

MEDIA RELATIONS REPRESENTATIVE:

Policy: The kingdom will have a designated representative responsible for compliance to policies as delineated by the Deputy Society Seneschal for Media Relations. This person may or may not be an already-existing officer unless there are no suitable candidates for the office, in which case the duties of the office fall, by default, upon the office of the Kingdom Seneschal.

This person should possess knowledge of media operations either through real-world experience or education. When appointing this officer, the Kingdom Seneschal should route the candidate information to the Society Seneschal and Deputy Society Seneschal for Media Relations.

The Kingdom Media Relations Representative will be the official point of contact for any event with large press coverage, or incidents that may reflect poorly on the Kingdom of Æthelmearc or the Society for Creative Anachronism.

The Kingdom Media Relations Representative or a designated Deputy will attend events with known presence by major media organizations. Major media organizations are defined as network, or cable television with national distribution, nationally distributed print, and network, or satellite radio outlets with national distribution.

The Kingdom Media Relations Representative will be responsible for maintaining and distributing press-kit materials to local groups and individuals in order to provide a consistent product for media consumption.

The Kingdom Media Relations Representative will also work with local groups in the creation of their own, personalized media kits; providing resources and guidance to help ensure a successful media event.

Reporting. The Media Relations Representative will report to the Kingdom Seneschal and Society Deputy for Media Relations as follows:

Quarterly report of all media relations activity with reports due prior to the 1st of March, June, September and December.

Incident reports whenever there is an occurrence involving the image of the Society or the Kingdom.