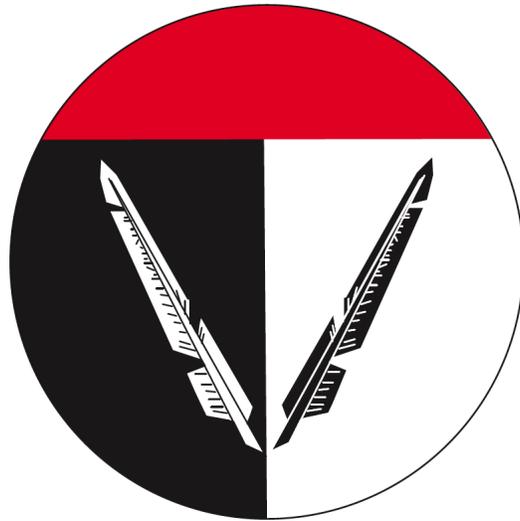


the society for creative anachronism

Kingdom of Northshield

Chronicler's Handbook



a.s. xlv (2010) edition

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information about this publication

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Being a Chronicler in Northshield

The Governing Documents of the SCA (Corpora) give a pretty sketchy outline of the duties of the local chronicler. The simplest explanation is that you are the editor and publisher of your local newsletter. You are the center for printed communications in your group. **You are responsible for collecting and distributing information** to your group in printed form. You should be available to assist with any form of printed material, though you are not required to do so.

The Society Chronicler's Policy defines a local or organizational newsletter as:

“...a 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 this purpose. Local chroniclers who are not warranted by the Kingdom Chronicler cannot use branch funds for the publication of the newsletter.”

Local groups, outside of Baronies, are not required to have a newsletter, but it's a good idea. A newsletter can be an excellent method for communication and for recording the history of your group. Baronies are required to publish a regular newsletter.

Being the local chronicler is an important job. Without a newsletter, miscommunication can become a desperate problem, regardless of the size of your group. The newsletter is a controlled environment in which information is released, decisions tabled and ideas expressed. Since you are the editor, you are responsible for ensuring that the contents are presented with the image of the Society in mind. Bias, prejudice and political

intrigue have no place in your newsletter. You may print editorials, but must handle them in a responsible manner (see the section on editorials). Your information comes from the members of your local group. If you cannot get along with those individuals, or if you publish information which is harmful or insulting to them, your sources will disappear. You need the support and trust of your readers to be successful as a chronicler. If you publish and collect information responsibly, with the needs of your entire group in mind, you can make the newsletter a valuable resource. It can be used to increase membership, resolve communication problems, educate and help your fellow gentles gain respect within the Society.

A well-written and well-executed newsletter represents a willingness to communicate among yourselves, even if you are having problems. Maintaining that sort of communication is your responsibility. That is the gist of your job.

Other Chroniclers

Besides local chroniclers, there are two other classifications of chroniclers in Northshield:

An **at-large chronicler** produces a newsletter for a special interest group, such as archery, dance or equestrian. There are also at-large chroniclers who produce newsletters for kingdom offices, such as the Heralds office and the MOAS office. Their funding is through an SCA account. These chroniclers report directly to the Kingdom Chronicler or an appointed deputy.

A **web minister** is the maintainer of the web site for a local SCA group. Web ministers report directly to the Kingdom Web Minister. The *Northshield Web Minister's Handbook* contains more information about the duties and requirements of this position.

Requirements of the Local Chronicler

By Corpora, chroniclers are required to:

- **Have a Sustaining, International, or Family membership** in the SCA, Inc.
- **Be warranted by the Kingdom Chronicler and the Crown.**
- **Print a statement of ownership and disclaimer** in every issue of your newsletter:
“This is the January 2010, 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 © 2010 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.”

You may add anything you wish before or after the disclaimer, but this form must be used for the disclaimer itself.

- **Report all monetary transactions to your exchequer on a regular basis.** Your exchequer can explain what you need to report. See “Funding” under *Important Legal Information* for more information.

GETTING WARRANTED

To become warranted, new chroniclers must do two things: First, fill out the on-line Change of Officer form. Second, download and print the paper Change of Officer form, have it signed by your group's officers, and send it to the Kingdom Chronicler. These forms can be found on the Northshield web site at www.northshield.org.

You should include a letter of introduction, and mention any previous officer or desktop publishing experience.

The Kingdom Chronicler will let you know of your acceptance or explain if there's a problem.

Your warrant will be listed on a roster which is signed by Their Majesties and the Kingdom Chronicler. The warrant roster normally is signed at or shortly after the start of each reign, and is effective until the end of that reign.

These requirements may change, so check with the Kingdom Chronicler for current requirements.

If you are leaving the office of chronicler, you need to contact the Kingdom Chronicler with your resignation. It is also a good idea to recommend your successor at this time, and be available to sign the Change of Officer form as the outgoing chronicler.

REQUIREMENTS TO MAINTAIN YOUR WARRANT

To remain warranted as a chronicler in the Kingdom of Northshield, you must:

- Meet the requirements of Corpora listed above.
- File domesday and quarterly reports as required by the Kingdom Chronicler. This can be done using the online reporting form on the Northshield web site. The due dates for these reports are announced in the *Northwatch* and posted on the Kingdom Chronicler's web page.
- Send a copy of each newsletter you produce to:
 - The Kingdom Seneschal
 - The Kingdom Chronicler
 - The Kingdom Archivist/Historian
 - Their Royal Majesties

- Their Royal Highnesses (*see below*)
- The Society Archivist (*see below*)

The last two are only required for Baronies, but it is suggested that all groups send copies to them.

The names and addresses of these people can be found in the front and back pages of the *Northwatch*, and on the Northshield web site. Be sure to check for changes regularly.

REMOVAL FROM OFFICE

You are not warranted by your local seneschal or anyone else in your group and cannot be removed from office by them for any reason. Still, their opinion does count and your higher officers will listen to them.

You may be permanently removed from office only by the Kingdom or Society Chronicler. Their Majesties may remove you from office for the duration of their reign, though this is extremely rare.

Below are some of the reasons why you could be removed from office. Note that this is not an exhaustive list.

- Failure to make proper financial reports. (See “Funds”)
- Repeated failure to send a copy of the newsletter to the Kingdom Chronicler and any others he or she may designate.
- Use of subscription funds for unauthorized or personal purposes. (See “Funds”)
- Use of copyrighted material without permission. (See “Copyright”)
- Failure to abide by the Society Chronicler’s Policies.
- Use of material which is in poor taste or otherwise objectionable. (See “The Chronicler as Editor”)
- Infringement of Kingdom Law.
- Politicizing of the office. (See “Editorials”)

The Local Newsletter

THE BARE NECESSITIES

The Corpora requirements for your newsletter's contents are as follows:

- Disclaimer
- Name of Newsletter
- Date of Newsletter
- A list of names (modern and SCA), addresses and phone numbers (area codes, too) of your local officers. Be sure to remind people to use modern names when mailing or phoning.

That is all that is *required*. However, that alone would be a bare newsletter. After all, your job is to print information. Your newsletter content should reflect the needs and abilities of your group. No set of guidelines for content is perfect for all groups. Use your judgement in regards to what else is needed in your newsletter.

FLESHING IT OUT

This list of newsletter content includes items traditionally found in Kingdom of Northshield newsletters. It is meant as an example, not as a requirement.

Calendar of Events — Local as well as Kingdom. Don't make a copy of the calendar from the *Northwatch* and simply paste it into your newsletter; the *Northwatch* is a copyrighted newsletter. However, the information from the *Northwatch* can be retyped. Some chroniclers also include anniversaries of historical events to make the calendar more interesting. You may wish to include birthdays of local folk as well. Many of these items are also available on the World Wide Web (see Appendix B, *Sources for Chroniclers*).

List of Local Meetings — The six basic questions in journalism are *who*, *what*, *when*, *where*, *why*, and *how*. Ask these questions when making a roster of meetings.

You may include guild meetings as well as business meetings, fighting practices and even household meetings if your local households wish.

You may wish to save space by including this information on your calendar. However, it could make your calendar two or more pages long. You can put this list on another page for reference.

Officer Letters — Officers often use the newsletter to dispense information and advice to the people of the group. By learning what the other officer's office descriptions are and learning about *their* jobs, you will learn what to ask for in their letters. When collecting letters, remember that not everyone knows how to write for publication. If your local officers do not turn in letters consistently, it could be that they have difficulty expressing what they are doing. Offer assistance and keep after them. Explain how the PR can help to attract interest in those activities. If need be, take the information verbally (at a business meeting, for instance) and write the letter yourself. Use caution when using information from e-mail lists. Taken out of context, some of these messages may portray a different message than the original poster intended. Always be certain to double check the information with them and have them approve the final draft. This is to avoid misinterpretation.

Local News — "Lord Tough Guy was made a knight at such and such event," "Lady Hossenpfeffer had another baby," "Lord Stick Jox has some rattan available," etc. You may wish to ask whether your group's chatelaine (if you have one) is willing to write this.

Mailing Lists — Generally, you are asked to provide the group members with a local mailing and phone list. Some local groups actually publish an annual membership directory. It is suggested that you publish one once a year and update it regularly. Keep a copy of the updated list to hand out to new members. Be certain that you do not

publish an address if the owner requests. Always get area codes. In today's fast paced, electronic world, you should also include members' e-mail addresses. Consider also those who have moved out of town and would still like to hear from their old group. In the computer age, it is exceptionally easy to keep an up-to-date data base of names and numbers and simply print the most recent list. Always date your information and check it against your chatelaine and seneschal's. (Your seneschal will love you for taking care of this difficult task. The information you keep goes into the seneschal's domesday report.)

Other News — Known World news, BoD decisions, etc. Remember not to copy information from original publications without permission. Always cite your sources.

Membership Forms — If your newsletter is large enough, it is a good idea to include an SCA membership form. This must be printed exactly as it is in the *Northwatch* and *Tournaments Illuminated*. (This is the only exception to the copyright rule.) You can find the current form on the SCA web site at www.sca.org. Do not reduce or alter this form in any way.

Articles — Historical essays, poems, stories.

Remember that the stated objective of the SCA, Inc. is education. The articles included in your newsletter help to meet this goal. If you have difficulty obtaining articles, here are some suggestions:

Old Research Papers — Almost everyone in the SCA has studied history at one time or another (no pun intended). Ask the members of your group for old research papers.

Patterns, Recipes, Filk Songs — Many people wish to be published, but are too modest to offer their own work. Look around. Ask everyone. If you have the resources and wish to publish articles, but have naught but a group of sword jocks who aren't interested in writing, collect "No

Sh—" stories and publish them "as told by..." Correspond with other newsletters and obtain permission to reprint articles. Some prominent members of the Society write general articles to publish in any newsletter. Always remember to get a release signed for publication of articles and artwork. (See the section on copyright, and the form in the back of this handbook.)

Editorials — No one requires you to allow editorials in your local newsletter. However, no responsible and effective newsletter refuses to print them. Still, they are tricky. Few people know how to write an editorial. Any editorial should be constructive and pertain to the group as a whole. Responsibly, you should not publish any editorial with malicious content aimed at one or a group of individuals, even if you (as the editor) agree with the content. Many times a gentle who feels disassociated or angry with a decision will write an editorial, thus leaving you the job of deciding whether or not to print it. See *Editing for Tone*.

Miscellaneous — Book and event reviews, quotes, gossip (not recommended), wedding invitations and so forth.

The disclaimer, newsletter name & date, and officers list are the backbone of your newsletter. If that is all you can afford to publish, that should be all that you publish. However, the more your group gets involved with the newsletter, the more support you will have for it.

Electronic Newsletters

The Society Chronicler's policies now allow local groups to publish their newsletters electronically. This can be in addition to, or instead of a printed version. However, you should consider making printed copies available to people who prefer it in that format.

If you produce your newsletter in both paper and electronic forms, you should contact the Royalty and Kingdom Officers and ask them which version they prefer to receive.

FORMAT

Electronic Publication Policy

1. The Office of the Chronicler is the recognized authority within the SCA for dealing with all issues of copyright in both print and electronic publications.
2. SCA-recognized newsletters that are distributed electronically (via e-mail or by posting to a web site) must adhere to the same standards for privacy and information security as SCA-recognized websites. Personal information must not be published in any SCA-recognized electronic newsletter without first gaining permission from the individuals involved. Permission must be received in writing (email is acceptable). Permission to electronically publish the contact information of an individual is in effect until that same individual revokes permission.

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

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

It is permissible to list just a person's Society name in connection with any office they hold without permission, i.e. - Group Seneschal, Lord Robert

the Volunteer"; as well as "role" email addresses such as Hchronicler@sca.org

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

You can publish an electronic newsletter in any format that is convenient for yourself and your readers, but it is suggested that you use PDF if possible. The reader program is available free for Windows, Macintosh, and Linux, and you can be reasonably certain that your PDF will look the same on everyone's computer. There are affordable "print to PDF" utility programs for Windows which allow you to create a PDF file from any program that can print; Macintosh OS X has this ability built in.

Although .DOC format may seem like a natural choice, it has problems. Not everyone owns a copy of Word, and other word processors don't always display .DOC files correctly. Furthermore, fonts are not stored in the .DOC file, so those headings you set in that beautiful Lombardic font might be displayed on someone else's computer in a bland or ugly default font.

Note that a web page is not a newsletter. If you make your newsletter available on your web site, it should be a downloadable file, not displayed as a web page.

SUBSCRIPTIONS

You cannot give your electronic newsletter for free if you are charging money for printed copies.

You must either charge money for both versions, or give both away for free.

You do not have to charge the same price for paper and electronic copies. The fees should be set so that both print and electronic subscribers pay a fair share of the expenses involved in publishing your newsletter (don't forget about such costs as mailing complimentary copies).

If you distribute your newsletter on a web site and are charging a subscription fee, you should ensure that it cannot be downloaded by non-subscribers.

Important Legal Information

Although the following information was researched from SCA and other resources, it is not necessarily SCA policy. Please always double-check any legal information.

COPYRIGHT LAW

It is strongly suggested that you study US and Canadian copyright law. It does pertain to not-for-profit publications. You can find guidelines in almost any style manual, in articles written for *Tournaments Illuminated* and in some of the sources listed in the Bibliography.

For one who has never dealt with copyright, the laws can be confusing and discouraging. To make it easier, follow these guidelines:

- Your file should contain a form for artists and authors to permit publication of a work. Use this form for all submissions except letters and regular columns. *Protect your contributors' rights.*
- If there are multiple contributors for a submission, you must have a permissions form from each one.
- Keep the permission form in a file with a copy of the issue(s) the work was used in. Provide information of prior publication in that issue of your newsletter.
- All articles and artwork belong to the creator, as do the rights to that work. Even when the permission form is signed, the creator can allow his or her work to be published elsewhere. You do not have the right to allow or disallow any other publication to use this material.
- Do not copy material from another publication for use in your newsletter. This includes material found on web sites, mailing lists, and other internet sources. **All previously published material is copyrighted, or assumed to be copyrighted, unless it is specifically stated otherwise.**

- Don't trace, modify, or "Photoshop" someone else's photo or artwork. This is referred to as a "derived work," and can't be used without the original artist's permission.
- Don't assume that a medieval work of art is public domain. The current owner may have legal rights over reproductions.
- There are books of copyright-free material, such as clip-art books. Many Dover books allow limited use of artwork. In fact, there are many sources available for copyright-free electronic clip art available today. Always check material you wish to use to be sure it is not copyrighted, and check to see if there is a limit on the use you can make without additional permission.
- There are other sources of copyright-free material, such as ftp sites on the Internet and the Associated Ancient Press. Many authors give what is called "blanket" permission to use their material. *There is still no definition of the legal bindings pertaining to network copyright. With electronic publishing becoming more common, however, this should change soon.* To be safe, try to track down the author and get written and signed permission to publish the material.
- If you have any doubts, don't publish it.

PHOTOGRAPHS

In addition to the issue of getting the photographer's permission to use a photograph on a website, there is the question of ability to use a person's image, as in a group photograph or large scene.

Before using any person's image on a website (or in a printed publication), you must have the permission of that person. It should be in writing, just as permission to publish a poem or drawing or article would be. The key is whether the person can be easily identified.

You should avoid printing photos or captions which may depict someone in a poor light,

exposing them to shame or ridicule. You also should not print photos taken in situations where one may have some expectation of privacy, such as in a hotel room, tent, or private encampment. If you're not sure, ask the people in the photo for permission to publish it.

POSTAL REGULATIONS

If you are mailing your newsletter, you must conform to current postal regulations. These include:

- The folded edge of pamphlets must be on the bottom of the addressing information.
- If you are not using envelopes, pamphlet style newsletters should be sealed closed with small stickers or tabs. As of this writing, a single tab in the center is required on an 8½×5½ pamphlet with the fold at the bottom. If the fold is at the top, you must tab the bottom and BOTH sides. Postal regulations change constantly. If you are not certain your format conforms to postal regulations, check with your local postmaster. They are generally very willing to offer assistance and advice.
- First-class mail going to Canada must be in an envelope, and will cost more to send than mail within the US. In some cases, the weight of the envelope may add to the postage.
- A first-class letter stamp covers material weighing up to one ounce. This would include a pamphlet containing five sheets of paper, mailed without an envelope. Newsletters weighing more than one ounce require additional postage; in 2006, a digest-size newsletter consisting of 6 to 11 sheets of paper requires a 63 cent stamp).

FUNDS

All monetary transactions must be reported to your exchequer on a regular basis. All funds pertaining to the chronicler's office must go through the group funds and must be accounted for by the exchequer. You may be a signatory

on the group account. This could make it easier to make purchases for the newsletter (printing, etc.). Still, you must provide the exchequer with receipts for purchases and have them approved by the exchequer. This rule applies to funds donated by the group in the form of subscriptions or other donations. *It is a very good idea to have a working relationship with your Exchequer.*

Of course, if you donate your services and materials (you copy the newsletter and mail it out at your own expense), then you have very little bookkeeping to do (except for tax purposes).

There has been a great deal of confusion about the financial reporting for local chroniclers. Your exchequer should be able to help you with this. All you really need to do is provide your exchequer with the number of subscriptions you have (if your funding is based on subscriptions) *after* your last issue before the report is due. Since your funds go through your group's account, the exchequer should have all other totals for your newsletter account. However, it is a good idea for you to keep track of your funds as well.

Financial Considerations

Publishing a newsletter is a great deal of fun. Like many fun things, it costs money. The following section contains information to make the financial end of your job less difficult.

FUNDING A NEWSLETTER

Unless your local group can take the full responsibility of funding their newsletter (an ideal and rare situation, but not unheard of), you are going to carry a good deal of the tab for the newsletter. Here are some suggestions to ease that burden.

DONATIONS

Your publication is an important source of information in your group. Most gentles are willing to help with that in mind. Remind your fellow gentles that their donations are tax deductible (for US residents). In very small groups (10-15), donations can fund a newsletter entirely. The larger you are, the more difficult it is to survive on donations alone.

SUBSCRIPTIONS

In a large group, you may find subscriptions are the best way to fund your newsletter. Many groups are reluctant to implement a subscription rate. One concern about subscriptions is that many people have difficulty managing the cost of the subscription in addition to their SCA membership. You might suggest to those people who can that they sponsor an individual, or pay extra on their subscription in order to cover the payment for others.

In case you run into arguments against a subscription, here are some advantages you can bring up:

- Subscriptions help you and your exchequer keep track of your funds more closely.
- Subscriptions help your group keep track of growth.

- Subscriptions allow a steady flow of funds for the newsletter and cut down on the amount of begging on the part of the chronicler, which generally makes you a more pleasant person to be around.

Here is a list of what you need to consider when implementing a subscription:

Number of Newsletters: You must always send a copy of your newsletter to the Kingdom Chronicler, The Kingdom Seneschal, The Kingdom Archivist, and Their Royal Majesties.

Baronies must also send copies of their newsletter to the Society Archivist and Their Royal Highnesses, and it is a good idea to include the Regional Deputy Kingdom Seneschal. It is suggested that other groups send copies to these people too.

It is suggested that you also exchange newsletters with other chroniclers and make extra copies to pass around to new members and to interested folk at demos. Remember these copies when figuring your costs.

Printing Costs: Figure the number of pages per issue (average). Multiply that by the number of issues printed per year. Multiply that number by the printing cost per page. This number is the average printing cost per year.

Mailing Costs: Figure the number of issues you mail out multiplied by the cost of postage.

ADVERTISING

In 2006, the Corporate Office of the SCA, Inc. decided to allow local newsletters to carry paid advertising, with certain restrictions. The following is a summary; details can be found the Society Chronicler's Policies, which can be found on the SCA web site at www.sca.org.

Before you can start accepting ads, you and your local exchequer must get permission from the Kingdom Chronicler and Kingdom Exchequer. You must demonstrate that you understand the policies regarding ads in local newsletters.

You should set a specific fee for each size of ad. The cost of an ad should be enough to pay the cost of printing and mailing the percentage of the issue that it occupies. For example, if your newsletter is usually 8 pages and it costs \$80 to print & mail it to everyone (including the copies for Royalty et al), the per-page cost is \$10, so you should charge more than \$5 for a half-page ad.

Advertisements must be clearly identifiable as ads. You should not accept any advertising which meets *any* of the following criteria:

- Ads promoting a negative image of the SCA
- Ads in questionable taste
- Ads for partisan politics or elections
- Ads which would not interest your readers
- Ads which advocate the breaking of civil, Kingdom, or SCA laws
- You feel is inappropriate for any reason

Commercial ads must be for products and services vital to the educational purposes of the Society, according to US Postal regulations. You must not accept political ads.

Advertising should be accepted on a space-available basis. If you do not print an ad, you must return the ad copy and refund the monies paid by that advertiser.

The income from advertising must be reported appropriately in your exchequer's reports.

SPONSORSHIP

You can accept donations from companies or individuals, and recognize them with a simple one or two line acknowledgment at the top or bottom of a page. This does not require permission from your Kingdom Officers.

For example:

This page is sponsored by
Billy Bob's Armoring, Anytown, USA
www.billybobs.com

You can also include a simple line stating: "*The <name of newsletter> gratefully acknowledges the support of <name of sponsor>.*"

CUTTING COSTS

Most fledgling newsletters have little money to work with. For those newsletters, it is suggested that you keep your content to the bare necessities. Information is important to any size group and is the main purpose of your newsletter. Therefore, reliable information is more important than the beauty and artistic content of your newsletter. Still there are many ways to control the costs and leave you space to add some extra items.

- Check with the members of your group to see if anyone has access to a copier, fast laser printer, or mimeograph machine. See if that person could and would be willing to run off copies.
- See if any group members would be willing to make copies at their own expense to give to their friends. Many households are willing to carry the cost for their members. Make sure you know who is getting the newsletter to avoid duplicate copies.
- Hand out newsletters at meetings rather than mailing them. Keep a list of those who collect copies at meetings.
- Publish only the bare necessities. Those can be fit onto one or two pages.
- Use a half-page rather than a full-page format. This economic move cuts your costs in half.

The Chronicler as Editor

The most common complaint your higher officers will hear when someone is upset with you is “But the chronicler is just supposed to correct grammar and spelling, right?”

This is not a correct assumption. You are to edit for grammar and spelling, but you are also to maintain the values of the Society through your publication. This means editing for tone, importance, and editorial content of material. These three elements can make or break newsletters and groups.

The newsletter is an important form of communication for your group. That makes it a tempting tool for politics and personal arguments. The following sections are designed to help you make editorial decisions regarding these elements.

EDITING FOR TONE

In the SCA, people supposedly go out of their way to be nice to one another. However, as in any social setting, a situation may arise where differing views will have individuals and groups slamming one another. Here is a fictional example of this occurring in publication. Imagine that the officer who wrote this letter is under a great deal of stress:

Greetings from your <officer>. My fellow officers have been giving me a lot of grief lately because I am not doing things the way they think I should. If you disagree with this, tell one of them. I think they are just over-reacting, as they do sometimes. I don't have the thingamabobs done because Bob said he would help me and never showed up.

The rest of the letter is inconsequential. The positive aspects of the newsletter were overshadowed by the tone set in that one letter. Intrigue is ugly in any form. It has no place in a publication that represents the Society. This

example implies defamation of character of those gentles it refers to. The recommended way to handle such a situation is to discuss it with the author (and with no one else). Point out the offensive portions of the piece and ask if they wish to change it. Present a less offensive version of the same letter. For example:

I have been told that some gentles are dissatisfied with my level of performance. If you have a suggestion for how I can improve my office, please speak to me.

If the author refuses to change the original wording, explain that you do not feel this is an appropriate representation of the courteous aspects of the SCA and that you do not wish to publish it. If there is still a problem at that point, call your Kingdom Chronicler and ask for help. You have the whole-hearted support of the Kingdom in matters such as this.

EDITING FOR CONTENT

A less sticky form of editing is content editing. This is the creation of a grammatically correct and readable article.

The first thing an editor learns is that most writers are sensitive about what they write. Some really don't mind having their work red-inked to death, but most want the original article changed as little as possible. Remember this when editing for content.

Many chroniclers are also writers in one form or another. Even if you do write better than your fellow gentles, that does not give you license to rewrite the poem your Baroness submitted. Most likely, she will not appreciate it.

Make changes only when the meaning of an article is obstructed by poor structure, poor wording, inaccuracy (always make certain the facts of an article or letter are correct); or make changes when unacceptable language is used or copyright is violated. Never change the author's original meaning.

Be careful not to interject your own comments in a letter or article. If you absolutely cannot resist, offset your comments in brackets or outside of the piece with an “– ed.” following them. Do not let someone else take the credit (or blame) for something you wrote.

It is strongly recommended that you check with the writer before publishing a letter or an article which has been extensively edited or rewritten. If you cannot do so in person, use the phone or email. Do not make significant changes without the author's approval.

EDITORIALS

There may come a time when a gentle in your group wishes to write an editorial. There may also come a time when you have the desire to do so yourself.

Before discussing the elements of an editorial and acceptable topics for editorials, there is something that is important for every chronicler to remember:

Stating “this is my opinion,” does not absolve any person from printing malicious, slanderous or libelous material. Items that specifically injure a person or group of people in or out of the SCA are not only unchivalrous and contrary to the goals and ideals of the SCA, they are illegal in the modern world. Do not print them.

While it is sad to have to write on such a subject in this manual, this sort of situation has arisen in the past. Please, act with courtesy in mind, and it will never happen again.

What is an Editorial?

An editorial is an article which states the opinion of the writer in the form of a specialized essay or argument. Editorials in the SCA should follow a particular form of reason.

1. Presentation of a problem.
2. Reasons the problem exists.
3. Proposed solutions to the problem.

Deciding Whether to Publish an Editorial

First, check to see that the above elements are there. The first two elements generally are. The last, however, tends to be forgotten in the vigor of an unhappy writer. Next, ask yourself the following questions:

- Is the problem significant to my group?
- Will the group benefit from the publication of this editorial?
- Is the language used in this editorial acceptable for this publication?
- Does this editorial conform to the ideals/goals of the SCA?
- Is the stated problem real?

If the answer to any of those questions is no, do not publish the editorial.

Examples of Acceptable Editorial Subjects:

Alcohol at events – pros and cons

Assisting at events – an attempt to get more help

Better period garb – why are so many gentles wearing tennis shoes?

Web Ministers

A web minister is the maintainer of a page or pages on the World Wide Web.

Web ministers should bear in mind that their site has the potential for reaching several thousand people. Thus, the page should reflect the goals and images of the SCA.

The web minister is required to include the following disclaimer on the web site:

“This is the recognized web site for the <group name and status> of the Society for Creative Anachronism, Inc. The maintainer of this page is <your name, with link to your e-mail address>. It is not a corporate publication of the Society for Creative Anachronism, Inc. and does not delineate SCA policies. In cases of conflict

with printed versions of material presented on this page or its links, the dispute will be decided in favor of the printed version.”

The web minister should make every effort to ensure that all links on the site are up-to-date.

Web ministers in Northshield are local officers, not deputies of the local chronicler. Their warrants are issued by the Kingdom Chronicler, and all reports are due as outlined in the local officer reporting schedule published in the *Northwatch* and on the Northshield web site.

To be considered for warrant in Northshield, the local web minister must follow guidelines set forth by Corpora and the *Northshield Web Ministers Handbook*.

A web site maintained by a warranted web minister will have an official link to it from the Kingdom of Northshield web page.

Due to changing technologies, policies regarding web sites, e-mail and electronic communications in general are in a constant state of change. Policy changes will be posted in the *Northwatch*, on the Northshield Chroniclers e-list, as well as communicated directly to local web Ministers.

Conclusion

As all things change, so do policies and procedures. By the time this handbook is approved and distributed, there will likely be more changes. Someday this handbook will be obsolete.

In order to stay abreast of things, you should attend meetings and read the *Northwatch* and any other correspondence your Kingdom Chronicler sends you. In order to improve things, you should also speak and write to these people.

Remember, communication is our business as chroniclers. We must communicate with each other.

A Guide to Newsletter Design

The main purpose of a newsletter is communication. Whether you are attempting to communicate internally-with current members of your organization-or externally-with persons who are potential members or who are in a position to help you-the newsletter must both catch and keep the reader's attention.

BE CONSISTENT

A newsletter is not a scrapbook. If you are receiving submissions from many different sources, edit them to make them more consistent. Every writer has their own style and preferred format. It is your job as chronicler to take this information from various sources and create one homogeneous publication from them. Try to use a well thought out layout for your information. Try to be consistent from issue to issue as to where the consistent information is placed. For example, if you print a calendar of events, your readers will find it easier if it is always on the same page each month.

Likewise, try to keep some consistency from one article to the next in each issue. Drastic changes in style can be disturbing to the reader. That is not to say that every page should look just like the next. In fact, subtle changes in key elements draw the readers attention to the article. This is most effectively done with headline treatments and carefully chosen art elements.

FORMAT

When deciding to publish a newsletter, you need to determine a format that will identify your newsletter. Once established, try to be consistent. This is the physical appearance of your newsletter—size of the finished pages, size and style of type fonts, width of columns and depth of the pages and many other factors.

Don't hesitate to take advantage of the experience of others when you are designing the layout of your newsletter. Every magazine, newspaper

and book can be a source of inspiration. Look at them closely, not the text, but glance at the way the pages “look and feel”. Look at how the columns, photos and sidebars are laid out, at how the heads and subheads are handled. Sketch out your ideas for your newsletter. Don't settle for the first design you come up with. Find something unique and attractive and most important—readable.

Many computer programs come complete with templates for newsletters and magazines. These can be a great help when you are starting out. But don't be afraid to change these templates. They are designed to be idea generators. Take the basic concept and make it uniquely your own!

SIZE

Most paper in the United States is based on 8½×11 inches. Variations on that size (5½×8½, 11×17) are the most economical. The most common ways of laying out and binding your newsletter will be:

- 17×11 double sided, folded in half to 8½×11, saddle stitched (stapled in the fold).
- 8½×11 double sided, folded in half to 5½×8½, saddle stitched.
- 8½×11 single sheets, double or single sided, stapled on the left margin (either a single staple in the upper left corner, or stapled down the side).

PAPER

There is no need to buy special paper for your newsletter. It will only add to the cost of printing and possibly the postage. You can use standard white 20# bond. A slightly heavier colored stock could be used for the cover if you decide that you don't want a self-cover. A heavier cover has a better chance of surviving its trip through the postal system's sorting equipment. However, the

added weight of the cover paper may add to your postage costs.

Also, be aware that all paper, like the wood it is made from, has a “grain.” Folding with the grain will give a crisper fold than folding across the grain. Unfortunately, most 8½×11 paper is grain long (the 11" dimension), which folds best in the 11" direction. Which ever direction your grain is, it is best to force a crisper fold using a wooden stick or pen barrel.

LAYOUT AND NEWSLETTER DESIGN

When planning the layout of your newsletter, keep your reader in mind. They use your newsletter as an information tool.

Make certain that the readability of your newsletter comes first. A fancy, artistic layout is of no benefit if nobody can follow it or it is difficult to read. If your newsletter is formatted on a standard 8½×11 page, consider using a multiple column page (like the one you are reading now). Shorter lines of text are much less tiresome on your eyes than longer ones. Also, make sure that the main portion of your page is either justified or left justified. Reading more than a few phrases in right justified or centered copy is difficult, and your readers may stop reading.

Try to keep your layout as consistent as possible from month to month. Your readers may look for certain items first each month, like a calendar of events, or a particular officer letter. If you place these items in the same relative position each month, your readers will thank you.

The key to good newsletter design is balance. Balance official reports with some lighter content. Offset the heavy text of your newsletter with some simple illustrations or artwork. As you read commercial magazines and publications, be observant of what the professionals do to help guide the reader through the story and from page to page.

TYPESETTING

The recent explosion of the personal computer market has drastically changed the chronicler's job. In years past, the newsletter would be typed, pasted up into page layouts, and then taken to a printer to be reproduced. Modern PCs make this technology obsolete. You can do the entire job yourself, for a considerably lower cost.

Your choice of computer software to create your newsletter will depend on your budget. Many times, your computer may come with some basic software. You can create some very interesting pages with some basic word processor software. Or you can use a page layout program like Microsoft Publisher, Pagemaker, InDesign or QuarkXPress. Whichever software you choose to use will give you many options on how your finished pages will look. Plus, there is an almost inexhaustible source for fonts and graphics available on the world wide web. Much of this software is in the public domain or very inexpensive shareware.

FONTS

While we are on the subject of fonts, please keep the section on consistency in mind. Just because you have a lot of fonts doesn't mean that you should use them all at once. A page with many fonts used on it is tiresome to read. This is one place where the KISS method applies. Simple, well thought out pages are much easier to read, and frankly, easier to create.

Serif fonts (with little “feet” on the letters) are usually easier to read for your body text. Most modern serif type styles are based on the Italian incised styles of the 15th and 16th centuries, as this is where the art of typography was born, and they created what they were familiar with. After many centuries of use, they still prove to be the best choice for most long documents. This document is an example of the use of a serif font.

Sans serif fonts (like in this paragraph) don't have “feet” on the letters. They're less readable in long blocks of text, so they aren't a good choice for whole paragraphs. They are, however, more

legible in short bursts than serif fonts, so they work well for headings and captions.

You can add interest and emphasis to your page by adding style variants such as **bold** and *italics*. Avoid using bold faces frequently, because it will look like you are shouting! Likewise, ALL CAPS IS HARD TO READ FOR MORE THAN A FEW WORDS.

Many online sources have fonts that you can download into your computer. There are also inexpensive specialty font collections available from many sources. Some of these suppliers also have some clip art collections which are great for use by SCA chroniclers.

Choose your type fonts with care. Try printing the same page out using different fonts to get the feel for how they look on paper. Fonts always look different on paper than they did on your computer screen. Pick what works and try to stay with it. Once your readers realize that this is your style, they will appreciate your work even more.

A FEW FONT DO'S AND DON'TS

Many of these ornate fonts work great for headings, but become very tiring to read large blocks of text. Blackletter fonts are a good example of this. Blackletter fonts should NEVER be used in all caps, as they become nearly illegible:

There are thousands of typefaces available to the graphic designer today. THERE ARE THOUSANDS OF TYPEFACES AVAILABLE TO THE GRAPHIC DESIGNER TODAY.

Script fonts should also be avoided for this same reason:

There are thousands of typefaces available to the graphic designer today. THERE ARE THOUSANDS OF TYPEFACES AVAILABLE TO THE GRAPHIC DESIGNER TODAY.

ADD SOME VARIETY TO YOUR PAGES

The playful addition of some novelty fonts can add just the right touch in certain situations.

American Uncial:

there are thousands of typefaces available to the graphic designer today.

Aunt Judy:

There are thousands of typefaces available to the graphic designer today.

Papyrus:

There are thousands of typefaces available to the graphic designer today.

Herculanum:

THERE ARE THOUSANDS OF TYPEFACES AVAILABLE TO THE GRAPHIC DESIGNER TODAY.

Duc de Berry:

There are thousands of typefaces available to the graphic designer today.

Lombardic:

There are thousands of typefaces available to the graphic designer today.

Christmas Card:

There are thousands of typefaces available to the graphic designer today.

REPRODUCTION

Your choice of reproduction methods for your newsletter will depend on several factors. How many do you need to print? How many pages are you printing? Small local groups often print their newsletters on the chronicler's inkjet or laser printer. This can be cost effective only in small quantities and puts a great deal of stress on the chronicler's equipment.

The most common reproduction method is the photocopier. Today's digital copiers produce amazing results. In fact, many printers are installing "production copiers" to supplement their more conventional printing presses. For shorter runs (20 to 1500), a production copier is an economical choice. Many of these modern digital copiers also have computer interfaces and function just like a network printer. Simply print to the copier and have it do your work for you. Commercial copy centers like Kinkos use this type of equipment, but they are also becoming common in many more traditional printing providers. Many of these suppliers can also economically print in full color. Check with your local sources to see what is available in your area.

HAVE FUN!

So you have this awesome responsibility to bring the official news to your group. That doesn't mean that you can't have fun while you do it. Spread out your work and have a collate, staple and mailing party. Talk about local events during your gathering and you have an instant editorial brainstorming session.

Finding the subject for your content is often the biggest challenge to local chroniclers. Let your readers tell you what they want to see. Then all you have to do is edit and reproduce it.

Appendices

SOURCES FOR CHRONICLERS

The **Associated Ancient Press** collects articles and artwork from original creators, obtains publications permissions and redistributes material for use in SCA newsletters:

<http://www.vanishedwood.org/taap/>

Stefan's Florilegium collects articles and artwork from various SCA sources for use in SCA newsletters; however, it's a good idea to contact the author directly just to be sure.

<http://www.florilegium.org/>

The **Kingdom Chronicler's web page** on the Northshield web site contains many forms you will need, as well as links for fonts, badge artwork, etc. to help you dress up your newsletter.

<http://www.northshield.org/>

The **Northshield Chroniclers e-mail list** is a forum for all chroniclers in Northshield. Information on joining can be found on the Kingdom Chronicler's web page.

The **SCA Web Ministers e-mail list** is a forum for all web ministers in the SCA. Information on joining can be found in the Resources section of the SCA web site.

<http://www.sca.org/>

The **Society Chronicler's Copyright Deputy** is meant to be a resource to chroniclers at all levels. Questions about copyright law can be sent to copyright@sca.org

Guide to Grammar and Style is a collection of notes and explanations about grammatical rules. It's intended mainly for students writing school papers, but can be useful if you're confused by *who* versus *whom*, *its* versus *it's*, etc.

<http://www.andromeda.rutgers.edu/~jlynch/Writing/>

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Permission to Publish Form

I, _____, being known in the Society for Creative Anachronism, Inc., (hereinafter referred to as 'SCA') as _____, do hereby grant permission for my (circle appropriate item(s): article/poem/picture/song/ _____).
entitled _____

to be used as follows (check all that apply; complete blanks where necessary):

Ownership by the publication titled _____
and all copyright granted to that publication (or to: Society for Creative Anachronism, Inc.),
which shall determine all future use of the item named above. (Check no other item.)

One-time publication in an issue of: _____

Publication in _____ no more than _____
times (this may be limited in time to printing within _____ years).

Performance at the event called: _____

Posting on the Web page for _____

*I recognize that persons unknown may link to this site or may use my work without my permission.
I shall hold the web page owner or manager harmless from such activity if proper notice appears on
the Web page, and I am immediately notified when the link or use is discovered.*

If I have checked one of the last four options, I retain all copyright in my work and may grant permission to any other publication or entity to use my work, or may withdraw permission if I choose. Any such withdrawal of permission shall be provided in writing.

I further certify that I am the sole creator of this work, and have not substantially based it upon the work of any other person. If others have contributed to this work, or if I have based this upon the work of any person, their names and addresses (or other contact information) and the name of the original work are:

Date:

Signature: _____

Address: _____

