

Middle Kingdom Media Relations Policies and Procedures

The Society of Creative Anachronism has set forth specific guidelines, policies, and procedures related to the interaction with modern media outlets. The policies created and enacted by the Society allow us to provide cohesive and professional responses to questions and requests for information related to our purpose, activities, and, if necessary, a position on relevant topics and events.

The Society and each of its subsidiary kingdoms have a media relations representative as deputy to the seneschal. Local groups may also create a media relations representative or those duties should be assumed by the group seneschal.

Anyone speaking on behalf of the Society as a member or group representative must follow the below guidelines:

- Maintain an image to the outside world that follows the criteria included in the Society guidelines that encourage portrayal to the modern world that reflects our goals, purposes, and achievement.
 - Clean-cut image
 - Professional style
 - Knowledge of the rules, purpose, and policies of the SCA
 - Skill at avoiding controversial or challenging issues
 - Public speaking skills
 - Use of terminology that is both meaningful and palatable to the public
 - Avoid use of specific terms
 - “mundane” - patronizing and insulting. Never use with media; use “modern” or “modern-era”
 - “boffer” - can be misconstrued. Use “youth combat”
 - Topics to avoid with media
 - Religion
 - Lewd behavior that can be construed as a form of sexual harassment
 - Alcohol making, preparation, studies, distribution, sale, etc.
 - Households
 - Groups that may participate within the SCA but are not affiliated with it and have different goals/norms (i.e., Tuchux)
- Refer to press-kit and rules for filming and photography
- Ensure that all reportable events are communicated to the Seneschallate as well as the Deputy Society Seneschal for Media Relations.
- Ensure that events projecting either attendance in excess of 2000 participants, or known attendance by major media organizations, are covered by the Kingdom-level media relations representative
- Report in a timely manner through appropriate supervisory channels
 - **Media contacts group for purpose of doing a news story, article, column, or media presentation**
 - **Group or event staff wish to publicize an event or activity in modern media venues**

- A story - positive or negative - regarding the SCA appears in a media outlet (print, television, radio)
- Unfortunate occurrences that might result in media coverage, such as
 - Severe Injury or fatality
 - Incident resulting in official law enforcement being summoned to an SCA activity
 - Negative news resulting in the organization being displayed in an unfortunate light - e.g. destruction of property, prominent member retained on criminal charges, etc.

If the media publication has the potential to be more than local, please have the media outlet contact the Kingdom Media Liaison for coordination.

Contact the Kingdom Media Liaison with questions, concerns, or for additional information.

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