



# Policies of the KINGDOM CHRONICLER of the Kingdom of Æthelmearc

Revised May 2009

## I. LOCAL, GUILD, OR SPECIAL INTEREST CHRONICLERS

### 1. Who may be a Warranted Chronicler in Æthelmearc?

Anyone who holds membership in the SCA (any level) may be a warranted chronicler. A Warranted Chronicler in Æthelmearc must publish a regular newsletter: either a printed hard-copy publication or a publication that is distributed electronically. This publication can be a monthly, bimonthly, quarterly or semiannual publication. The chronicler determines the distribution schedule.

The official Roster of Æthelmearc's warranted chroniclers will appear monthly in the Kingdom newsletter as part of the Regnum.

### 2. There are three types of Chroniclers in Æthelmearc:

i) A *Local Chronicler* creates a publication for the benefit of their Shire, Barony, Canton, or Dominion. A local chronicler is a volunteer like all of the other officers, and should be approved by the seneschal of the group for placement in the position. This person may set the schedule for publication if one is not already established. S/he may also make changes to the pre-existing publication as long as the needs of the group are being served. Please note that lack of publication based on your established publication schedule is cause for removal from office by the Kingdom Chronicler.

Per Kingdom Law (VI-200) a warranted chronicler is a required office for a Barony. If you do not have a warranted chronicler for your Barony, your group's status could be in jeopardy.

ii) A *Guild or Special Interest Group Chronicler*: If you are very involved in your art or science and wish to communicate with others in the SCA who share your interest, whether through a formal Guild, or an informal "gathering of like-minded individuals" then you too can be a warranted Chronicler. This volunteer must still be a member of the SCA and adhere to the policies for publication of the Kingdom and the Society.

iii) *Kingdom Chronicler*: The Kingdom Chronicler oversees the activities of all warranted local, guild and special interest chroniclers and maintains the official Roster of these officers. S/he maintains the Official Kingdom Calendar, is on the Kingdom Financial Committee, reports to Curia every time it is called, serves at the pleasure of Their Majesties, and is warranted by the Society Chronicler. The Kingdom Chronicler publishes the official Kingdom Newsletter (The ÆSTEL) monthly as well as oversees the production of the *Arts & Sciences Special Issue* and the *Law & Policy Issue*. The Kingdom Chronicler maintains all financial records and submits quarterly financial reports as required by the Exchequer. The Kingdom Chronicler works closely with the Kingdom Seneschal, the Kingdom Webminister, the Royalty, and all of the other Officers of Æthelmearc, to ensure timely communication of necessary information to the subjects of Æthelmearc. The Kingdom Chronicler may employ deputies as s/he sees fit to manage the duties of the office. Please see Kingdom Law and/or Society Chronicler Policies for additional requirements of the office.

### 3. Requirements for a Local, Guild, or Special Interest Chronicler:

i) All chroniclers must read and familiarize themselves with the SCA Publications Policy, which describes a chronicler's duties and responsibilities in detail and can be found at the SCA website at <http://sca.org/officers/chronicler/ChronPolicy.pdf> and the Æthelmearc Kingdom Chronicler's policies located <http://www.aethelmearc.org/chronicler/>.

ii) Required inclusions in all newsletters, whether printed or electronic:

- a) Statement of Ownership: As per the Society Chronicler's Policy Manual: "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, 2009, 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 © 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."

- b) In addition, local group newsletters must include the names and contact information of the group's officers: phone numbers and email, if applicable, for print publications, and email addresses for electronic publications. Written permission should be obtained before printing personal information.
- c) A listing of local group activities (regular meetings, fight practices, arts & sciences demos, etc.), with contact names, locations, email addresses or phone numbers where appropriate.

iii) A local/guild newsletter must not print:

- a) Material that is offensive, detrimental to the SCA, or in poor taste.
- b) Copyrighted material, unless written permission has been obtained and an indication of this permission is published with the material.
- iv) The Kingdom Chronicler may remove from office any local chronicler who does not abide by the policies and guidelines contained in these documents. Chroniclers in principalities are additionally responsible for following policies set forth by the principality chronicler.
- v) Finances: when any monies are involved (subscriptions, donations), Chroniclers must abide by the policies set by the Kingdom Chancellor of the Exchequer for the handling of newsletter money. If the publication takes in money or donations, detailed records must be kept and exchequer reports filed. No exceptions.
- vi) Mailed copies: It is required that "Courtesy copies" of each issue, including hard-copy printouts of online newsletters, must be sent to the Kingdom Chronicler. Courtesy copies should also be sent to Their Majesties and the Kingdom Seneschal. It is nice, although not required, to send copies to Their Highnesses as well.

#### 4. Reporting Requirement for all warranted chroniclers:

- i) Your published newsletter is your monthly or quarterly report. **You must mail a copy** of each and every issue of your newsletter to the Kingdom Chronicler, the Kingdom Seneschal and The Royalty in hard-copy form even if your publication is an electronic publication and the Kingdom Chronicler, et al., is on your distribution list. Failure to do so constitutes "failure to report" which is grounds for removal from office. Courtesy copies should also be mailed to the Their Royal Highnesses, the Kingdom Archivist and the Society Archivist if possible.
- ii) By **January 15th of each year**, all warranted chroniclers must send an Annual Report to the Kingdom Chronicler. This is to include:
- a. Proof of current membership. If your membership lapses or you do not supply proof of membership in time, you will be warned and given 30 days to set matters straight. Failing that, you will be suspended, and if not rectified, removed from office.
- b. Proof that you receive a copy of the Kingdom newsletter (The Æstel) at your place of residence. If you are not the subscribing member at your residence, this could be as simple as taping, photocopying, or scanning the mailing label of the newsletter received at your

residence to the Annual Report. Annual reports can be delivered via US Mail, email, or in person.

- c. What is the current subscription rate for your newsletter (if any), and how often is your newsletter published (i.e., \$8/year, 12 issues/year)? If it is free to all please state that as well.
- d. Indicate the number of newsletters you print/publish with each issuance.
- e. If your publication is an electronic newsletter, describe how it is disseminated, including the number of regular recipients.

The Annual Report may be delivered by email, US Mail, or delivered in person, no later than January 15<sup>th</sup>. Failure to submit the annual report may be cause for removal from office.

### **5. Additional requirements:**

Warranted chroniclers may be required to make other reports deemed necessary by the Kingdom Chronicler. They will be informed in writing either through the Kingdom Chronicler's column in ÆSTEL, or individually, of any additional required reports. All local chroniclers are to read all announcements from the Kingdom Chronicler that are published in the Kingdom newsletter for updates and information. Membership in the Yahoo Groups listserv is encouraged although not required.

### **6. Change of Officers:**

When one chronicler leaves and the office changes hands, the new chronicler and the local seneschal must send a letter to the Kingdom Chronicler requesting that the new chronicler be warranted and added to the official roster printed monthly on the ÆSTEL. This letter must include proof of current membership, all contact information for the new officer and proof that an ÆSTEL is received at their home. It is preferable that this letter also be signed or acknowledged by the outgoing chronicler, if any. These communications can occur either through the US Mail or via email.

Outgoing chroniclers are required to turn over all files, financial records, and supplies promptly and in good order.

### **7. Advertising in local publications:**

Recognized group SCA newsletters may, at the discretion of the chronicler and with the permission of the Kingdom Chronicler and Kingdom Exchequer, accept paid advertising for publication. This permission is dependent upon demonstration by the warranted local chronicler and the local 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, i.e. "Paid Advertisement".

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. 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 may accept advertising, 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.

## **II. THE ÆSTEL: THE NEWSLETTER OF THE KINGDOM OF ÆTHELMEARC**

### **1. General ÆSTEL Submission Guidelines:**

i) The deadline for all submissions is the 1st of the month prior to the publication month. Due to the date change for Pennsic, the Kingdom Chronicler reserves the right to change the deadline for the September issue (normally August 1<sup>st</sup>) to another date. Publication deadlines will be included in the Kingdom Calendar and on the Kingdom Website.

ii) The Kingdom Chronicler reserves the right to edit all copy.

## **2. Event Announcements: the specifics!**

i) Not all events need to be published in ÆSTEL. If official business (see paragraph II.E.) will not occur, publication in a local newsletter is sufficient to obtain insurance coverage.

ii) Complete event announcements will be listed in the newsletter at least the month preceding the month of the event (i.e. in the May issue for a June event), providing that it is submitted by the appropriate deadline. Event announcements will be a maximum of 750 words.

iii) Event information may be published earlier than this in the form of an Event Teaser. This will be limited to 250 words.

iv) Anyone who wishes to use more than the 250 words for the Event Teaser, 750 words for an Announcement, or additional months of coverage may purchase additional months or verbiage at the following rates per issue: \$40 for a 250-500 words, \$60 for 500-750 words, \$80 for 750-100 words. Payment must be received by the Kingdom Chronicler before the announcement/extra verbiage will be placed in the ÆSTEL. Purchasing this advertising space does not guarantee publication as it is on a space available basis. If the advertisement is not run, all monies will be returned.

v) Events at which official business will be conducted - such as courts, transfer of offices, and Crown or Coronet lists - must contain all of the following information:

1. Date (day, month and Common Era year).
2. The time of the event when the site (a) opens and (b) closes.
3. The name of the sponsoring group: if the group is incipient, the sponsor must be listed as well.
4. The location (name, street address, and city) of the site. If there is no street address, this must be stated clearly.
5. The name (both Society and real), address, and phone number of the autocrat. If there is a separate reservations clerk, include the reservations clerk's complete information as well.
6. (a) The statement, "Make checks payable to SCA Inc, <group name>" and (b) the cost of the event if there is a fee. The Non-member surcharge (NMS) must also be specified in the fee schedule. If there is no fee, it must be stated clearly.

### ***These are SCA, Inc. corporate requirements!***

Incomplete announcements may still be printed, but will be flagged as "Incomplete" and official business cannot occur at them if corrections are not made in time to be published before the event actually takes place.

vi) Announcements will be run only for those groups known to the Kingdom Seneschal and listed in the Regnum. An event run by an incipient group must be sponsored by an established group, and this sponsor must be stated in the event announcement.

vii) Events taking place outside Æthelmarc will be published only on a "space available" basis. Out-of-Kingdom announcements may be edited if space is limited. Out-of-Kingdom events may also purchase ad space. This may increase the likelihood that their event will be included.

viii) Demo Announcements are encouraged and will be published on a "space available" basis and should include all of the pertinent information that is found in event announcements.

ix) Official Known World Event Announcements will be published a minimum of one month if received by publication deadlines. Interkingdom Event announcements will be printed on a "space

available” basis and should include all of the required information, especially if official business will be occurring.

x) Submitting your event announcement: Use of the *Online Event Registration Form*, (OERF) resident on the Æthelmearc Kingdom website, is highly recommended. You may access it here: <http://www.aethelmearc.org/eventregistration/>. You may also submit your event announcement to the Kingdom Chronicler via email at [ae.chronicler@aethelmearc.org](mailto:ae.chronicler@aethelmearc.org). In order to have your event announcement appear in the official Kingdom Calendar in the Kingdom Newsletter, it must be submitted to the Kingdom Chronicler, or his/her designated deputy.

### III. OTHER ARTICLES, ART, AND PHOTOGRAPHS

1. The Kingdom Chronicler strongly encourages submission of articles, poetry, songs, opinion pieces, etc. for publication in the ÆSTEL. However, the primary goal of the newsletter is to disseminate event information and Kingdom Officer's reports to the Kingdom.
2. Cover art, interior art, and photographs are needed to make the ÆSTEL shine. Your submissions may come in the form of original artwork that may be scanned, or in electronic form. All photographs should be submitted in digital format (either color or black and white). Please contact the Kingdom Chronicler if you have any questions.
3. Anyone is welcome to submit lost and found lists, bans of marriage, and other announcements of general interest. They will be printed as space is available.
4. An annual *Arts and Sciences Issue*, a showcase of the talents in the arts and sciences of the subjects of Æthelmearc, shall be published as a special edition as finances permit. The Kingdom Chronicler will choose the Guest Editor (a “Pro Temp” deputy) for the A&S Issue and will instruct that person to work with the Kingdom A&S Officer to encourage and gather submissions.
5. Photographs: From time to time the Kingdom Chronicler will publish photographs from events around the Kingdom. As a general rule, you do not need a person’s permission to publish a photograph of them if the photograph was taken at a public event, such as an SCA event or demo. However, the photographers who submit their works to the ÆSTEL are strongly encouraged to seek permission (verbally, via email, etc.) whenever possible or feasible of individuals whose image they capture. Photographs of minors, however, will not be printed unless express permission (verbal, written, or email) from a parent or legal guardian has been obtained. If you do not wish your image to be printed in the ÆSTEL, please make photographers aware of your desire at the event and/or contact the Kingdom Chronicler. All possible means will be taken to respect your right for privacy.

### IV. ADVERTISEMENTS AND SPONSORSHIPS:

Formats, prices, and policy on publication of advertisements and sponsorships can be found in each issue of the ÆSTEL. Ads are run on a space-available basis, and no guarantees are made. A local SCA group may purchase a Sponsorship on a space available basis. The sponsoring group’s name will appear a minimum of 3 times in the issue as a header or footer with wording similar to: “This issue of ÆSTEL sponsored by the Shire of XXX”. Wording and placement are at the discretion of the Kingdom Chronicler.

### V. PROBLEMS

1. Delivery: If you do not receive a newsletter, contact the Kingdom Chronicler. If an appropriate amount of time has elapsed and you are a first class mail subscriber, a replacement copy will be mailed. If you are a third class mail subscriber we will work together to determine what has occurred. This may include your contacting the Registry in Milpitas to see if there is a problem with your membership. If you have moved, third class mail cannot be forwarded. If you know you are moving, the sooner you input your change of address with the Registry the better. Third class newsletters cannot be reissued for change of address. If there is a persistent problem with the postal service, please contact the Kingdom Chronicler and file a written complaint with your postmaster. You will need to send a copy of the complaint to the Kingdom Chronicler, who will work with you to ensure delivery of your newsletter.

2. Change of Address: If you have moved, you must send your change of address to the Registry in Milpitas. This office prints the newsletter mailing labels. Third class mail is not forwarded and there is generally a 2 month lapse between when you submit your change of address and when the corrected mailing labels enters the system because of lead times on the publication. So the sooner you submit your change of address to the SCA Office of the Registry the better. An online form is available at: <http://sca.org/members/registry.cgi>

3. If you have a complaint or concern about a local chronicler please talk to your chronicler first. If you are not satisfied with the outcome then you should communicate with your seneschal. If the outcome still needs attention, please feel free to contact the Kingdom Chronicler. S/he will contact the local chronicler and local seneschal and work with all of you to resolve any situation that may exist.

#### **VI: THE SYLVAN QUILL PRIZE: RECOGNITION OF EXCELLENCE FOR CHRONICLERS AND NEWSLETTER CONTRIBUTORS**

To recognize the excellence of our Kingdom's chroniclers and newsletter contributors, the Kingdom Chronicler has the special honor to select and announce the winners of the *Sylvan Quill Prize*. These winners will then be forwarded to the Society Chronicler in the appropriate categories as our Kingdom's nominees for the annual *Master William Blackfox Awards* to recognize excellence in the work of chroniclers and newsletter contributors throughout the Known World.