



Society for Creative Anachronism, Inc.
Society Chronicler's Policies
September 2005

Society Chronicler's Policies 2005 Edition

Last revision: September 12, 2005

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A. Introduction

These policies cover all publications produced by and for members of the Society for Creative Anachronism, Inc., (hereinafter referred to as "the Society" or "SCA, Inc."), and its subsidiary branches.

B. Policies for Kingdom Publications

1. Requirement for a Newsletter and a Chronicler

Every Kingdom must publish a monthly newsletter and have a fully-warranted Chronicler in accordance with Corpora. Each Kingdom's newsletter should be a showpiece of that Kingdom, showing it in the finest possible light. Newsletters will uphold high standards of excellence in order to show the pride that each Kingdom has in itself, and provide the best possible reflection of the Society.

2. Requirements for Chroniclers

a. Qualifications

The ideal Kingdom Chronicler has publishing experience, bookkeeping experience, a complete graphics lab in the home, a friendly local printer, and a score or more friends willing to do the collating/ mailing parties monthly. None of us is perfect, but there are some minimum requirements:

- Experience with writing or editing
- Printing or publishing experience, which may be in SCA publications (or a deputy with those skills to serve as newsletter editor)
- Good bookkeeping skills, or a deputy with those skills
- Balance and judgment in matters political
- A working telephone
- Access to a reasonable support base, such as a household or local group
- Regular contact with Kingdom activities
- Reliable email/internet access
- Ability to meet the ongoing requirements of the Kingdom Chronicler position, primarily, but not limited to:
 - Monthly publication or supervision of the monthly publication of the Kingdom newsletter
 - Timely responses to inquiries and communications from Corporate Officers and members of the Board of Directors
 - Quarterly financial reporting to the Society Exchequer or their appointed deputy
 - Annual submissions to the Society Chronicler for the Master William Blackfox Awards.
 - Monitoring of local newsletters within the Kingdom for policy compliance
 - Other duties and special projects that may be assigned by the Society Chronicler

b. Membership

Kingdom Chroniclers must meet the membership requirements of the office as outlined in Corpora. If a Chronicler's membership lapses during the term of office and is not renewed within 30 days, the Society Chronicler may ask the Crown to appoint a new Chronicler.

c. Warrants

A Kingdom Chronicler must be warranted according to the procedure outlined in Corpora. A warrant signed by the Crown of the Kingdom, using their modern legal name, should be submitted to the Society Chronicler for ratification within 30 days of the Kingdom Chronicler's assumption of office. Either the Crown or the Chronicler may submit this warrant. Failure to submit a warrant for ratification may result in the withholding of the Kingdom newsletter stipend, as the warrant represents legal authorization for the Kingdom Chronicler to expend these funds.

d. Elevation to Kingdom Status

A Principality that is applying to the Board of Directors for elevation to Kingdom status must include a letter from the Society Chronicler certifying that the Principality Newsletter is suitable to become a Corporate publication, and that the Principality Chronicler is acceptable to the Society Chronicler as a Kingdom Officer. The Society Chronicler should take into account the opinion of the Kingdom Chronicler of the parent kingdom as to these qualifications.

The Principality Chronicler of any Principality whose bid for Kingdom status has been approved by the Board of Directors should contact both the Society Chronicler and the Corporate Office as soon as possible to begin making arrangements for mailing permits and the quarterly stipend. Note that there is often a lag between the official creation of the kingdom and the distribution of the first stipend. This should be taken into account when budgeting for the transition.

3. Required Inclusions

The Kingdom newsletter must carry the following items on a regular basis as indicated below:

a. Statement of Ownership

The ownership statement of an official Kingdom newsletter must appear in each issue and must include the following:

- The month and Common Era year of publication.
- The Kingdom of publication.
- The name of the newsletter.
- The fact that "X" Kingdom is a branch of the Society for Creative Anachronism, Inc.
- The cost of subscriptions.

- The address of the Corporate Office, and that changes of address and other administrative details must be sent there.
- Advertising rates.
- Copyright statement.

This is a sample minimal acceptable statement:

"This is the June, 2005, issue of the Morgenstern, the official newsletter of the Kingdom of Provincia. Provincia is a branch of the Society for Creative Anachronism, Inc., and the Morgenstern is published as a service to the SCA's membership. Subscriptions (available only to members) are \$35 per year. Memberships are available from the Member Services Office, SCA, Inc., P.O. Box 360789, Milpitas, CA 95036-0789. All changes of address or questions about subscriptions should be sent to the Corporate Office. Membership information and a subscription form are included elsewhere in this issue on a bi-monthly basis.

"Advertising rates are \$x per full page, \$x per half page, and \$x per quarter page. All advertising is on a space available, pre-paid basis. Checks should be made payable to "SCA, Inc.-The Morgenstern".

"Copyright © 2005 Society for Creative Anachronism, Inc. For information on reprinting photographs, articles, or artwork from this publication, please contact the Kingdom Chronicler, who will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors."

This statement must appear within the first five pages of the newsletter, as required by United States Postal regulations for bulk mailings. International groups will also include this statement in the first five pages of their publications unless their postal regulations require a different placement. If so, they will notify the Society Chronicler accordingly.

b. Monthly Inclusions

- The names and addresses of the Royalty and Great Officers
- A calendar of events for the month
- Announcements for events taking place that month
- The name and address of the Society Seneschal, the Corporate Secretary/Registrar, and the Ombudsman for the Kingdom
- The names and addresses of the local seneschals
- On the outside front cover, the name of the newsletter, the Kingdom, and the month and common era year of publication

c. Bi-Monthly Inclusions

The list of Corporate Staff which includes the following:

- Complete listing of the members of the Board of Directors including their Ombudsman assignments.
- President of the Society

- Seneschal/Vice President for Operations
- Society Treasurer
- Society Chancellor of the Exchequer
- Executive Vice President for Legal Affairs
- Corporate Secretary
- Laurel King/Queen at Arms
- Society Marshal
- Society Minister of Arts and Sciences
- Society Chronicler
- Librarian/Archivist
- Chirurgeon General
- Editor, Tournaments Illuminated
- Editor, Compleat Anachronist

Membership form

4. Event Announcements

Not every event needs to be published in the Kingdom newsletter. Event notices must be published for those events at which any one of the following will take place:

- Crown and Coronet Tournaments
- Coronations and Investitures
- Appointment of Kingdom or Principality Officers
- Presentation of awards or titles
- Proclamation of law
- Establishment or advancement of branches

These activities cannot take place if a complete event notice does not appear in the Kingdom newsletter at least once before the date of the event. The publication requirement may only be waived in extraordinary circumstances such as natural disaster. The Society Seneschal can authorize an event to include long-term business despite a deficiency in the published notice, subject to review by the Board. The channel for determining if a waiver is possible runs from the autocrat through the branch and Kingdom Seneschals to the Society Seneschal. It is the responsibility of the Chronicler and the Seneschal of the Kingdom to make certain autocrats and Royalty alike are aware of these conditions. The Kingdom Chronicler is responsible for keeping the Society Chronicler informed of situations for which a waiver has been, or will be, requested.

A complete event announcement must appear in the newsletter at least the month of the event (i.e. in the June issue for a June event). If the event takes place in the first 10 days of the month, the announcement may appear in the preceding issue of the Kingdom newsletter to meet this requirement.

To be considered complete, an announcement must contain:

- Date of the event (day and month) If the event will not be held during the Common Era year noted on the front cover of the newsletter, the announcement must also include the Common Era year
- The time of the event: when the site opens and closes

- The name of the sponsoring group
- The location (name, street address, and town) of the site. The postal code should also be included if available.
- The name (both Society and modern) and address of the autocrat
- If there is a fee being charged for the event, the statement "Make checks payable to <SCA, Inc. - Group Name>" (or for international groups: "Make checks payable to <Group Name>") must also be included. The Non-member surcharge must also be specified in the fee schedule.

Each Kingdom on an individual basis may require other information. The Chronicler should assist submitters of incomplete announcements in completing their announcement.

5. Distribution Requirements

a. Non-Profit Standard Mail permit

Every Kingdom Chronicler whose newsletter is produced and mailed in the United States must obtain and keep current a Non-Profit Standard Mail regional deposit permit, and must sort and deposit the Standard Mail class newsletters according to the current regulations of the U.S. Postal Service. Note that the services of a printing house may be used, and should more than one Kingdom acquire the services of the same printing house, a single permit may be shared amongst Kingdoms. The conditions and regulations pertaining to the Society's Non-Profit Standard Mail eligibility and deposit regulations are subject to change. Please consult the Society Chronicler or the Registry for current information. International groups should consult with their postal authorities to determine the most economical method of mailing their kingdom newsletter. Their findings will then be reported to the Registry, Kingdom Ombudsman and Society Chronicler, and will be verified for accuracy by the Society Chronicler.

In the unlikely event that a Kingdom has so many first-class subscriptions that the number of bulk-rate subscriptions falls below the minimum number needed to make a bulk mailing, the Chronicler should consult the Society Chronicler about what steps to take.

b. First Class, Air Mail, and Overseas Mailings

Kingdom Chroniclers residing in the US that routinely mail over 500 pieces of first class mail may want to consider applying for a first class bulk mail permit. While the mail still needs to be sorted, this permit offers a small savings over straight first class rates. For more information on a bulk first class permit, contact the Society Chronicler or the Post Office.

Kingdom Chroniclers must stay abreast of current mailing requirements for airmail and overseas mailings.

c. Mailing Deadlines

Kingdom newsletters must be mailed no later than the 20th of the month preceding the cover date. If the Post Office is closed on the 20th, every effort should be made to mail the newsletters on the previous business day, but the mailing must be made no later than the first business day following the 20th.

The Corporate Office mails out the labels by the 12th of the month. If circumstances have delayed the label mailing, express mail may be used at the discretion of the Corporate Office. Labels are also available as an Excel file from the Corporate Office. A chronicler who has not received labels on time, or who regularly does not receive the labels soon enough for the newsletter's production and mailing schedule should contact the Corporate Office and Society Chronicler for ways to solve the problem.

d. Notification of Irregular Mailings

If there is a problem in getting the Kingdom newsletter in the mail on time, the Kingdom Chronicler is responsible for contacting the Society Chronicler concerning the reason. The Society Chronicler will notify the Member Services Office.

If the Kingdom Newsletter is to be mailed early, the Kingdom Chronicler is responsible for notifying the Member Services Office. Please note that labels cannot be printed before the first of the month.

e. Return Address

Every Kingdom newsletter must use the address of the Corporate Office as the return address for the newsletter. Should the local postmaster require it, the actual newsletter address can be used as the "Permit Holder," but the Corporate Office address must be listed. For those Kingdom Chroniclers residing outside the US, the Chronicler must use an address that will result in the returned newsletters being posted back to them. The Chronicler then has the responsibility of mailing any returned issues to the Corporate Office.

Current Postal publications recommend leaving phrases such as "Time Dated Material" and label placement boxes or other graphical elements off of the addressed portion of a newsletter. Such items can delay mailing by making it more difficult to process with postal equipment. Please contact the Society Chronicler for more information regarding the layout of the back cover of the newsletter.

f. Electronic Distribution

The Kingdom Newsletters may not be distributed electronically and are only made available in printed form.

g. Problems

Chroniclers are responsible for knowing these rules and obligations, and if there are difficulties in complying with them, for contacting the

Society Chronicler and Corporate Office in order to resolve those difficulties. Any fines, fees, extra costs, or penalties incurred as a result of improper mailings must be borne by the Kingdom if there are insufficient funds in the Chronicler's stipend to cover them.

The Corporate Office is often the first office to notice problems with the mailings, as undeliverable pieces (except for Standard Mail) will be returned to the Corporate Office. The Corporate Office may contact the Kingdom Chronicler directly in order to resolve these problems and provide the necessary information.

6. Financial Matters

a. Reporting

Each Kingdom must report quarterly to the Society Exchequer, the Society Chronicler, and to their Kingdom Exchequers regarding newsletter finances. The Society Exchequer distributes the forms for these reports each quarter. The most recent guidelines are always available from the Society Exchequer.

If the Kingdom Chronicler takes on the responsibilities for financial reporting, he or she must be warranted as an Exchequer by the Kingdom Exchequer and be familiar with and follow the policies in the Society Exchequer's handbook. Kingdom Chroniclers are highly encouraged, along with the Kingdom Exchequer, to appoint a deputy to handle the financial reporting. This deputy must be acceptable to both the Kingdom Chronicler and the Kingdom Exchequer and will report jointly to both.

Responsibility to the Corporation for the timeliness and accuracy of reports for each Kingdom Chronicler's office will rest with whomever is warranted to handle the finances for the office.

b. Failure to Report

Since the Kingdom Newsletters represent one of the SCA's biggest expenditures as well as one of its primary obligations to its members, the Society Exchequer must confirm that money allocated to the newsletters is being spent properly. Additionally, these reports are needed in order to complete the Society Exchequer's report and to make required tax statements to the IRS.

The Kingdom Chroniclers or their financial reporting deputies must account for each quarterly stipend. The reporting schedule is as follows:

Report Due	Period Covered
May 1	First Quarter
August 1	Second Quarter
November 1	Third Quarter
February 1	Domesday and Fourth Quarter

The report is due one month before the next stipend is to be sent out.

If the report is not received by the deadline, the Society Exchequer will be directed to hold the stipend until the report is received.

If the report is not received within ten days past the deadline, the Kingdom Seneschal and the Crown will be notified, and the person warranted as the financial representative for the office (either Kingdom Chronicler or deputy) will receive a warning that the report must be submitted within ten days. If the warranted financial representative is a deputy, the Kingdom Chronicler will also be notified.

If the report is not submitted within those ten days, the Corporate Office will be directed to withhold the labels for the Kingdom newsletter until the report is received. A second warning will be sent to the responsible financial representative (Kingdom Chronicler or deputy), with copies to the Kingdom Seneschal, Crown and Exchequer (and Kingdom Chronicler if the financial representative is a deputy).

If the report is not received within ten days following this final warning, the responsible financial representative (Kingdom Chronicler or deputy) will be removed from office, and labels withheld until a suitable replacement is found.

c. Bank accounts

Each Kingdom must maintain a checking account for its newsletter in accordance with the Chancellor of the Exchequer Officer's Handbook. Bank accounts established in the US must use the Society's Federal Taxpayer ID, 94-169-8556. If the newsletter has other accounts, such as a savings account, a separate account for other publications under the direction of the Kingdom Chronicler, or certificates of deposit, these accounts must also have the Society's Federal Taxpayer ID.

All financial transactions for this office will be made by a check to the creditor. It is possible to make petty cash purchases (such as paper clips and binding materials for mailing), but a receipt must be presented for the purchase in order to be reimbursed.

7. Fiscal Responsibility

a. Record-keeping

All Kingdom Chroniclers or their appointed deputies must keep a set of ledgers and records for their transactions. The Exchequer's Handbook should be followed for all financial matters.

b. Financial Review

At least once per year, and upon transfer of the office, all Kingdom Chroniclers will submit their records for review by the Kingdom Exchequer or an appointed deputy. It is suggested that the Crown, Exchequer, and Chronicler set a mutually agreeable schedule for these audits.

c. Responsibility for Funds

The stipend paid to a Kingdom Chronicler is intended primarily to pay for the publication and mailing of that Kingdom's official newsletter. If there is money in the stipend after these expenses are met, other documents and special issues can be paid for. Routine administrative expenses should be provided according to Kingdom custom. It is the responsibility of each Chronicler to see that his or her spending habits do not deplete his or her funds. If a Kingdom Chronicler does not have sufficient funds to cover the expenses of the newsletter, the Kingdom must make up the shortfall in whatever way seems appropriate.

d. Responsibility for Property

Depreciable property with a value of more than \$500 owned by the Chronicler's office is the property of the Kingdom and the office of Chronicler. Acquisition or disposal of such property requires the approval of both Crown and Chronicler, and consultation with the Kingdom Seneschal and Exchequer.

8. Reporting to the Corporate Office

a. Newsletter

The regularly published Kingdom newsletter constitutes the major report for a Kingdom Chronicler to the Society Chronicler. A label for the Society Chronicler is included in the regular label run.

b. Quarterly Reports

Each Chronicler will send a copy of the reports required by the Society Exchequer to the Society Chronicler in accordance with the schedule listed earlier in these policies.

c. Communication with the Society Chronicler

Communication is the heart of the office of the Chronicler. The Society Chronicler is always available to assist in problem solving. Questions regarding policy issues, Kingdom problems, copyright problems, or other larger issues should be brought to the attention of the Society Chronicler who will keep the Kingdom Seneschal, Kingdom Ombudsman, and the Chronicler's Ombudsman informed as necessary.

d. Transfer of Office

Generally speaking, the Society Chronicler will warrant the successor chosen by the current Kingdom Chronicler and Crown. It is possible that a warrant may not be issued if the nominee does not meet the requirements in B.2. Additionally, the current Kingdom Chronicler should be sure the proposed successor reads these policies before accepting a nomination.

1. Notification

It is the responsibility of the outgoing officer to send a letter to the Society Chronicler notifying that office that a new Kingdom Chronicler has been nominated. The letter must include:

- The proposed new Chronicler's name, address, phone number, and email address
- A review of the proposed Chronicler's qualifications
- The planned date the office will change hands
- Where and when the financial records are to be transferred
- The warrant for the new Chronicler

Copies of this letter must be sent to the proposed new Chronicler, the Crown, and the Kingdom Seneschal. The new Chronicler should follow this letter with an introductory letter. Should the warrant be approved, the Society Chronicler will notify the Society Exchequer, the Corporate Office, the Kingdom Ombudsman, and the Chronicler's Ombudsman.

2. Transferal of records

All records, equipment, funds, and other materials belonging to the Chronicler's office will be transferred within 60 days of the change of office.

3. Mailing Permit

Ample time should be allowed for the incoming Chronicler to obtain the required Non-Profit Standard Mail permit, unless this permit has been obtained through a printing house that the new Chronicler will also use. For information on how to obtain this permit, contact the Society Chronicler or the Corporate Office.

9. Oversight of Local Newsletters

The supervision of local chroniclers within the Society falls to the office of the Kingdom Chronicler in each Kingdom. It is important that these newsletters they produce present the SCA as a positive experience, both to the members of the local groups they represent and to any new or prospective members who read them.

Each Kingdom must have a method of warranting and supervising its local chroniclers. The Kingdom Chronicler is responsible for ensuring that all local chroniclers are aware of and abide by the copyright laws of the country or countries in which the Kingdom is located, by the Laws and customs of their Kingdom, and by these policies.

10. Copyright Policies

The Society operates under the ideals of chivalry. Respect for others' property, including intellectual property, is part of those ideals. The Kingdom Chronicler must ensure that copyrighted material is not used in the Kingdom newsletter 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. Electronic republication of material originally in printed form is subject to the Electronic Publication Policies.

Kingdom Chroniclers are required to maintain a file of all copyrighted material used in the Kingdom Newsletter and any special editions. This file shall include a copy of the material used, the permission letter, and a note annotating which issue the material was published in.

Kingdom Chroniclers are also 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, Kingdom Chroniclers are advised to speak with their local officers about the item in question, and to 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. Proper use of mailing labels

The newsletter mailing labels/spreadsheets produced by the Corporate Office are to be used only for Kingdom newsletters and other mailings that are authorized by the Kingdom. Authorized mailings are defined as any mass mailing to the members in the Kingdom which is authorized by the Crown and Seneschal, and which does not violate any law concerning the Society's non-profit status or the copyright statutes under which the newsletter operates. Should the labels be incorrect, out-of-date, or otherwise will not be used, these labels must be destroyed or returned to the Corporate Office. No other use of these labels is permitted. Do not use labels after the 10th of the month indicated on the cover of the issue. After the tenth, the labels are out of date and contain many invalid addresses. The Corporate Office can provide an updated set of labels on request.

12. Special issues of the Kingdom Newsletter

Kingdoms may finance and produce special issues of their newsletter such as Arts and Sciences issues, Orders of Precedence, Laws and Policies, etc. If Corporate Office labels are used to mail such issues, please use a modified version of the statement of ownership found in B.3.a. A sample of such a modified statement follows:

"This is the June, 2005, issue of Artsy, a special issue of the Morgenstern, the official newsletter of the Kingdom of Provincia. Provincia is a branch of the Society for Creative Anachronism, Inc., and the Morgenstern is published as a service to the SCA's membership. Subscriptions (available only to members) are \$35 per year. Memberships are available from the Member Services Office, SCA, Inc., P.O. Box 360789, Milpitas, CA 95036-0789. All changes of

address or questions about subscriptions should be sent to the Corporate Office.

"Copyright © 2005 Society for Creative Anachronism, Inc. For information on reprinting photographs, articles, or artwork from this publication, please contact the Kingdom Chronicler, who will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors."

13. Quality of Content

a. Editorial material

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 permission
- Use of racial or religious stereotypes
- Offensive words, phrases, or images

It should be noted that, per Corpora, banishment or sanction announcements may not state why the individual is being banished or sanctioned.

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

b. Event announcements

It is the responsibility of the Kingdom Chronicler to publish any complete event announcement submitted in accordance with established rules of submission for legal events within the Kingdom. If a Chronicler has received a complete announcement for an event on time, he or she must ensure that announcement is published on time, for this publication is necessary if official business is to take place at the event. Event announcements should conform to the same guidelines for good taste and positive image as the rest of the newsletter. Chroniclers are expected to help rewrite event announcements that do not conform to the guidelines in B.4; if at all possible, the autocrat should be consulted during this process.

c. Advertising

Kingdom newsletters may, at the discretion of the editor, accept paid advertising for publication. The fee charged for such ads is left to the Kingdom Chronicler's determination. Kingdom Chroniclers should not accept any advertising which, in their opinion, promotes a negative image for the Society, which is written in questionable taste, which would fail to interest a significant number of their readers, which advocates the breaking of civil, Kingdom, or

Society laws, or which, in their judgment, is inappropriate for the newsletter for any reason. Commercial advertisements must be for products and services vital to the educational purposes of the Society, according to Postal regulations. Ad fliers for commercial products may not be stapled into the Kingdom newsletters as inserts due to US Postal regulations. Kingdom Chroniclers must not accept ads for partisan politics or elections.

Acceptance of an advertisement does not constitute a guarantee that the ad will run in any particular issue, as advertising should be printed on a space-available basis, and space in Kingdom newsletters is reserved for those items which best serve the interests of the populace. If an ad is not run for any reason, it is the Kingdom Chronicler's responsibility to return the ad copy and all monies received for that ad to the originator.

14. Removal from office

a. Causes

Kingdom Chroniclers are subject to removal from office as stipulated in Corpora. The causes for which the Society Chronicler may seek the removal of a Kingdom Chronicler include, but are not limited to:

- Failure to make proper financial reports
- Use of stipend funds for unauthorized or personal purposes
- Repeated failure to mail on time
- Failure to publish the Kingdom newsletter for any month
- Use of objectionable material
- Use or distribution of the mailing labels or the Society mailing list for unauthorized purposes
- Editing or abridging the Society mailing list in any way
- Use of copyrighted material without permission
- Failure to maintain a Society membership as outlined in the governing documents of the Society
- Failure to abide by the policies in this document

b. Re-warranting

Kingdom Chroniclers may not be re-warranted without the approval of the Society Chronicler. Causes for which a warrant may not be renewed include, but are not limited to:

- Use of the newsletter to promote factionalism within a Kingdom
- Proven inability to answer correspondence, either from the Corporate level or from within the Kingdom
- Politicizing the office of Kingdom Chronicler (See B.15)
- Failure to respect and adhere to the ideals of the Society
- Repeated problems with financial reporting

c. Suspension or Removal at Kingdom Request

Should a Kingdom request the removal of the Kingdom Chronicler for causes not readily apparent to the Society Chronicler, the Society

Chronicler will investigate the circumstances. Should the evidence show that the Kingdom has valid reasons, even if the Corporate office has no reason to remove the officer, the Society Chronicler may agree to the removal. The Crown has the option of suspending the Chronicler at any time for just and stated cause, as provided in Corpora for the duration of the current reign. In the case of a suspension, the Chronicler's deputy will assume the office for the remainder of the reign.

d. Administrative Sanctions

See Appendix I

15. Politicizing the office

Funds that are collected in the name of the SCA may not be used to publish the personal attacks of one member against another. Kingdom newsletters announce events and provide information to their members. Philosophical discussions of the way the Kingdom or a branch works are not out of place, but they need to be handled very carefully. Articles that cause anger and divert people from study and re-creation are not acceptable.

This is not an issue of freedom of the press. Kingdom Chroniclers have a responsibility to see that their newsletters do not further the political aims of any one faction within a kingdom, and that a newsletter is not used to provide a platform for any one view in preference to another. Personal attacks may not be published in the name of the SCA or any of its branches, or paid for with money that will have to be reported to the IRS as spent in the furtherance of our educational purposes.

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.

C. 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 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.

A functioning newsletter is considered a positive factor when a group applies for advancement. Any group that wishes to achieve the status of Barony should have a regular newsletter, and any group that aspires to higher status than baronial must have a newsletter.

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. 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.

3. Required Inclusion

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. 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."

For the purposes of this policy, a corporate publication of the SCA, Inc. is defined to be one of the following:

- Kingdom Newsletters
- Tournaments Illuminated
- Complete Anachronist
- The Known World Handbook
- The manuals and guidebooks that are published by the Corporation and its officers

The Board is not limited by this list and may from time to time designate other publications as corporate publications.

b. Non-use of the Ownership Statement

Any publication that does not use this ownership statement may not cite the Society for Creative Anachronism, Inc., 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. This includes accounts of groups outside of the US.

4. Distribution Requirements

a. Electronic distribution of the newsletter

Group newsletters may be distributed in either printed or electronic format, or both. If a subscription fee is charged for the local group newsletter then it may not be provided for free in an electronic form. It is permissible to set different prices for the electronic and printed versions of the newsletter. 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. If the local newsletter is provided free of charge to any and all members of the populace that ask for a copy, then the newsletter may also be provided in an electronic form to those members of the populace that desire it. Specific permission to publish electronically must be received from each contributor and the electronic newsletter must also adhere to the provisions found in the Electronic Publications Policies.

Note that a group website is not a newsletter. Newsletters are published on a regular basis (usually monthly or quarterly) and do not contain dynamic content.

Note also that past issues of newsletters cannot be posted to group or other websites without first obtaining the required permissions for electronic publication.

b. Required complimentary copies

All local chroniclers must send a copy of their newsletters to the Kingdom Chronicler or the person that the Kingdom Chronicler designates to track the local newsletters for them. Principality and Baronial chroniclers must also send a copy of their newsletter to the Society Archivist. (The Archivist automatically receives a copy of each Kingdom newsletter as part of the normal label run printed and distributed by the Corporate Office.) Each Kingdom Chronicler may also require additional complimentary copies, and may set policies for receipt of copies of electronic newsletters (i.e. the Kingdom Chronicler may allow them to be sent in electronic form, or require a paper copy).

5. Reporting

Local Chroniclers must make a written report to their Kingdom Chronicler and their local branch treasurer on a regular basis. These reports must be made at least once per year, although a Kingdom may decide to require them more frequently.

6. Fiscal Responsibility

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 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.

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 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.

7. Copyright Policies

See B.10

8. Politicizing the office

See B.15

9. Chain of Command

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. In Principalities, the local editor must report to the Principality Chronicler, who in turn is responsible to the Kingdom Chronicler. The local chronicler is also 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.

The Kingdom Chronicler may, with whatever Royal approval is 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.

10. Contents of the Newsletter

A local branch newsletter is bound by the same suitability restrictions as the Kingdom newsletter (see B.13.a). Newsletters that do not abide by those

guidelines cannot be published under the aegis of any branch of the Society, with the same consequences as for non-use of the ownership statement.

11. Advertising

Local newsletters may, at the discretion of the editor, and with the permission of the Kingdom Chronicler and 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. Local Chroniclers should not accept any advertising which, in their opinion, promotes a negative image for the Society, which is written in questionable taste, which would fail to interest a significant number of their readers, which advocates the breaking of civil, Kingdom, or Society laws, or which, in their judgment, is inappropriate for the newsletter for any reason. Commercial advertisements must be for products and services vital to the educational purposes of the Society, according to Postal regulations. Local Chroniclers must not accept ads for partisan politics or elections. Advertisements must be clearly identifiable as such.

Acceptance of an advertisement does not constitute a guarantee that the ad will run in any particular issue, as advertising should be printed on a space-available basis. If an ad is not run for any reason, it is the Kingdom Chronicler's responsibility to return the ad copy and all monies received for that ad to the originator.

Note also that the income from newsletter advertising must be reported appropriately on the local group's Exchequer's reports.

Merchant guides and other similar publications are acceptable, so long as they follow the above guidelines, are produced by or under the supervision of the sponsoring group's chronicler, and a report copy is sent to the Kingdom Chronicler.

12. Removal from Office

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

The Kingdom Chronicler should follow the guidelines for Administrative Sanctions found in Appendix I.

D. Electronic Publications

1. Responsibility for Oversight

The Kingdom Chronicler shall: act as the recognizing authority for the Kingdom's internet sites; be responsible for overseeing the kingdom-level internet site; maintain a roster of recognized group sites for the kingdom; monitor those sites for compliance with applicable SCA and Kingdom policies; and report on such to the Society Web minister. It is highly recommended that the Kingdom Chronicler appoint a deputy to handle these responsibilities. If a deputy is appointed, s/he shall report to both the Kingdom Chronicler, and the Society Web minister.

The Office of Kingdom Web minister may be elevated to the status of a Great Officer of State by the Crown in accordance with Kingdom Law and custom. Should this take place, the Kingdom Web minister will no longer report to the Kingdom Chronicler, but will still report to the Society Web minister and thus through to the Office of the Society Chronicler.

Note that 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. As such, the maintainer of any Kingdom website **MUST** report to the Society Web minister. If the office reports to any other kingdom officer, it **MUST** report to the Kingdom Chronicler. If the office is recognized as a Great Office of State, it is required that open lines of communication be maintained with the Office of Kingdom Chronicler. It is vital that the maintainers of Kingdom websites remain in the reporting loop as modern electronic publication policies evolve; it is also desirable that they also be able to escalate issues through the Office of the Chronicler. A dotted line or joint report to the Kingdom Seneschal is permissible.

2. Internet sites

For an Internet site to be recognized by the Society for Creative Anachronism, it must represent an established branch of the Society and must have a warranted web minister responsible for its content. The Society for Creative Anachronism will not recognize web sites for households or guilds. Group officers with an Internet site for that office are responsible for ensuring that site complies with Society guidelines.

a. Required Disclaimer for websites recognized by the SCA:

All websites that are recognized by the SCA are required to display the following disclaimer and copyright statement. This statement should be displayed on the home page of the site, but may instead be displayed on a separate page provided that an obvious link to such a disclaimer page is provided on the home page.

This is the recognized website for the <group name> of the Society for Creative Anachronism, Inc. and is maintained by <Modern and/or SCA Name of web minister>. This site may contain electronic versions of the

group's governing documents. Any discrepancies between the electronic version of any information on this site and the printed version that is available from the originating office will be decided in favor of the printed version.

Copyright © <Year> <group name>. The original contributors retain the copyright of certain portions of this site.

For information on using photographs, articles, or artwork from this website, please contact the web minister at <web minister's email address>. They will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors.

b. Advertising on SCA-recognized web sites

Web sites recognized by the Society shall not display banner ads or other forms of advertising unless such ads are required as a condition of the hosting agreement by the site's Internet Service Provider (ISP).

c. Publication Permission for Personal Information

Personal information will not be published on any SCA-recognized Internet site 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

d. Photographs and Portrait-Style Artwork:

Web pages containing photographic images or portrait-style artwork must contain a clear and obvious means by which the subject(s) of the image may contact the web minister to request the removal of any image in which the subject(s) appear. Should the Web Minister receive such a removal request the image must be removed from the site, or the image must be modified in such a way as to render the subject unrecognizable. Such modification may only be made with the permission of the copyright holder. If such permission is not obtained, the image must be removed from the site.

e. Accessibility of web sites:

As a non-profit educational organization, the Society for Creative Anachronism should be concerned that its electronic publications are

as accessible to persons with disabilities as possible. This policy sets the minimum accessibility guidelines for SCA-recognized Internet sites.

The World Wide Web Consortium has released Web Content Accessibility Guidelines (WCAG). These guidelines explain how to make web content accessible to persons with disabilities. The guidelines are intended for all web content developers (page authors and site designers) and are quoted below:

"[Priority 1] - Conformance Level A

A web content developer must satisfy this checkpoint. Otherwise, one or more groups will find it impossible to access information in the document. Satisfying this checkpoint is a basic requirement for some groups to be able to use web documents.

"[Priority 2] - Conformance Level Double-A

A web content developer should satisfy this checkpoint. Otherwise, one or more groups will find it difficult to access information in the document. Satisfying this checkpoint will remove significant barriers to accessing web documents.

"[Priority 3] - Conformance Level Triple-A

A web content developer may address this checkpoint. Otherwise, one or more groups will find it somewhat difficult to access information in the document. Satisfying this checkpoint will improve access to web documents."

Using these guidelines, all corporate-sponsored Internet sites must comply with conformance level Double-A of the WCAG. Kingdom-level Internet sites must comply with conformance level A of the WCAG. Local group Internet sites are encouraged to be as accessible as possible to persons with disabilities, in accordance with applicable kingdom law.

f. Internet hosting for Recognized Websites

It is desirable that recognized SCA websites be hosted on an account to which more than one person has access, rather than a personal website owned by one of the members. This will ensure that a recognized website does not go down or go stale should an individual member move or quit the group. Administrative passwords for SCA Internet sites should never be kept by a single person.

Appendix I - Sanctions

It is extremely important that you inform your superior officers of a potential sanction as early in the process as possible so you can understand the steps that must be taken to impose the sanction. Without proper documentation and notification, sanctions can and will be overturned by the Board of Directors or Superior Officers. Remember, too, that a sanction without merit or unfairly imposed will be lifted, and the Royalty and/or Officer that imposed it may be subject to sanctions.

The requirement that sanctions be imposed for “just and stated cause” means that the cause for all sanctions must be documented, and made known to the proper people in a specific order. Regardless of the type of sanction, it is your job to ensure that all sanctions imposed by the Office of the Chronicler in your Kingdom are properly documented and that all required steps are completed when a sanction is imposed.

Types of Sanctions

Corpora, Section X: Sanctions defines two types of sanctions: “Royal Sanctions” that can be imposed by Royalty, and “Administrative Sanctions” that can be imposed by Officers. In all cases, sanctions must be for “just and stated cause,” and the restrictions applied for each type of sanction are outlined in Corpora X.

II. Uniform Sanction Procedure

Whenever a sanction is completed as described in Corpora X, six steps must be followed: Mediation, Justification, Implementation, Notification, Review, and Appeal. These steps remain the same no matter what level of the Society is imposing sanction on a participant. The only thing that differs is the nature of the restrictions that apply for sanctions at each level and the type of review required.

A. Mediation: In all cases except the most severe breaches of Society governing documents and policy, mediation can often lessen the level of sanction required. Administering parties are advised to attempt to resolve issues at the lowest level possible. It is also important that attempts to mediate the issues at hand be documented as they are attempted.

B. Justification: There must be a just and stated cause for any sanction. This cause must be documented in writing, along with any substantiating written evidence that is available. Before any Officer (or the Royalty you are advising) imposes a sanction, justification should be clear and present. When a history of attempts to mediate an issue have been unsuccessful, documentation of the efforts made to resolve the issue, and the participant’s role in those mediation attempts may be an important part of the just and stated cause for a sanction.

C. Implementation: The following rules must always be followed when implementing a sanction.

1. Under no circumstances may the cause for the sanction ever be announced in a court or published in any branch publication.
2. An attempt must be made to directly contact the person being sanctioned to give them an opportunity to avoid being present at the event where the sanction is announced (Royal Sanctions only). This contact does not replace written notification as described below.
3. Administrative sanctions are not published in branch newsletters or in courts.

4. A Society-level ban from office or position (such as Event Steward) that lasts beyond a single event must be published to the Kingdom Seneschals to ensure enforcement if the sanctioned party moves to another Kingdom.

D. Notification: Notification of the sanction must be made to the sanctioned individual and all required SCA officers in writing within ten business days. Notification of the sanctioned individual must be documented via the use of return-receipt mail or shipping.

1. A Society Officer issuing an Administrative Sanction must inform the sanctioned individual, appropriate Kingdom Officer and Crown of the realm of the sanctioned individual, and the appropriate Board Ombudsman, as to the specific cause and occasion of the sanction.

2. A Kingdom or Principality Officer issuing an Administrative Sanction must inform the sanctioned individual, the officer's superior at the Society or Kingdom level, and the Crown or Coronet as applicable, as to the specific cause and occasion of the sanction.

3. A Local Officer issuing an Administrative Sanction must inform the sanctioned individual as to the specific cause and occasion of the sanction. The Local Officer's immediate superior must also be informed of any Administrative Sanctions, and in the case of Baronial or Canton Officers, the Baronage must be informed as well. Notification of superior officers and the Baronage must be made in writing within ten business days.

E. Review: Within thirty business days of the sanction being imposed, a packet including justification and proof of notification must be provided to the reviewing authority defined in Corpora for that type of sanction. The reviewing authority will document their decision in writing to the imposing authority and the sanctioned individual.

1. Administrative Sanctions at the local, Principality, or Kingdom level will be reviewed by the superior officer upon receipt of notification. If a sanction is determined to be without merit or has been unfairly imposed, the sanction will be lifted and the officer that imposed it may be subject to sanctions. A decision may be appealed to the next person up the chain of command, following the appropriate procedures of that office.

2. The Board will not automatically review Administrative Sanctions; however, members may appeal an Administrative Sanction to the Board as provided in Corpora I.C.3. If upon appeal the Board determines that a sanction is without merit or has been unfairly imposed, the sanction will be lifted and the officer that imposed it may be subject to sanctions.

F. Appeal: Appeals may be made by sanctioned individuals, beginning with the next level up the chain of office. It is not acceptable to bypass levels of office in problem resolution. Reviewing an appeal means that the reviewing officer must:

1. Read all the documentation provided,

2. Make sure that all required steps were taken to resolve the situation before imposing the sanction,

3. Make a list of questions (if any), get them answered, and

4. Include the list of questions, answers, and who provided the answers in the appeal documentation before rendering a decision on whether to uphold the sanction. The decision whether to uphold or overturn the sanction must also be documented in the files so that if another, higher appeal is filed, the lower-level decision process is part of the next level's review.

III. Administrative Sanctions by the Office of the Chronicler

Administrative sanctions may be appropriate when negotiations, discussions, and working with people cannot prevent a disruption to SCA branch activities connected to the Office of the Chronicler. If the presence of a person at functions may be dangerous to that person, the other participants, or to the Society itself, the matter should be referred to the seneschalate. As stated earlier, documentation of attempts to mediate issues with the sanctioned individual can be an important part of the justification for an administrative sanction.

A. Types of Administrative Sanctions: You can impose limitations that inhibit or prevent participation within

SCA branch functions related to the Office of Chronicler in specific way. These can be:

- 1.** Termination of a warrant of office under the jurisdiction of the Chronicler chain of command. It should be noted that Web ministers are in this chain.
- 2.** Ban from holding a particular (or any) office or position in the Chronicler chain of command (either for a term or permanently).

B. Process for invoking, reviewing, and reporting Administrative Sanctions by Chroniclers

1. Principality/Kingdom Chroniclers: Officials at this level may invoke sanctions, either as a single instance or as a longer-term effect. The sanction must be in accordance with Corpora X.B Administrative Sanctions and the Uniform Sanction Procedure outlined in this document.

2. Society Chronicler: The Society Chronicler may invoke sanctions as described above, but will use the following guidelines in determining a measured response to a situation.

- a.** Chain of Command will be used to determine whether the matter can be satisfactorily resolved at a lower level. If so, it will be referred down the chain.
- b.** Permanent or long-term bans will only be used in response to a severe breach of the Governing Documents or Chronicler's Policies.

Appendix II

NEWSLETTER AND PUBLICATION FINANCES (Chapter 9 of the Exchequer's Handbook)

This article covers how to fund something many branches or guilds sell - newsletters. Also, some events produce site booklets with information on the schedule, activities, and merchants. This chapter will deal strictly with matters involving the income from selling and advertising, and the expenses of printing and distribution. Newsletters and other publications involve a partnership between the Chronicler and the Exchequer, and approval from the Financial Committee.

I. Responsibilities

A. Financial Committee

The Financial Committee is responsible for approving the funding and pricing plans for a newsletter or other publication where funding uses the SCA account. Funding is usually done either as a set amount per month to spend in creating and distributing the newsletter, or as a subscription price. It is also allowable for a Financial Committee to decide that the branch pays for the paper copies of a branch newsletter out of the branch account, and the branch does not expect payment from the populace for the issues.

B. Chronicler

The Chronicler is responsible for the content, layout, and distribution of a newsletter. He or she is also responsible for keeping accurate records of subscriptions and providing the Exchequer with a list of subscribers (but not necessarily the mailing list with addresses) upon request and at least quarterly in conjunction with the Exchequer report due dates. The Chronicler may not keep any money indefinitely as "petty cash" nor deposit any newsletter money in any account other than the branch's bank account (the same as anyone else). This does not prevent a Chronicler from being one of the authorized signers on the account; however, the Exchequer remains responsible for the account. This policy is in place to reduce work, **not** because Chroniclers are assumed to be untrustworthy.

C. Exchequer

The Exchequer is responsible for depositing and disbursing all monies received from sales or subscriptions for the purposes of publishing and mailing a newsletter. These funds may only be spent for preparing, printing, and distributing that newsletter. It is recommended that each newsletter that is funded from an SCA bank account have its own special purpose fund within the branch account.

The Exchequer completes the **Newsletter Subscriptions Due Worksheet** in the Financial Report Packet with the information necessary provided by the Chronicler.

Anyone who manages SCA funds must be a warranted Exchequer. *<It has been customary that the Chronicler of a branch or guild may not maintain a separate bank account without written variance from the Kingdom Exchequer.>* The only exception to this is for Kingdom Chroniclers, who report directly to the Society Exchequer.

II. CREATION OF A NEWSLETTER

This is a very basic discussion on what things need to be considered when starting up a newsletter. If you have already thought of these things, or have an established newsletter,

good for you! This discussion is targeted so that a novice branch can successfully start up and finance a newsletter.

First, there is the terminology. A Newsletter is a periodically published item (i.e., the Glyph Notes). An issue is a periodic version of a newsletter (i.e., March 2006). A copy (for this discussion) is one copy of an issue of a newsletter (i.e., my copy of the March 2006 issue of the Glyph Notes newsletter).

To start a newsletter, there are four things to consider: how often the newsletter issues are generated (issue frequency), how many copies per issue to print, how many pages one issue will contain (standard issue size), and how many copies per issue need to be sent. Once you have these figured out, you will have an idea of what it will cost to print and send one issue of the newsletter, and how much it will cost for a year to print and send the newsletter.

A. Determine Issue Frequency

Will your newsletter generate issues monthly, bi-monthly, or use some other timing? This is important for determining your yearly budget for generating the newsletter.

B. Estimate Number Of Copies Of Each Issue To Distribute

Estimate how many issues you intend to distribute, regardless of price. Some may be free, either complimentary copies for Royalty, Kingdom Chroniclers, or new people, or traded to other newsletters in return for a copy of their newsletter. Others you can sell, either by direct issue sales, or by subscription. Don't forget to keep a few for the branch or guild's archives.

1. Complimentary Issues

The Kingdom Chronicler and the Crown are usually sent free copies of any newsletter issue in that Kingdom. The Society Archivist also would appreciate being sent any copies of your newsletter as well. Your Kingdom Chronicler or branch or guild may require that other free copies be sent out. The branch may decide to offer some (for new people via the Chatelaine) or all copies free of charge, in which case, determine how many people will want copies other than the required recipients above.

2. Trade Issues

How many copies of each issue do you intend to trade with other newsletters?

3. Sold Issues

How many copies of each issue do you intend to sell to people, either by subscription or direct sales?

4. Archive Issues

How many copies of each issue do you intend to keep for the branch files?

C. Determine Standard Issue Size

1. Figure out what size paper you want to use: 8.5 x 11, 8.5 x 14 (legal), 11 x 17, or A4.
2. Figure out how many pages you intend to print on that size paper. You can print a lot on one 8.5" x 11" sheet, both sides.
3. Figure out how many sheets will need to be printed at that size by dividing the number of pages by 2 if one side of the paper will contain one page, or 4 if one side of the paper will contain 2 pages (the sheet is folded in half).

D. Estimate Number Of Copies Of Each Issue To Print

Consider the method of distribution: some newsletters are now distributed on the Internet or via email in .pdf format, others are strictly paper issues, and some branches do a combination of both. You can charge for either method, but printing generally will cost.

E. Estimate Number Of Printed Issues To Send

Estimate how many copies you will need to send through the mail. Calculate the proper amount of postage for the size you estimated. Contact your local postal authority to see if there are alternate plans for mailing which may save you money - bulk rates, third class, etc., although for local newsletters this most likely won't be of use.

III. NEWSLETTER FUNDING

Newsletters usually require money to be published -- money to pay for the copying and mailing. Sometimes the Chronicler donates this money. If they are U.S. residents, they may deduct any costs incurred (but not labor) from their Income Taxes. However, most Chroniclers will want to be reimbursed for their expenses.

Branches and guilds are encouraged to provide a newsletter to its members as a service, and allowed to decide whether to provide it free of charge. If the branch has a great deal of other income or the newsletter is produced at a very low cost, this may be ideal.

Unfortunately, most are not this lucky, and require some income to pay for this service without bankruptcy.

There are several ways of paying for a newsletter: donations, fund-raisers, sponsorship, direct sales, advertising, and subscriptions.

A. Donations And Fund-Raisers

Branches may solicit donations and hold fund-raisers to pay for the publication and distribution of their newsletter. All money collected for the newsletter is placed in a Newsletter Fund. The printing and postage expenses are paid out of the Newsletter Fund with all expenses requiring approval of the Financial Committee. This income is reported as Gross Newsletter Income.

Notable examples are the Kingdom Newsletter A&S Issues or Red Tape Issues -- the Kingdom Chroniclers usually request donations from the populace and hold fund-raising activities in order to pay for the publication of the additional issue of the Kingdom Newsletter. The advantages to offering newsletters for free are that anyone who wants a copy of a newsletter issue can have one without paying for it. This can be great for recruitment of new members - the chatelaine can hand out or send copies of the current newsletter to potential members.

The disadvantages are that it is possible to lose money on the newsletter if donations fall below the amount of expenses generated by publication. If the branch has enough resources to absorb a loss, they can decide to do so. However, care must be taken to not bankrupt the branch.

B. Sponsoring Pages

To accept sponsorship, set a minimum donation for a page, and print only the name of the sponsor on the bottom of the page, or on a list of sponsors somewhere in the issue. The sponsor may or may not have anything to do with what is on the page, but the page should have content, and not advertising.

It is important to note that notice of sponsorship is brief -- usually in the form of "This page sponsored by <name>". This works well for A&S Issues and Red Tape (Kingdom Laws & Policies) Issues. The donation is reported under Direct Contribution.

If a local publication accepts sponsorship, and is so grateful they might want to tell the reading public a little about the Sponsor, they may only do so in the Editorial parts of the publication. The safest place (most protected by the First Amendment for U.S. newsletters) is an Editorial from the Editor, or a Letter to the Editor from the public.

C. Advertising

Up until 2006, advertising was only allowed in Kingdom Newsletters. The reason was to avoid the complex financial calculations required due to advertising income being 'Unrelated Business Income' – which is taxable. Everything the SCA does in the US is not taxable **except for** advertising and inventory.

A vendor paying for advertising is paying for specific ad content that they provide to be included in a specific issue of a newsletter. Because the information may be time-sensitive, care must be taken to make sure that the advertiser knows the timeframe of distribution of the newsletter before any agreement is made to include the advertising. If a contract between the SCA and an advertiser is **at all** involved, the Seneschal must also be involved to sign it.

To take in advertising, there needs to be a set rate for each ad size. The Chronicler should approve of the ad content **before** any money is accepted, or the advertising income must be returned if the ad submitted does not meet with the Chronicler's approval.

D. Sales

1. Direct Issue Sales

Direct issue sales are when the individual issues are purchased from the Chronicler or Exchequer. Each issue may have its own price, depending on the cost of producing that issue. The income is placed in the Newsletter Fund, and expenses are reimbursed out of that fund. (See Fund Accounting in Chapter 3.) Incoming money is recorded as Gross Newsletter Income, and expenses are reported under Administration Postage or Printing unless advertising is also involved (see below).

The advantages are that people may buy only those issues they want, and it allows new people the ability to see what the Society in that area is doing without committing a lot of money. It also saves money because postage is usually not involved.

The disadvantages are that people must seek out the seller(s) to obtain the newsletter, and may miss out if they don't catch up to them. It may also be hard to determine how many copies of each issue to print – there may not be enough to go around, or too many that must be discarded.

2. Subscriptions

Subscriptions are when a person buys several issues at once in advance. They then expect that the issues they have purchased will be delivered to them as they become available. At any point in time, the branch owes them the amount of the subscription that has not been used (the Newsletter Subscriptions Due liability).

We must make sure that our Newsletter Subscription Due liability is funded. This means that we must have enough money in the bank at all times to pay back all the subscribers if we discontinue the newsletter before their subscription runs out (or they all discontinue their

newsletters before their subscriptions run out). One way to minimize this liability is to publish in advance a 'no refunds' policy.

The income is kept in the Newsletter Fund, and expenses are reimbursed out of that fund. (See Fund Accounting in Chapter 3.) Incoming money is recorded as Gross Newsletter Income, and expenses are reported under Administration Postage or Printing as appropriate.

The advantages of selling by subscription are that someone can pay once and have a number of issues sent to them, without having to seek out the sellers. This is great for people who are unable to show up at branch or guild events regularly, or who are forgetful about keeping up with the issues.

The disadvantages are that the branch is obligated to provide either the newsletters or a refund, and that the newsletter usually costs more because of postage. If an issue doesn't get printed for some reason, the subscriptions must be extended to the next issue to ensure that the subscribers get the same number of issues for which they paid.

IV. EVENT FLYER FUNDING

Event booklets are usually produced as an event function. Branches and guilds are encouraged to provide site schedule information to its event attendees as a service, and allowed to decide whether to provide it free of charge. The cost of creating event booklets should be included in the event budget.

There are several ways of paying for an event booklet: sponsorship, direct sales, and advertising.

A. Sponsoring Pages

To accept sponsorship, set a minimum donation for a page, and print only the name of the sponsor on the bottom of the page, or on a list of sponsors somewhere in the issue. The sponsor may or may not have anything to do with what is on the page, but the page should have content, and not advertising.

It is important to note that notice of sponsorship is brief – usually in the form of “This page sponsored by <name>”. The donation is reported under Direct Contribution.

B. Advertising

Up until 2006, advertising was only allowed in Kingdom Newsletters. The reason was to avoid the complex financial calculations required due to advertising income being 'Unrelated Business Income' – which is taxable. Everything the SCA does in the US is not taxable **except for** advertising and inventory.

A vendor paying for advertising is paying for specific ad content that they provide to be included in a specific publication. If a contract between the SCA and an advertiser is **at all** involved, the Seneschal must also be involved to sign it.

To take in advertising, there needs to be a set rate for each ad size. The Chronicler should approve of the ad content **before** any money is accepted, or the advertising income must be returned if the ad submitted does not meet with the Chronicler's approval.

C. Sales

Direct sales are when the individual event booklets are purchased from event staff. Incoming money is recorded as Newsletter Gross Income, and expenses are reported under Activity Related Printing unless advertising is involved.

V. PRICING

A. Newsletters

The first thing to do when selling a newsletter (either through direct sales or subscriptions) is to set a price. If the newsletter is to be handed out to anyone who wants one, the price is zero. If the newsletter is to be sold by subscription (X issues at a time as they are published), the price should cover the cost of all X issues.

If the newsletter is to be sold by issue, then each issue should have its own price. The price for each of several issues can be the same, although if the issues are different sizes (and thus different costs), the price should change as the cost changes.

Newsletters may have differential pricing, such as an introductory rate for new people. When just starting out, or when one of the costs you plan on changes (either up or down), calculate your cost per copy using the method below.

It is essential to know the cost per copy in order to set a price that accurately reflects the actual cost of printing that issue. Newsletters are allowed to be sold to make a profit, although any profit falls under the same rules and policies as any other money raised any other way, such as to save up for some item (print cartridges), or to pay for some special issue (A&S or Red Tape). In the following section, 'copy' means one stapled, folded set of papers. 'Issue' means a collection of copies that have the same information printed on them.

1. Total Printing Cost Per Issue

Find out the cost to print one sheet of the size of paper you chose on both sides. Try to get the best cost possible by comparison shopping. Remember that as quantity goes up, cost may go down. Printing 300 sheets may be cheaper per sheet than printing 50 on the same quality paper. Also make sure that you print more than enough for the issue. Printing 200 cheaply won't save you much money if you needed 250 and the last 50 costs almost as much as the first 200.

Paper quality affects price, as well. Make sure that you use the correct quality -- colored paper or parchment may look nice, but it's more expensive. Heavier paper also costs more to mail.

If your newsletter is a pretty stable size and you have a significant number of copies to print per issue, try to get a contract from your printer. This may save you money. Because it's a contract, the Seneschal must sign it.

Multiply the total sheets needed for one copy by the number of copies to be printed. This will give you the total sheets to be printed for this issue.

Number of sheets needed for one copy
X Number of copies to be printed

=====
Number of sheets to be printed for this issue

Multiply the printing cost per sheet by the number of sheets to be printed. This will give you the TOTAL BASE PRINTING COST PER ISSUE.

Printing cost per sheet
X Number of sheets to be printed
=====
TOTAL BASE PRINTING COST PER ISSUE

Additional costs may be collating, folding, stapling, addressing, sealing, color covers or unusual page combinations, such as an 8" x 14" cover on an 8" x 11" folded newsletter. This may be a flat rate or by copy count. Add this to the base printing cost per issue to get the total printing cost per issue.

Total base printing cost per issue
+ Collating, folding, stapling
+ Color covers, special pages
=====
TOTAL PRINTING COST PER ISSUE

2. Total Postage Cost Per Issue

Find out how much it will cost to mail one copy of that weight. This is the postage cost for one copy. Even if you won't be distributing them by mail, you may still need to mail the complimentary copies as required by your Kingdom.

Multiply the number of copies to be sent by the postage cost for one copy. This will give you the TOTAL POSTAGE COST PER ISSUE.

Postage cost for one copy
X Number of copies to be sent
=====
TOTAL POSTAGE COST PER ISSUE

3. Total Issue Cost

Add the TOTAL PRINTING COST to the TOTAL POSTAGE COST. You may want to round this number up to the nearest dollar or just add a few dollars to account for small costs such as envelopes, staples or tape, and list them under INCIDENTAL EXPENSES. Add this to the first two, and this will give you the TOTAL ISSUE COST.

TOTAL PRINTING COST PER ISSUE
+ TOTAL POSTAGE COST PER ISSUE
+ INCIDENTAL EXPENSES PER ISSUE
=====
TOTAL ISSUE COST

4. Cost Per Copy

If the newsletter is to be sold, divide the TOTAL ISSUE COST by the number of copies to be sold; otherwise, divide the TOTAL ISSUE COST by the number of copies to be printed. This

will give you the COST PER COPY. In the first case, by dividing the TOTAL ISSUE COST by the number of copies to be sold, the cost of the free and trade issues are spread across the cost of the sold copies, so that every sold copy pays for a small part of a free or trade copy.

TOTAL ISSUE COST

----- = COST PER COPY

Number of copies sold or printed

Cost per copy may change while the first few issues are published, due to being able to better predict the needs of the newsletter -- how many to print, how many pages are needed, etc. It may make sense to do the first few issues as a direct copy sales item until your newsletter size and readership become stable.

5. Selling Price per copy

Use the cost per copy to determine your selling price. If the branch's financial committee decides to subsidize all or part of the newsletter cost, you can set the selling price lower than the cost per copy. Otherwise, round up the cost per copy to a reasonable amount. You can also offer different prices depending on whether you will be mailing that copy or not. In that case, only add the required mailing postage to the calculations above, and then tack postage for one copy to be mailed on to the individual issue cost for the mailed price.

6. Selling Price per subscription

Taking subscriptions is not nearly so difficult as it may seem at first. Changing the rate of subscription after a newsletter has been established requires a bit more thinking when creating the reports, but keeping good records of who has what subscription rate will go a long way to salvage your Exchequer's sanity. Try to make sure that the price you determine for the newsletter is a price you can stick with for several issues. Compare your subscription price to the price of other newsletters to make sure your price is comparable.

If you are going to sell subscriptions and you just want to sell subscriptions at the same rate no matter when during the year the subscription is purchased, use the selling price per copy multiplied by the number of issues in a cycle to determine your subscription price for a cycle. A subscription cycle is normally a year.

If your branch wants to make things easier on the Exchequer during doomsday, they can allow you to pro-rate the subscriptions during the year. This means that each month the subscription price changes, because all subscriptions end in December. Make up a chart for how much the subscription costs each month to make it easy on yourself. So, if your price per newsletter is \$1 per year, in January the subscription cost is \$12, and in June the subscription cost is \$7.

However, if an issue doesn't get published, the subscriptions end one issue later -- thereby throwing off the December time frame. The best way to handle this is to have everyone get one free issue the following year - meaning that there will be a Newsletter Subscriptions Due liability of one issue price x number of subscribers. The next year's subscription price would be calculated on one less issue per year, and everyone pays that amount. At the end of the next year, assuming no more missed issues, you are back on track with Newsletter Subscription Due liability of zero.

B. Advertising

Advertising income should be used at a minimum to pay for the cost of producing the percent of the publication that the ad makes up. Divide your publication (either an issue of a newsletter or an event booklet) into full-pages, half-pages, or quarter-pages – whatever your smallest ad size would be – and count them. Include the covers as well. This is the count of possible ads (even though it contains the covers). Then, estimate the costs of printing a whole run of those publications. Divide that cost by the count of possible ads to find a per-ad cost. Round that up to a reasonable whole number to get your minimum ad price per smallest ad. Use that to determine your minimum ad price for larger sizes as well – if you have a quarter page ad price, the half page ad price would be twice the quarter page ad price.

VI. SALES

The Exchequer and the Chronicler need to work together to determine how to sell the newsletter or other publication, as well as handle the incoming funds from all forms of sale, both direct issues and subscriptions. Incoming issue sales money and subscription money taken at any branch gathering should be treated just like other incoming funds – see Chapter 3.

VII. REPORTING

In the case where the newsletter is provided free to the populace, the Chronicler does not have any financial reporting obligation. The Exchequer handles the printing expenses as normal administrative printing expenses.

A. Newsletter Income

Income for newsletters from sponsorship is reported under Direct Contributions. Income from newsletter sales from subscriptions or direct sales of current or past issues is reported on the **Newsletter Worksheet** under *Gross Newsletter Income*.

In the case where the newsletter is sold by subscription or by issue, the Chronicler is required to report to the Exchequer how much money was collected (if the Chronicler collected the money) and deposited.

In the case where the newsletter is sold by subscription, the grids on the **Newsletter Worksheet** are used to calculate the Subscription Liability. *Newsletter Subscriptions Due* liability must be calculated in order to properly fill out the financial report when subscriptions are concerned. The Chronicler is required to report to the Exchequer the number of subscriptions expiring by issue. Directions for filling out this form can be found in Chapter 6.

B. Advertising Income

The financial reporting required involves subtracting the cost of producing the advertising as a percentage of the total cost to produce that issue. The result is what could be taxable. In order to simplify the financial reporting, it is **highly encouraged** that a 5-to-1 rule be used. The 5-to-1 rule is 5 pages of content to 1 page or less of advertising OR 5 pages of advertising to 1 page or less of content. This rule must be applied to **each issue** of a newsletter. If this rule is followed, then the percentages are rounded. If the content is 5 and

the advertising is 1 or less, then the percentage of production cost is rounded to zero. If the content is 1 or less, then the percentage of production is rounded up to 100%. If the 5-to-1 rule is not used, the percent of the issue that is advertising must be calculated. This must be done for each issue of the newsletter, not just for the whole newsletter. This can be done by pages:

$$\frac{\text{count of pages of advertising}}{\text{count of pages of content (including covers)}} = \text{Percent advertising}$$

If only partial pages are advertising, then use the count of half pages in the calculation. The percentage is then applied to the total cost of printing that issue, the result of which is entered on the **Income Worksheet Part 2**, and the rest is expensed as **Printing** on the **Income Statement**.

For example, if you have an event booklet that is half advertising and half event content (schedule, maps, etc.), and the cost of printing up all of the event booklets was \$100, then \$50 would be the amount of the publication cost to be entered on the **Income Worksheet Part 2**, and the other \$50 would be expensed as *Printing* on the **Income Statement** as usual.

Because printing costs are almost never nice round numbers, and the percentages might not be nice even fractions, using the 5-to-1 rule is **highly recommended**.

C. Expenses

Newsletter printing expenses are reported under *Offices & Administration*, and event booklet expenses are reported under *Activity Related*. Unless advertising is involved, all newsletter and event booklet expenses are reported on the *Printing* line on the **Income Statement**.

Otherwise, the percent of expense involved in the advertising is reported on the **Income Worksheet Part 2** under *Cost*, and the percent of expense not involved in the advertising is reported under *Printing* on the **Income Statement**.