

Increased Media Attention and Guidelines

In the past few years, the Society has been garnering increased media attention, some due to the efforts of the Society and Kingdom Press Officers, some through situations beyond our control. While that can be a positive thing, raising awareness of the Society's activities in the outside world, expanding our potential for educational outreach and enhancing the image of the Society as a whole, there is also a downside which will require extra vigilance from local groups. There are media sources which are more interested in sensationalist coverage than in portraying the organization in an accurate manner.

First, a caution to parents: there have been incidents where an individual has approached minors claiming to be a reporter wanting information on the organization, but refusing to speak with parents. When we contacted the media outlet whom the individual claimed to be representing, the media outlet had no reporters who had contacted us. They also assured us that they would not have approached minors without first talking to, and obtaining permission from, the parents. Please be on your guard for this ruse, especially in public settings.

Next, there has been an increased amount of attention from national/high end media, including magazines, professional and student filmmakers & documentarians, and reality TV shows. If any of these media outlets contact you, the contact should never be handled at the local level. Refer the contact immediately to your Kingdom Media Rep; it will most likely be handled at a Society level. Permission to film at any SCA function for anything other than personal viewing can only be obtained from the Corporate level. Permission requests go to the Society Seneschal, via the Society Press Office.

Additionally, permission to use the names, logos and insignia of the Society for Creative Anachronism, Inc. for any media venture must be obtained through the President of the SCA, via the Society Seneschal/Society Press Office. This includes the names and heraldry of Kingdoms, Baronies and local branches, as well as the Society as a whole.

Finally, a note about Internet video. Please let common sense prevail. Do not post any copyrighted material (video or audio) for which you do not hold the copyright without obtaining written permission from the copyright holder.

Thanks to everyone for their increased attention to these matters. If you have any questions, please contact the Society Press Office at media@sca.org.