to the local Yahoo email list, people will be less likely to go find it and read it than if it was “delivered” to them by email. And remember, not everyone is on the email list (or reads it regularly). An attached PDF is more likely to be read than one the reader has to go get himself.

If you can’t deliver all your copies, try to deliver some of them, whether by mail or email.

If you print a newsletter but do not mail it, consider ways to make it possible to pay for mailing:

- ◆ You can reduce the size of your print newsletter, redesign it or print it at a cheaper copy shop, then use the saved money to mail it. See Appendix C for ways to save money.
- ◆ You can produce an electronic newsletter monthly and a mailed newsletter quarterly. The electronic version is timely and will give you a good venue for color photos. The printed quarterly will give you a good place to review past events and highlight member contributions.
- ◆ You can reduce your printing schedule to bi-monthly or quarterly and use the savings to mail your newsletter. The Kingdom Chronicler can help you develop a mailing list (see Appendix C). An effective newsletter is a *mailed newsletter*.

If you print a newsletter but do not deliver it, you should consider electronic publishing. At least send your newsletter electronically to some of your membership or make it available on the branch website. A box of expensive printed newsletters on a table at the meeting is not optimal.

If you publish your newsletter electronically, you'll need to collect email addresses from your (willing) members. Once you have them you can use a group address (for smaller lists) or a mail merge program (for larger lists) to deliver the newsletter. Either way, deliver as many as possible and upload the newsletter to the website for those you can't reach.

If you cannot distribute your newsletter using direct email, at least use your announcement email to highlight what's in the issue. Remember, people are busy. Give your readers a reason to download your newsletter. Even if you mail your newsletter, a "teaser" email will encourage people to open (and read) it when it arrives in their mailboxes.

Talk to the Kingdom Chronicler and the Deputy for Local Chroniclers for more ideas on how to improve your newsletter's effectiveness.

Appendix A: Reporting and Release Forms

The following forms, with the exclusion of the Society Release Forms, can be adapted for use in your branch. The Kingdom Chronicler can send you a Word version by email or you can download the forms from the Kingdom website. Look for the Chronicler's page along the right hand side of the Kingdom's home page (www.calontir.org).

Society Release Forms	19
Branch Officer Release Form	22
Agreement to Serve (2009)	25

SCA CREATIVE WORK COPYRIGHT ASSIGNMENT/ GRANT OF USE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby agree to the following with respect to my (check appropriate item(s): article story script poem song artwork map) (hereinafter "the Work(s)") entitled _____ as follows (check all that apply; complete blanks where necessary):

OPTION #1 — FULL ASSIGNMENT OF COPYRIGHT

I hereby transfer and assign to the SCA my entire right, title and interest to the Work identified above.

The SCA shall own the Work and shall have sole right to determine all future uses of the Work.

PLEASE STOP: *If you checked Option #1, do not check any of the Options below.*

OTHER OPTIONS — GRANTS OF USE

The SCA may (check all that apply):

- publish the Work once in an issue of _____ ;
- publish the Work no more than _____ times in the above publication;
- publish the Work electronically;
- perform (if my Work is a performance) the Work at an Event called _____ ;
- publish the Work on a SCA web site for _____ ;
- publish the Work in any SCA publication, including print, web and electronic.

I agree do not agree (check one box) that my Work (if it is an article) may, for reasons of space availability or editorial concerns, be edited or abridged by the publishing Chronicler/Editor/Webminister, unless specifically requested otherwise below. If I agree to my Work being edited, I understand that such editing or abridgement will be done with reasonable care to maintain the context and content integrity of the Work.

I represent and warrant that I am the sole creator of this Work, and I agree to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that they have any right, title or interest in the Works superior to mine or that I did not have lawful authority to grant the above permission and rights to the SCA.

Please send me a copy of the newsletter(s) in which my work is used. (It is understood that my address will be included on the article only if I request this item.) My address is as follows:

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	

SCA PHOTOGRAPH GRANT OF USE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby agree to the following with respect to my photograph(s) (hereinafter “the Photograph”) entitled _____, as follows:

GRANTS OF USE

The SCA may (check all that apply):

- publish the Photograph once in an issue of _____;
- publish the Photograph no more than _____ times in the above publication;
- publish the Photograph along with the article entitled _____;
- publish the Photograph with any article or as a stand-alone picture in any SCA publication;
- publish the Photograph on a SCA web site for _____;
- publish the Photograph on any SCA web site or similar media.

PERPETUAL GRANTS OF USE

- I agree that the Photograph(s) identified above, as well as any photos I submit to the SCA at any time in the future, may be used for any of the Grants of Use set out above, whether I have checked them or not.

I agree, represent and warrant that:

1. if any individual facial features are identifiable (not obscured by helmets, garb or shadowing) in my Photograph I have or will submit an SCA MODEL’S RELEASE FORM from each person whose features can be recognized; and
2. I am the owner of the Photograph.
3. that all of the grants of use I have given above include the right of the SCA to publish my photo in any re-print of a publication including electronic media.

I agree to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that they have any right, title or interest in the Photograph superior to mine or that I did not have lawful authority to grant the above permission and rights to the SCA.

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	

SCA MODEL RELEASE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby grant permission to the SCA for the photograph of me taken by _____ to be used as follows (check all that apply, complete blanks as necessary):

OPTION #1 — RELEASE FOR ALL PHOTOGRAPHS

- The SCA may publish any photograph taken of me in any SCA publication, including print, web and electronic. I reserve the right to ask that any specific picture on the web or in electronic media to be removed.

PLEASE STOP: *If you checked Option #1, do not check any of the Options below.*

OTHER OPTIONS — GRANTS OF USE

The SCA may (check all that apply):

- publish my photo once in an issue of _____ ;
- publish my photo no more than _____ times in the above publication;
- publish my photo with the article entitled _____ ;
- publish my photo in any re-print of the above publication including electronic form;
- publish my photo on a SCA web site for _____ ;
- publish my photo with any article or as a stand-alone picture in any SCA publication, including print, web and electronic.

I affirm and agree:

1. that this agreement shall be binding upon me and my heirs, legal representatives and assigns.
2. that I am over the age of majority and at least eighteen years of age and legally able to sign this release on my own behalf. If I am not, the name and signature of my legal guardian appear below as authorization for this use.
3. to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that this Release is not valid and enforceable or that I did not have lawful authority to grant the above permission and rights to the SCA.

I have read the above Release prior to its execution and fully understand the contents and consequences thereof.

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	
**LEGAL GUARDIAN NAME (Please Print)	
LEGAL GUARDIAN SIGNATURE	DATE

**If I am executing this Release as a Parent or Guardian, I consent to the use of my child's image or photograph as set out above, and I agree that if despite the Release, my child makes a claim against the SCA, I will hold harmless and indemnify the SCA for any damages it may incur as a result of said claim.

Barony/Shire Name, Kingdom of Calontir

Release Form for Officer's Contact Information in The Newsletter
available electronically or on **the Barony's/the Shire's** Official Website

I, _____, being known within the
(modern legal name)

Society for Creative Anachronism as _____,
(SCA name)

am an officer in the **Barony/Shire Name**. I hereby grant permission for my

(Fill in only the information you wish to have in the electronic newsletter)

Modern Legal Name: _____

Address: _____

Phone Number: _____

Other Information: _____

to be used in the branch's electronic newsletter, **The Newsletter**, which may be available on the **Barony Name's/Shire's Name** official website.

This release is for the **newsletter only**. I understand if I want my contact information to appear elsewhere on the website, I need to fill out another release for the Web Minister.

I recognize that persons unknown may link to the Barony's/Shire's website or may use my work without my permission. I shall hold the web page owner harmless from such activity if proper notice appears on the web page, and I am immediately notified when the link is used or discovered.

Legal Name (please print): _____

Address: _____

Email: _____ Phone: _____

Signature

Date

Note: This form can be "signed" and returned by email to **chronicler@groupname.org** or printed and mailed to:

Modern Name
Address
City, State ZIP

Note: This form is available on the Kingdom website and by email from the Kingdom Chronicler.

Agreement to Serve as a Calontir Local, Guild or Specialty Publication Chronicler

The office of local group Chronicler carries a great deal of responsibility and requires considerable effort, time and skill.

The duties of the office are outlined in the Society Chronicler's Policies (<http://www.sca.org/officers/chronicler/ChronPolicy.pdf>) and within this copy of the Kingdom Chronicler's handbook. You should have current copies of each, either as downloaded PDFs or as paper copies in your files.

Chroniclers are chosen by their local group seneschals and are approved by the Kingdom Chronicler. Local chroniclers are warranted twice a year, at Coronation. To be warranted as a chronicler, you must send the Kingdom Chronicler:

- ◆ This completed Agreement to Serve form
- ◆ A photocopy of your Driver's License or other ID
- ◆ A photocopy of your current SCA Membership card

If your newsletter is printed, you must mail copies to the people listed below. If your newsletter is published as a PDF and distributed by email, you must send copies by email to those listed below. **Note:** Everyone on the list must receive a copy of your newsletter regularly. Failure to send copies of your newsletter will result in your removal from office. Send copies to:

- ◆ Their Royal Majesties
- ◆ Their Royal Highnesses (when appropriate)
- ◆ The Kingdom Seneschal
- ◆ The Kingdom Chronicler
- ◆ The Deputy Chronicler for Local Chroniclers
- ◆ The Society Archivist

Most Society and Kingdom officers prefer electronic submissions. However, if your newsletter is printed and you make no electronic copies, regular mail is acceptable. Addresses for all Kingdom officers may be gotten from the Kingdom Chronicler. The most up-to-date address for the Society Archivist can be found on the officer's page at www.sca.org.

The Kingdom Chronicler, with whatever Royal approval is required by Kingdom Law, may seek removal of a local chronicler for several reasons, including but not limited to:

- ◆ Failure to make proper financial quarterly reports (if applicable)
- ◆ Use of subscription funds for unauthorized purposes (if applicable)
- ◆ Repeated failure to send a copy of the newsletter to the Kingdom Chronicler and the others listed above. **Note:** Your newsletter is your regular report.

– *continued* –

- ◆ Failure to abide by Society and Kingdom publications policies
- ◆ Infringement of Kingdom Law
- ◆ Use of material that is offensive, libelous or in poor taste
- ◆ Politicizing the office of Chronicler

Agreement to Serve as a Calontir Local, Guild or Specialty Publication Chronicler

I understand and accept the responsibility and effort involved in being my branch/guild/office Chronicler.

Legal Name (please print): _____

Legal Signature: _____

Address: _____

Email Address: _____

Known in the Society as (SCA name and title): _____

Chronicler for (branch/guild/office name): _____

Please make a copy for your file and send the original to the Kingdom Chronicler along with photocopies of your legal ID (driver's license) and proof of SCA membership. You may scan the ***signed*** original and send it as a PDF by email, along with copies of your ID and SCA card.

If mailed, send to: Ann Wingert 531 S 85th St Omaha, NE 68114

If scanned, email to Chronicler@calontir.org (If scanned, please copy Driver's License and SCA membership card in area below.)

Kingdom Chronicler's use:

Membership number: _____ Date warranted: _____

Date took office: _____ Date stepped down: _____

Note: This form is available from the Kingdom Chronicler and on the Kingdom website.

Appendix B: Choosing a Style Guide for Your Newsletter

What exactly is a style guide? It determines how you print names, numbers and some words. For example, you decide whether you will use 10:00 A.M. or 10 am. Then you *stick to it*. Always.

Your style guide also should include what size and font type you use for heads, subheads, captions, body copy (articles, letters) and fillers.

Your newsletter needs a consistent style. It unifies the publication. A consistent style keeps your newsletter from looking like a bulletin board with different styles of notes tacked up everywhere. It makes it easier to read. It also makes it easier for you to type, layout and proof.

Make a Style Guide You're Comfortable Using

Your style guide is just for you. It doesn't need to be written. As long as you know how you will handle SCA titles, abbreviations, telephone numbers and so on – and you're consistent – you're fine.

You can have a unique style for your newsletter. But it should reflect current trends in print communication. **That means no email conventions.** No words in CAPITALS to stress meaning – that's what bold and italic are for. No smiley faces or LOL or multiple exclamation points. Your job is not to SHOUT at the reader or be overly excitable!!! Your style should reflect your calm, professional approach. In SCA terms, your newsletter should be courteous and honorable.

All of your newsletter should be edited this way. That means your officer letters, even the letter from the Baron and Baroness. That means the articles. Your job is to publish a cohesive whole, a newsletter that is both correct and consistent.

Where to Start

If you want to edit your newsletter so that it is more like modern newspapers and magazines, you can use the AP Stylebook as a jumping off point. For example, a newsletter written this way will have one space after the period. It will capitalize titles only when they precede the person's name, never after the comma behind his name. Only proper nouns are capitalized. Periods and commas go inside the quote mark and all other punctuation goes outside the quote marks – no matter whether it's a full quote or only quote marks around one word.

You don't need to use AP style. You can have two spaces after a period. But your newsletter should read more like a newspaper than a research paper or engineering report.

Not sure what to choose? If you like, you can use the *Mews* Style Guidelines as a place to start. If nothing else, it should help you think about what you want to do in your newsletter.

Mews Style Guidelines – in no particular order:

Phone numbers: 913-999-9999

Addresses: 13 Burgher Dr, Rolla, MO 65401

Dates: June 19, 2008. June 2008 (no comma). June 19 (**not** 19th). Use the ^{st, nd, rd, th,} only when the date is used without a month (“on the 19th / the 19th of each month”).

Titles: Use the title the individual prefers: Countess, Iarlls, Earl, Graf, Dona, Sir/Syr. Spell out the title in letters and greetings. Abbreviate it in a list of contact names and numbers.

Title abbreviations: C^{ss}, C^t, D^{ss}, D^k, B^r, B^{ss}, H^E, H^G, L^d, L^y, H^L or T^HL, M^r, M^s. I’ve skipped periods to avoid the confusion of Mr. and Ms. and to avoid putting periods between T.H.L. It’s all about consistency. What you do to one title you must do to all titles.

Officers’ names: SCA name first (with title), then modern name, either in parentheses or italics. Use a title whenever possible because it can help distinguish which name is the individual’s modern name.

Fonts: Centuar 12 pt. for letters and articles, Arial Narrow 8 pt. (or smaller) for the boilerplate, Lucida Calligraphy 14 for column heads (“From the Archer Marshal”) and subheads. Many other fonts are suitable and larger type sizes (10 to 11 pt.) are preferred.

Consistent graphic elements: Left-hand and right-hand page numbers (with rule). Column (or letter) heading with rule to divide sections. Judicious use of rules or boxes (fewer is better than too many).

Capitalization: Capitalize Kingdom in all instances (since it is short for Kingdom of Calontir, a proper noun). Capitalize proper nouns, but use lower case for non-proper noun uses like kingdoms, baronies, shires, chroniclers.

SCA: Society officers are using “Society” instead of SCA. They sometimes use “SCA, Inc.” instead. I have used “SCA” in *The Mews*, but I’m trying to use “Society” in Chronicler paperwork.

Other SCA/Society Wording Conventions: Use Event Steward and Feast Steward instead of autocrat or feastocrat. Use “modern name” instead of “mundane name.” Use of “mundane” is actively discouraged.

MKA/SKA: MKA means “modernly known as” (example: MKA: Ann Wingert). SKA means “SCA Known As”(example: Anne von Weingarten). Use one of these when using both names, either the SKA for the individual’s persona name or the MKA for his/her modern name. This is particularly necessary if you are not using titles.

SCA and Calontir spelling conventions: To keep confusion to a minimum, use the spellings the Society uses: marshal (with one “l”), web minister (lower case with space). If

your group uses a different spelling style for those officers, check to see if their email addresses are spelled the same way. Nothing can be more frustrating than finding the Marshall's email is marshal@groupname.org.

Here are a few SCA-specific words and their preferred spelling or usage:

Archer Marshal
Baron / Baroness
Baronage
Boga Fyrd
Boga Hirth
Chamberlain
Chancellor of the Exchequer / Office of the Exchequer
Chancellor of the Royal University of Scir Havoc / Chancellor of RUSH
Chatelaine (male varieties: chatelain, hospitaller or castellan)
Chirurgion
Chivalry
Clothier's Seminar
Consort
Crown Tournament / Crown Tourney
Equestrian Activities
Estrella War
Falcon Signet
Fyrdman
Herald (see the Calontir Witan web page for all the varieties of herald)
Huscarl
Iren Fyrd
Iren Hirth
King's Companie of Archers
Kris Kinder
Largesse Coordinator
Laurel Sovereign of Arms (preferred to Laurel King of Arms / Laurel Queen of Arms)
Lilies / Lilies War / War of the Lilies
List Minister / List Mistress (if preferred by List Minister)
Marshal
Marshallate
Master-at-Arms / Mistress-at-Arms (if preferred by Master-at-Arms)
Minister of Arts and Sciences / A&S Minister / MoAS
Minister of Youth (not Children) / MoY
Quartermaster
Queen's Prize
Reeve
Regalia Coordinator
Royal Nomenclator
Royal University of Scir Havoc / RUSH
Sovereign
Thegn
Treasurer (or Chancellor of the Exchequer)

Twelfth Night
Seneschal
Seneschallate
Webminister / Web Minister (not Web-minister)
Web page / home page
Website (not web site)
Witan

Other places to check spelling:

Names of groups in Calontir: <http://seneschal.calontir.org/groups.php>

Calontir officers: <http://seneschal.calontir.org/witan.php>

Calontir awards: <http://op.calontir.org/>

Alternate titles in other languages: <http://heraldry.sca.org/titles.html>

Appendix C: Resources for New (or Revived) Newsletters

The Kingdom Chronicler, along with the Deputy for Local Chroniclers, can help a branch start (or revive) a local newsletter. Some of the things we can help with:

- ◆ **Content.** We have a shared reprint file for chroniclers only. Authors of articles that appeared in local Calontir newsletters have given permission to reprint their articles in other local newsletters. Some artwork is available, too.

You don't have to ask the authors or artists for permission. We already have their written permission to reprint their work. This makes it much easier to fill a space at 10 pm the day before you have to print. Contact the Kingdom Chronicler to obtain a copy.

- ◆ **Discount Printing and Design Ideas.** Some groups print "traditional" SCA newsletters (4-page landscape print layout). That can make them very expensive to print. We can share ideas for different newsletter formats that can be cheaper to print.

We also can help you find discount printing. Some national chains will print for 5 cents a sheet (10 cents for both sides) if you purchase 1500 copies in advance. That brings the cost of printing a 16-page "traditional" SCA newsletter to 40 cents a copy, including assembly and stapling. (Mailing wafers to seal edges and labeling are extra.)

- ◆ **Electronic Newsletters.** These are becoming increasingly more popular. They're cheaper, but not everyone has the software or skill level to publish this way. We can offer technical help, software and design help. And as long as you're very good about getting your written releases, this might be the way to go.
- ◆ **Technical Help.** Sometimes a chronicler doesn't have access to page layout programs or PDF software. While the Kingdom office does not have the funds to purchase individual programs, we can direct you to copies of legal Microsoft software. (Please note that, per discussion with the Kingdom exchequer, *software can be purchased by your local group for the office of the chronicler. However, once you step down from the local office, the software must transfer with the rest of the office files to your successor.*) We also can help you install it and learn to use it. If you have software now, but you're frustrated because you don't fully understand how to use it, we can help. We have volunteers in many parts of the Kingdom who will answer questions and share advice.
- ◆ **Effectiveness.** Newsletters should be delivered. If you simply put them on a table at the local meeting you lose half your effectiveness. If you upload it to the website and send an email to the local Yahoo email list with the link, you'll lose more readers with each issue (nearly everyone the first time, when it's still new, fewer the second time, and even fewer after that.)

Print. You can reduce the size of your print newsletter, redesign it or print it at a cheaper copy shop, then use the saved money to mail it. You could reduce your printing schedule to bi-monthly or quarterly, and use the savings to mail your newsletter. We can help you develop a mailing list and even help with costs (see below). An effective newsletter is a mailed newsletter.

Electronic. You can deliver your electronic newsletter to individual email addresses as an attached PDF. If you use a mail merge program it's easy to add and change emails. Ask the

Kingdom Chronicler how you can do this. And if you design your PDF newsletter so that the top half of the newsletter includes the most important information, you'll maintain – and maybe increase – your readership. Ask the Kingdom Chronicler for ways to improve your electronic newsletter's effectiveness.

Appendix D.: Updated Electronic Publications Policy (2009)

From the Society Chronicler's Handbook, Section IV. Note that references to the Web Minister and local group website are no longer included. However, electronic publications – including publications available on the website – are the responsibility of the local chronicler.

IV. Electronic Publication Policy

1. The Office of the Chronicler is the recognized authority within the SCA for dealing with all issues of copyright in both print and electronic publications.

2. SCA-recognized newsletters that are distributed electronically (via email or by posting to a website) must adhere to the same standards for privacy and information security as SCA-recognized websites.

Personal information must not be published in any SCA-recognized electronic newsletter without first gaining permission from the individuals involved. Permission must be received in writing (email is acceptable). Permission to electronically publish the contact information of an individual is in effect until that same individual revokes permission.

For the purposes of this policy, personal information includes the following:

- Correlation of modern name to Society name
- Home or work address
- Phone numbers
- Personal email address

It is permissible to list just a person's Society name in connection with any office they hold without permission, i.e., Group Seneschal, Lord Robert the Volunteer" as well as "role" email addresses such as chronicler@sca.org.

As with hard copy issues of newsletters, electronic newsletters containing photographic images or art work must have a signed release form in place. In the case of photographs and portrait-style art work for electronic newsletters, the person(s) whose image appears in the issue may request to have it removed. To do so the chronicler must be contacted in writing stating which issue(s) and which image(s) are to be removed. Once received the chronicler must remove the image from the electronic newsletter within 24 hours.

See the Society Chronicler's web page for more information: www.sca.org/officers/chronicler.

Appendix E: Subscriptions and Advertising

Subscriptions

Most newsletters in this kingdom are funded privately or by the local branch and do not require a paid subscription for someone to be included in the distribution list.

In the past subscriptions were more common, but the burden of record keeping and reporting required outweigh the few extra dollars subscriptions raise. Also, in the era of the Internet, charging for a newsletter effectively kills it. Your goal is to get your newsletter into as many hands as possible, not limit it to an ever-dwindling number of people willing to pay \$12 a year.

However, if you do have paid subscriptions, you must meet the requirements below to be in compliance. You will also need to work closely with your branch treasurer to file quarterly financial reports.

C.5.a Subscription Liability

The funds which a branch accepts from a subscriber for a newsletter creates an obligation on the part of the branch, which must then publish the promised number of newsletters and make a reasonable effort to deliver them to the subscriber. If it cannot do so, it must promptly refund to every subscriber an amount equal to the remaining subscription liability.

If a branch 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, the branch must make an earnest effort to return all subscription funds in its keeping.

C.5.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 branch exchequer at the chronicler's request. The chronicler must provide receipts for funds spent, and account to the local branch exchequer regularly. These reports must be made at least once per year and may be required more frequently. The Chronicler may be a signatory on the group account.

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.

Advertising

In the past, local newsletters were not allowed to accept advertising. The Society has changed its stance on this. Local groups can charge for advertising now. Just keep records and make sure advertisers understand that ads are run on a space-available basis. Requests to have an ad in the May issue of your newsletter are just that – requests.

Advertisers should know how many copies are distributed (not printed). The price for the ad should be reasonable. A copy of the ad should be sent to the advertiser after it has been

printed and distributed. And the chronicler needs to work with the exchequer to account for advertising dollars. Ad revenue is taxable. The branch exchequer must report it to the Kingdom Exchequer quarterly.

Sometimes branches along Calontir's borders get requests to print an event flyer for an out-of-Kingdom event. You may choose to print these flyers for free – as a service to your members who might want to attend the event – or charge a small fee for the event flyer. Fees for out-of-Kingdom event flyers are not advertising and are non-taxable. However, if you accept fees for anything in your newsletter, your branch exchequer must file quarterly financial reports for your newsletter.