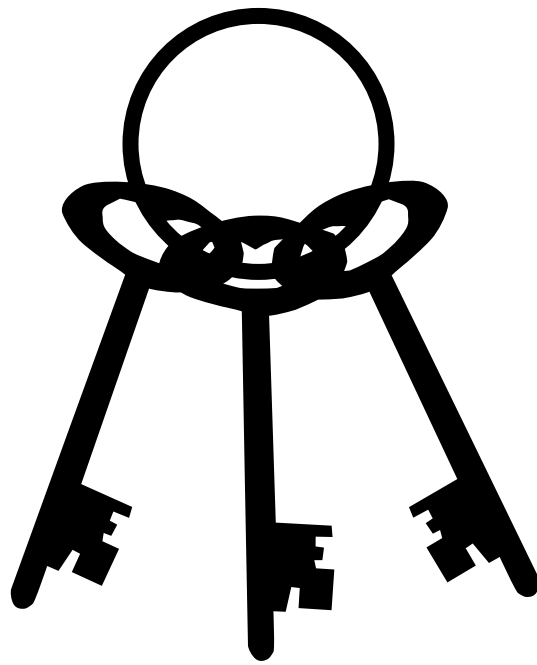


The **CHATELAINÉ'S HANDBOOK**



**A Resource for Chatelaines, Castellans & Hospitallers
in the Kingdom of An Tir**

Edited by Ekatarina Borisovna Kievskaja
Kingdom Chatelaine, 2000-2004

This is a compendium of useful ideas and plans for being a greeter of newcomers, handler of media and designer of demos extraordinaire.

Many people have contributed to this handbook - knowingly and unknowingly. Contributors include, but are not limited to:

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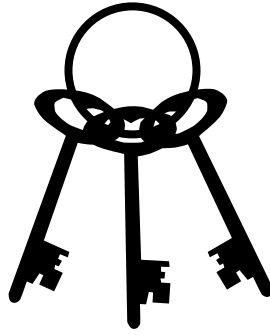


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INTRODUCTION

So you are the new Chatelaine – now what? In my opinion you have one of the hardest jobs there is. The following is a guide to help you in your office. It is a collection of good suggestions and recommendations to follow. It is based on nearly three hundred years of individual experience spanning this Kingdom, its Principalities and five other Kingdoms of the Known World. The contributors have been Branch, Principality and Kingdom Chatelaines. The handbook is designed to help you along because the job of the Chatelaine is composed of many parts: welcome wagon, font of knowledge (both Society and historical), Public Relations officer, and friendly face of the SCA.

Remember that there are many “right ways” to do this job. You do what works for you and your group. In the end, all that counts is that you are presenting the Society we love, our Kingdom and the history of the time period in a manner that is accurate and positive. Additionally, if you help any newcomer to become an active member of the Society – you’ve done your job!

Ekatarina Borisovna Kievskaja



RUNNING YOUR OFFICE

Records and files should be kept in reasonable orderly fashion. Some of us are not naturally neat or organized, but if nothing else, have one file box or a set of folders where you can store your Chatelaine paperwork. Getting and staying organized is a necessity, not just for you but for your successor and their successor. Some of the copies you need to keep are:

- quarterly reports you send to Kingdom and/or Principality
- monthly branch reports
- all correspondence you send/receive under the auspices of your office
- any press releases you send out
- all publicity you have sent out

If there is other equipment that goes along with your office, try to store it all in one location. This is not always possible, but it does make things easier to find. Definitely make sure that you know what belongs to the office and what belongs to you personally - and this should apply to everyone living in your house.

If you use a lot of personal items regularly for demos, think about donating the items to the office, or making duplicates that can belong to the office. At the same time, don’t get into the habit of using equipment or supplies that belong to the office or the branch as if it’s your own. There is inevitable wear and tear on everything, and it costs money and/or time to replace things. If there’s a lot of equipment that goes along with your office, make up an inventory and give a copy to your Seneschal and your Stores officer (if applicable).



REPORTING

This is the least favourite chore of many officers, but it must be done. Without reports from you, the Principality and Kingdom officers cannot know what the state of the office is in your branch, or even the state of your branch. Even an officer's report that says, "I have nothing to report this period" is still a report (although it's not recommended that this be sent repeatedly). No report means that your superior must spend time tracking you or your seneschal down to determine the status of your office. To make the job of reporting simpler, there is an outline at the end of this section that lists what you should be reporting. In most cases email reports or reports done in Word and sent as attachments are fine; however, check with your superior to see what their requirements are.

Another reason to report is that you are sending reports up to a single gathering point. A detailed report is a great benefit to the Principality, Kingdom, and Society. As an example, if a group is having a problem in one corner of the Kingdom and another group has solved said problem, the receiving officer can look at the success as well as the reasons for it and pass the tried and true solutions onto the group with problems.

Report Outline

- Date of reporting period
- SCA name
- Modern name
- Full mundane contact information
- Membership number and expiry date
- SCA branch, sponsoring branch if applicable, region or principality
- Modern location of branch (city, state/province)
- Approximate number of inquiry contacts - telephone, mail, email. Did anyone show up to dance or were they all "just asking"?
- Activities in the branch including feasts, Ithras, camping events, and practices with significant newcomer participation or newcomer activities
- Demos - who, what, where; approximate number of participants, money received. A more detailed demo report should be submitted separately if it was a significant demo. (If no demos during the reporting period, an entry of "Demos - none" is fine.)
- Use of Gold Key, Iron Key, Feast Key or other group loaner material
- Any media contact - who, what, where, why. Copies of print or web articles should be included. Copies of audio or video are not required but an outline of the article should be included.
- Any other office activities - newcomer nights, sales of Knowne World Handbooks, fund raising for Gold Key, Gold Key repair "stitch 'n' bitch" night, etc.
- Any problems you have had - "second generationers", freaky media, freaky people in the park calling the cops on you, questions about demos, weapons laws, legal issues, getting the branch interested in helping you, getting money for office supplies or anything else that has been an issue or is a concern.
- Any solutions you have found for a problem. Even if you solved it without outside help, let your superior know. The same problem may have popped up elsewhere and *you* have the perfect answer.
- Great successes or fabulous failures. Part of the "chain of information" is to help other branches avoid mistakes and to spread good ideas. Did newcomer nights work for you? Have you come across strange issues regarding the use of parks for dance? Tell us how your job has been going - we really want to know. Really. That's why we took the job.



ATTENDING MEETINGS

You should make every effort to attend officer meetings and/or Council. Being at meetings lets you hear what other officers are doing, as well as what the branch is working on. You need to keep yourself informed about the SCA and your branch in order to do your job well.

You also should be present to report to your branch and its officers about what is happening in your office. You are responsible for all publicity in your branch. You should keep track of who is autocrafting events and what kind of publicity they are planning for those events, if any. Technically, only the Seneschal, in conjunction with the Chatelaine, will have a blanket authorization to represent the SCA or the branch to the public. If you attend meetings regularly, you will probably know who is attending events. As well, many branches have their own requirements for officer attendance at meetings, so it would be a good idea to check with your Seneschal to see what is required of you in that regard.

If your branch holds a lot of events, you may not be able to attend everything. It is strongly recommended that you have a minimum of one deputy who can act in your stead at both events and meetings that you are unable to attend.

If new people tend to come to certain regular activities in your branch (dance or fight practice, Arts and Sciences), make a point of either attending these activities or sending a deputy.

It's best if **you** can make the first approach to new people. Go up and introduce yourself, and ask if they have questions. Make sure they understand that answering questions and helping them out is what you do. If you are not that outgoing by nature, make sure that others in your branch understand that they can bring their friends or acquaintances over to be introduced, so you can take it from there.



LEAVING OFFICE

When it comes time for you to leave the office, you need to fill out and sign the top section of the Job Acceptance/Change of Officer form (An Tir 14), and put your successor's name on the appropriate line. The form can be found on the An Tir Forms page at <http://www.antir.sca.org/Pubs/forms/> under the Administrative section. As well, make sure you pass on all files and other equipment that belongs to the office.

It's best if you can plan your resignation well in advance and train a deputy to succeed you. This will allow the transition of office to take place smoothly. It will also give you the time to make sure the files are in order and up to date, and that you've tracked down all of the equipment that may have migrated to various parts of your house. It is your duty to pass on the files and the basic equipment necessary to do the job. Do this as soon as possible after leaving office.



NEW PEOPLE: EDUCATION AND INTEGRATION

Educating new members is a very important job, and one that often gets ignored or down played. One of the authors of this handbook has repeated many a time: “Chatelaine problems don’t stay Chatelaine problems – they grow up and become Marshallate problems, Constable problems, Chirurgion problems, Seneschal problems, and if they’re bad enough, legal problems.”

Of course, you can’t be held responsible for every member who goes off the rails later on in their SCA career. But a newcomer who is well-educated about the Society will know what to expect and what is expected of them. A newcomer who is given incorrect information or the wrong guidance can become a nuisance for everyone to deal with.

The first step in the process is to educate yourself. You should maintain a library of SCA and Kingdom of An Tir materials. The former Kingdom Seneschal of An Tir, Baron Mikill-Olafr Bjarnarsson said, “I caution those who would ‘quote’ kingdom laws to someone from memory. I would rather you review them and show them, thus improving everyone’s understanding. A lot of what people will say is ‘REQUIRED’, or absolutely ‘not allowed’, simply ain’t so.”

Find out what the laws and Corpora actually say, and don’t rely on someone else’s interpretation or your own memory and interpretation. Your job, first and foremost, is to represent the SCA both accurately and favourably. Accuracy comes first in that equation.

Those of us who have been in the SCA for more than ten years may have absorbed things through osmosis or from talking to our friends and just kind of being around, but it’s likely that we overestimate how much can be learned through osmosis as opposed to being taught in a more formal manner. We can grossly overestimate the wonderfulness of learning things this way. Most of what we really need to know to enjoy an event can be taught and the basic concepts of chivalry and honour can be explained. What fealty means to an individual or why a certain action was or was not chivalrous may be experienced and dealt with in different ways.

Despite the fact that a good number of us who are in the SCA are well organized, the SCA is not, on the whole, as well organized as many of the individuals who contribute to the running of it.

Nobody will change the basic structure of the SCA or make the whole organization become a neat, efficiently run machine (and if anyone ever did, most of us would leave). But if you have a choice between structure and chaos, the structure approach will most often be the better choice for the new members you’re trying to reach.



GENERAL GUIDELINES

It’s not easy to give hard and fast rules about dealing with new members, because every branch is different. What works in a small shire with 40 members will not work in a barony with 500 or more players. But there are some general principles that work everywhere.

1. Make people feel welcome. Above all, don’t judge anyone on first impressions. Some very odd-looking people will come and ask for information.
2. Try to be sure every new member has at least the basic information: forms of address, garb, feast gear, what to expect at an event.
3. Enlist the help of others in your branch. You can’t be all things to all people; an important part of your job is knowing who to send the newcomer to when they want to make their first piece of garb or learn how to make armour.
4. Be encouraging, not discouraging.

There are two main ways people find the SCA: they come on their own, or their friends introduce them or tell them about it. When you see a new face at a meeting, practice, or event:

- Quietly ask around to see if a friend brought them in or if they came in on their own. If they came with a member, have the member introduce you. If they came on their own, introduce yourself. Thank them for coming.
- Make sure they're actually looking for the Society. It has happened that someone is looking for the pottery club and stumbles into our meeting and events. Sometimes they will get interested and join – and sometimes they just want the pottery club.
- If they are in the right place, take them aside, give them a contact sheet, and tell them what we're about. Put people at ease. Make sure they know that they can't ask a stupid question, we can only give a stupid answer. Above all remember that **everyone** was new once.

It is often a good idea to ask them what they have heard about us, or what they think the SCA is about. This allows you to correct any misconceptions, as well as allowing you to know what their interests are.

Try to be positive and encouraging with new people. If they make an effort, praise it, even if it's wrong headed. Some things should be discouraged of course. Give people the basics about time frame, personas, the arts, fighting styles, how we put on feasts, what a tourney is, and so on.

- ✗ DON'T overload them with information.
- ✗ DON'T tell them SCA "in-stories".
- ✓ DO send them to your local experts if they are interested in certain subjects. Even better, take them over and introduce them to your expert yourself.
- ✓ DO use correct forms of Society address.

It's a good policy to have officers and members of the group come over and introduce themselves, particularly the more impressive officers or members, i.e., the Seneschal, the Baron and Baroness, the Marshall (if the new person is interested in fighting).

Always try to get the names and phone numbers of new people. Even if they don't come out to activities right away, keep them informed of events, practices, and so on. If they don't come back, you might contact them to find out why.

If your group heads for coffee, beer, or pizza after practice or the meeting, extend the invitation to the new person.



MINORS

Follow the steps previously mentioned, but ask the minor to give a copy of any information to their parents/legal guardian. If a minor refuses to put you in touch with their parents, you might consider calling them yourself. They may not be telling their parents where they are, or they may be giving their parents a line about what kind of activities we do. The parents may have a false impression of what we are all about.

It could be that the teen is simply too lazy, or wants to establish an independent identity, so they just forget or neglect to pass info on to their parents. Remember that minors need to have their parents' permission to do most things in the Society. If the minor does not get that permission, we can be placed in a position of liability. Mundane laws apply and we cannot allow ourselves to become a local party hangout, or to be perceived locally as the teen party hangout or local chapter of the weirdo D&D Satanist medieval biker club, which some teens may want to let their parents think we are.

If you or anyone else gives minors a ride to events, make sure you get in touch with the group Seneschal and the parents to ensure you have all the appropriate paperwork signed and with the minor before you leave. Waivers needed:

Those attending with their parents on site:

- the SCA Minor Waiver (Minor's Consent to Participate and Hold Harmless Agreement, (An Tir 05))
- minors attending events in British Columbia also need the NSCA Minor Event Waiver, found at http://www.nasca.bc.ca/waivers/NSCA_Minor_Event.pdf

Minors attending events **without** their parent or legal guardian:

- SCA Minor Waiver
- NSCA Minor Waiver (if event is in BC)
- Medical Authorization for Minors (An Tir 04)

If you are unsure as to what waivers are required for minors, ask your Seneschal. All minor waivers can be found on the An Tir Forms site at <http://www.antir.sca.org/Pubs/forms/>

If you are taking anyone else's minor across an international border, you must get a letter signed by the parent or legal guardian giving you, personally (using your legal name), permission to take that child, by legal name, across the border. If people in your branch transport other people's children to events, convey all of this information to the parents. Remember that anyone under the age of majority is still considered a child by law, so they may be old enough to fight but young enough to need a minor waiver. Again, check with your Seneschal if you are unsure as to the age of majority (i.e., in British Columbia it is 19, but in Washington and Oregon it is 18.)

It's not usually difficult to gain the trust of parents and to take kids to events. When a minor attends an event alone, make sure you or another responsible adult know what time they are supposed to be home, supposed to check in, and so on. If you are transporting the teen, it's extremely important that you get this information, since you, as the adult, could be held to blame if the minor fails to do what he or she was told or gets into trouble.



THE NEW PERSON'S FIRST EVENT

Contact your new people before their first event to be sure they have everything they'll need: garb, feast gear, basic camping gear if needed. Make sure they have directions to the site, and that they understand about site fees, the non-member surcharge (if applicable) and other basics.

If a major event is coming up in your area, and you have more than one or two newcomers in your group, it's a good idea to have a responsible, experienced member assigned to the new person or people. If possible, introduce them before the event and get the experienced member to give them some guidance about what to expect and what's expected of them, such as (but not limited to):

- don't walk through the eric/list field
- bow to the thrones (if applicable), even if they are empty
- smoke in designated areas only (moderns are taught that anywhere "outside" is okay and our smoking rules will be new to them)
- don't take too much in the buffet line/pace yourself at feasts
- remember to use forsooth language
- hide mundanities
- move your vehicle to the designated area as soon as possible

Even if you can't assign a formal escort or mentor for the event, ask your deputies or others to keep an eye on the new folks if you are unable to do it yourself.

At camping events, it's a good idea to let new people camp with or near you, or with or near an assigned mentor. It can provide the newcomers with a sense of security and a sense of belonging.

During the event, check on the new people. As the first person that many new people meet or get to know, you may also find that you need to be a crisis line. If something happens to the new person at an event, you may be the one they come to (better they should do that than quit and never tell why!). New people could be upset by thoughtless remarks that experienced members may make about their garb or their behaviour ("That song is not period", "That fabric is not appropriate" quack quack woof woof, etc.).

Sometimes the new person is being too touchy, and you need to smooth their feathers and explain why the person spoke to them as they did. But sometimes, you need to find out who said it and see if you can run interference. Sometimes there is a genuine problem, such as someone deliberately hitting on or picking on a new person for whatever reason. Talk to the experienced person (ideally with diplomacy) and remind them that WE were all new once and to cut the newcomer a little social slack.

As the person responsible for the education and integration of new members, you will naturally be the person they turn to if they need help in an unfamiliar situation. You will also be the only familiar face for some of them for their first event or even for the first few events. If you do your job right, new folks will find their own friends and interests and move on. As a former Kingdom Chatelaine was told at their first demo; "People are attracted to the SCA for the fighting, the costumes, the pageantry. They stay for the people." People come into the SCA for all sorts of reasons. They will only stay if they find friends here that can pave the way for them, but you can't be a friend to every new person, and you can't make them find friends; however, you can help them find their way and give them the confidence to make their own place in our society.



FINDING NEW BRANCH MEMBERS

In a small branch, the Chatelaine has it fairly easy. You get a few phone calls now and then, and you talk to people at meetings and events. As a branch gets larger, it becomes more fragmented. You have to work harder to keep people informed about upcoming events and activities. As well, you also get people bringing new people into the group without introducing them to the SCA as a whole, or making sure the branch knows about them. This can be quite a nuisance. You will get people who have been attending household activities for months, but who are clueless about basic SCA knowledge and protocol.

It becomes a problem when you have really large households, or households that have their own agendas that are not completely in line with the SCA as a whole. Some people or groups recruit newcomers to support their own cause, whatever it is. And they will deliberately not cooperate with the Chatelaine or Officers (Marshal, Seneschal, etc.). This can be a serious concern, as there is no way to force people to bring their friends to meetings or to introduce them to officers.

In all cases, actively discourage new players from joining any households for at least one year. They need time to gain an understanding of what the Society, the area, and the local group are all about. This time will allow them to realize the effect of joining a household (conflicting fealties is just one example), and to see what the options are. All people joining any form of gathering are looking for acceptance. One idea that you might consider is creating a Chatelaine-sponsored household. It would involve temporary memberships, perhaps a year long. It could provide focused guidance to ensure that new members acquired garb, feast gear, and other necessary equipment, learned the basics to survive and enjoy the SCA, and a firm safe base of operations to venture out from. It would provide an alternative to having newcomers rush to join households, only to be disappointed, or worse.



DEPUTIES

Deputies can take a lot of the work load off of your shoulders. They are responsible to you and should follow your direction and leadership. One of the most valuable deputies to have is a Demo Coordinator. They do the leg and logistic work for staging demos.

If there are too many activities in your branch for you to attend all of them, you need deputies. Find someone who attends that practice or meeting and who is responsible and relatively experienced. Recruit them as a deputy – even if it's only for that one activity. (There is no limit to the number of deputies you can have.)

New people may not know that your office exists to help them or even that it exists at all – and if you don't know there are new people coming in, you can't help them. Have your deputies greet new faces and introduce them to the various activities or sponsor "Newcomer Workshops." Ensure your deputies are collecting contact information for the newcomers they are talking to and that the information gets to you or your deputy in charge of contacting said newcomers.



NEWCOMER WORKSHOPS

Larger branches often cannot provide one-on-one guidance for new members. This is where the newcomer's workshop comes in. These workshops can take many forms. You might make it an all day event with formal classes. Maybe you (or your deputy) will teach it yourself at a half-day session. Maybe a mini-Ithra with a potluck, guest teachers from different aspects of the Society (recruit officers and peers) with a revel in the evening for all members. Or you might want to incorporate a newcomer education segment into one of your regular activities or practices.

One branch held what they termed "Ambush the Newcomer Night" at dance practice. They were getting so many new people out for that one regular activity that they decided it was better to catch them there than try to entice them to a separate session. So they held classes for newcomers off to the side.

Some very large branches find that so many new people slip through the net that players can be in for a year or two and still not understand fundamental things about the Society. These people may not come to a Newcomers Workshop because they do not think they are new. One approach is to call it SCA 101 so that people who aren't new can come without feeling embarrassed.

When you decide on a workshop, think about the format. Do you want it to be an evening activity, a weeknight, or a weekend night? How about a half day? Morning or afternoon? Full day? That probably means Saturday or Sunday. Should you combine it with a meal or a tavern? Doing so can often provide new exposure to an event atmosphere. Do you have enough people to teach separate classes, or do you want to import them from other branches? Do you want to teach the whole session yourself?

There are no fixed guidelines for what works best. You know your branch and you need to find out what will work best for the newcomers in your area.

If you use other people as instructors, be sure you can rely on them. They need to show up on time and they need to be able to relay information in ways that are interesting and informative. Some people possess a great deal of knowledge but cannot convey what they know in an effective manner. Or they might be able to teach more advanced Ithra classes but are awful with new people. Teaching is a skill that not everyone possesses.

For some sessions it can be best not to have a lot of experienced players at your newcomer's classes. Some experienced players, especially if there are more than one or two, will regale the newcomers with their favourite "No S***, there I was" stories, or start talking politics. This may not be what your

newcomers need or want to hear and it can quickly lead to information overload. You want to have some control over how the session is going.

Having one or two assistants in the room may help you remember things and give you some confidence in teaching the session. You can also ask them to give you a critique of how you can improve for next time. If you are an experienced teacher or instructor or have the services of one, you might be able to wing it and have it go fine, but in most cases you're better off writing an outline of what you want to say. Handouts are a good thing as well – it gives the newcomer something to take away and refer to later.

Divide things into general topics: Garb, Forms of Address, Events, Royalty, etc. Keep each section to the point. Don't get too detailed about any one topic, you are only providing basics.

For some people, lecture notes help them remember what they wanted to say when their mind has gone blank. For others, lecture notes keep them from babbling or from getting off topic. Almost all good public speakers use some form of notes. At the same time, don't write an essay and then read it word for word. Nothing is more deadly, or more boring. Keep it light, but don't let things degenerate into a storytelling session or a gabfest. A few stories will make things interesting for your audience, but keep in mind that this session is for the newcomers.



KEEPING TRACK OF THE FRINGE

Once a branch has more than 30 or so members, there will be the core group who attend all the meetings who talk to each other and know what's going on, and there will be people who are not in that circle. In very large branches, there may be more than one core, and many fringe groups.

This is a typical pattern. But for those who are outside that inner circle, it can appear deliberate and very frustrating. As the person responsible for welcoming and educating new members, you need to push yourself out of your comfort zone to introduce yourself to these people.

If your group doesn't have a newsletter or an informative website, encourage the group to start one. If you need to, type up a list of upcoming events yourself and send it to interested people. If there's no newsletter, or your newsletter doesn't come out often, you and your deputies may need to call people to keep them up to date. Branch email lists are also a good way to keep informed, so if the newcomer has email you may wish to encourage them to subscribe to the local list if one exists.

As a rule, don't add a new person's name to your permanent list until they've been to at least one or two full-scale events and a few meetings. At the same time, you will find that some people are only interested in certain activities and may have no interest in events. They still belong on the list. They should be kept informed of what's going on. If people show interest, at a demo or by calling you, don't assume you have a new member until they actually show up in garb at least once.

You need to balance the need to keep people in touch with the amount of effort it takes for the payoff you receive. If people don't come out to anything after you've called them 3 or 4 times, drop them from your list.

The reality is that the SCA is not for everyone. The idea appeals to many people, but they may have other priorities that take precedence. Some people want the research and historical aspect but not the socializing. Others assumed we were a role-playing group and are disappointed to find we're not. For some, we're too strictly historical and not fantasy-based enough. For others we're not historical enough. New members either join with friends, have friends already in the Society, or they make friends in the organization. If this does not happen, they will not stay. There's nothing you can do, as an officer, to change that. And there's nothing you can do to force that process to take place. All you can do is introduce new members to people, provide information and resources, and create opportunities for them to learn. You can't make them make friends or make anyone fit in; all you can do is open the door and show them around. The rest is up to them.



POLITICS AND IN-JOKES

As we are social beings, we gather in groups. And when you have a group of social beings you will have some form of politics. All SCA groups are affected for good or bad by politics. Nothing drives new people away like ugly politics. As Chatelaine, you must be aware of the politics but still portray the Society in a favourable light for all newcomers and guests.

If your group is having problems, leave the politics at home when you speak to the public or new members. Don't say anything nasty or uncomplimentary about anyone else in the Society, either in the local group or in the Kingdom.

On the other hand, don't treat new members like imbecile children either. If there are political things happening in your group or your area, and the newcomers are likely to be interacting with people on different sides of a dispute, then you need to tell them that these things are going on. Do it in as neutral a manner as you can, i.e., "You should be aware that there are some tensions between this group and that group. You don't need to get involved or take sides." Don't give them details, don't give them names except to outline which general group is involved (if geographical descriptions don't work).

As an officer, especially in this office, you always wear your officer's hat. Whatever you say can have much more authority than what others say. Use your authority wisely and with common sense.

If you absolutely cannot be neutral about a situation or a person, then you have to be honest enough to say, "I'm sorry, but I am not capable of discussing this in a neutral manner." If a newcomer wishes or should have more information, try to locate a neutral person to give them a brief summary.



SLANG

When you talk to newcomers or the public, do not use slang. We use misleading, inauthentic and non-historical words to describe ourselves and the game in our conversations, promotional material, web sites etc. As a Chatelaine, never use slang terms like: Heavies, Lights, Hard/Soft Suit to describe our combat. The reasons for this are simple. In the time period we recreate they did not describe troops as "Heavies" or "Lights". These are war gaming terms which leads to confusion and mislabeling. (i.e.: a new person watched a fight practice where there was a majority of "large" fighters and wished to participate. They inquired to the Chatelaine "I weigh 170 lbs. Am I a light?")

Also, other Kingdoms use the term "Light" to describe rapier fighters. The term to describe these endeavours should be Armoured or Combat Archery, Rapier or Fencing. Also terms like "Far Speaker, Dragon, Gollum, Troll, Smalls, or Naked" etc. should not be used. You can use good Latin terms that are authentic and leave no doubt in of what you are talking about like Telephone, even Anglo-Saxon is useful - car (a four wheeled cart), or computer or "out of garb" or even a real medieval word like "children".



FLIRTING

Aspects of socializing in the SCA, especially including flirting, “cloved fruit”, and bedwarming are alien concepts to the modern people that first appear at our activities. Some will be instantly drawn to them, including some undesirables, and some will be quite shocked at these behaviours. While we don’t need to treat the flirting activities like a super-secret club, neither do we want to scare off the newcomers so that they never come back, and even worse, tell all their modern friends about this x-rated medieval group that they encountered.

There have been incidents where experienced members have, through ignorance, attempted to flirt with newcomers, and the newcomers have either misinterpreted the meaning of the flirtation or worse, been intimidated by the attempt and then either made a serious complaint after the fact or disappeared from the Society.

As a chatelaine it would be advisable that you minimize the exposure that newcomers have to these habits, or, failing that, provide adequate warning or education. If you choose to educate, it should be emphasized that this is only one small part of the Society and they are not required to participate in flirting activity should it make them uncomfortable in any way. Everyone, regardless of gender, needs to know that it’s okay to say “no”.



SPEAKING TO NEWCOMERS AND GUESTS

Avoid certain jokes or terminology that others might find offensive when speaking to the public or to new members. Sheep jokes may be funny in the right context, but bestiality is not something most of us find amusing or pleasant. The word “mundane” will sound insulting or demeaning to a mundane who understands what it means: ordinary or boring. Try using the word “moderns” instead when referring to mundanes.

For those of us in the SCA, the word “naked” means “not in garb”; to a modern it has a totally different meaning. Think about how words, phrases or conversations will come across to someone else. Imagine the straitlaced conservative parents of a 14 year old girl – they don’t want her to get involved in a group that rides around in dragons naked, while talking on their portable farspeaker hoping to download their gollum, and get to heavy practice before they pick up magic rods for their wands of light and not run over any smalls.

If people are interested in the SCA, it’s best to gently steer them to activities such as: A&S nights, dance practices, fighter/rapier/archery practice etc. Try to avoid steering them to group meetings or Council right away. They can be boring for newcomers, have too much jargon and slang, and can show us in a bad light if there is a contentious issue being discussed.

However, don’t scare newer people by making negative comments (i.e., Council is boring, it’s so political) about business meetings. Even if you find it boring, making such comments to newcomers can create an ongoing negative impression of business meetings that might prevent them from attending such meetings even when they are ready to start volunteering.



PUBLICITY

The Chatelaine is the branch officer responsible for publicity. Most times, misrepresentation is done with the best of intentions. For example, if you write that SCA feasts are usually potluck, this sounds great. But if someone shows up with 6 kids and a potluck dish only to discover that they must pay \$15 a head for a feast ticket, they won't be too happy. For this reason, all promotional material such as handouts or pamphlets must be approved by your Seneschal and the Kingdom/Principality Chatelaine. They need to make sure that what you've written won't put the SCA or the branch in a position of legal liability it can't handle.

Not all events can be or should be open to the public, but you cannot turn away inquisitive people. Make sure you and your branch understand this. Demos are designed to showcase the SCA to the public. If you have a practice in a park or public place consider it a semi-demonstration. You don't have to be there, as the main focus is the practice, but make sure there is contact information and at least one person who can field questions without interfering with the practice.

You must be prepared to deliver whatever you put in advertising. A publicly placed ad becomes a contract of sorts. If you say that there will be entertainment, you'd better entertain folks. An SCA tourney, which is different from a demo fight, may not be very entertaining to some people. If you invite the public, are you prepared to have an MC explain everything that is going on in the lists or at the feast? If you do, is this going to disrupt the atmosphere you're trying to create for the SCA?

If your branch runs an event that combines a public demo with an event consider the legalities. If you don't make this distinction, consider the ramifications of having people who have not signed waivers and who don't understand our customs about not touching other people's belongings or entering pavilions uninvited, staying on-site and getting drunk, etc. Some people may not understand that our combat is chivalric and requires skill and training. Mixing the public with certain types of events may expose us to liability we're not prepared for. On the other hand, mixing the public in a controlled fashion allows information to be given about the Society. As an example, an option would be to provide guided tours with knowledgeable guides that show the public what our hobby is all about. It provides security and makes for a more effective demo.

Many SCA events may be confusing, boring or even scary for a modern. Sheep jokes, cloved fruit or heated political discussions may turn people off of the SCA. This is not the effect we want to have whether we want to attract new members or merely keep a good name in the community.

A demo is a place where we're on display and we know it. We can put our best foot forward for a given period of time and represent ourselves and the SCA in a favourable light. But when we want to party, we don't necessarily want to be on display.

The need to advertise the SCA goes beyond simply informing the media whenever there is a demo or an event open to the general public (i.e., an event people can attend without donning garb). While many of our members come to the SCA because of a friend telling them about it, that method is short of scope. It may fail to reach out to many people who might be interested in what we do, and it fails to reach past members who may have lost touch with the SCA. There is a need to cover other avenues to reach these people.

- Libraries: Almost every public library maintains a list of organizations in their area – usually you can have the SCA included in that list for free. Make sure that our organization is cross-indexed under both the Society for Creative Anachronism, SCA, Historical/Living History. Keep all contact info current.
- Chamber of Commerce.
- Local or Regional Recreation commissions.
- Parks Boards.
- Arts Councils.
- Club Listings: try talking to the recreation reporter or editor at your local newspaper for ideas.

- Posters at target businesses: Another way to attract members is to display posters about the SCA at selected businesses. The posters need to be eye-catching while also creating a good impression of the Society. Some good types of stores for posting these are bookstores, game stores, sporting goods stores, etc. In addition, some public buildings may allow a long-term poster display.
- Demos: We all know that demos are one of the best ways of attracting people to the Society. A well advertised demo will do better than one that is not well advertised. A demo which truthfully and accurately portrays the Society will help us in numerous ways.
- Practices and Events in public spaces: It acts as a demo but the focus is the event/practice. Recruiting is the secondary effect if interested parties show up.
- Yellow Page Ads: Some branches have chosen to pay for Yellow Page Ads in the local telephone books. This can be a good way of advertising, but is usually expensive. Depending on the telephone company, you may not have to pay for the ad, but they require that you have a special commercial phone line.

Avoid creating negative publicity. This ranges from not having naked figures or what may be perceived as demonic symbols on the covers of your newsletter to not answering the question "Are you in a play?" with a smart-ass answer like, "No, we're in a cult." It only takes seconds to undo years of hard work.

If we are careful and creative in the ways in which we advertise, the Society will grow at all levels. As mentioned before, there is a downside if we fail to teach new people the courtesies, history, and traditions of our Society, while proper introduction to the game with good publicity will cause increases in membership and have a potentially positive impact on the Society in general.

People and what they have to offer are the strength of this organization. When a new person finds their niche and discovers the things they enjoy doing from the vast potpourri in the Current Middle Ages, the Society is enriched. Any new person could become King, Queen, Knight, Master Archers, Queen's Champion of Rapier Combat, Laurel, Pelican, etc. Each new person has the potential to add something special and unique from which each of us may benefit. That person can't come to us if they don't know where we are or that we exist.



THE MEDIA

The modern media is not just for demos. We have the advantage of being very photogenic and offering a wide range of program activities. We can sell our activities and people for dedicated sections of the press: e.g. armoured combat as a martial art for the sports section, the culinary guild as medieval cooking classes for the food section, costuming for the lifestyle section, older members' experiences for the "Prime of Life" section, a teenager's experiences for the "Teen Beat" section, and so on.

- Identify what you have to offer and who in the media might be interested in covering that aspect of what we do.
- Make sure all media contact is coordinated through your office and the Seneschal's.
- Try to have regular activities included in the section of the paper that lists meetings – this is often a free public service.

It is also very important to remember that Media are paid to bring back the story that sells. Human interest pieces can indeed be a nice appetizer for them but they are always trained to "look for a hook". A "hook" is a significant angle to any ordinary piece of journalism that makes it not so ordinary anymore. If reporters are at your demo for the nice innocuous "about town" section of the news and a "juicier" story erupts while they're there, you can be sure that **that** is what will be presented in the broadcast/publication. It is the chatelaine's responsibility to minimize "hooks" when media are present. If possible, discreetly steer them away from controversial people and potential situations. In short, control the environment as much as you can.



DEMOS

At demos your number one priority is to sell the SCA as good guys – as a valid historical research and re-enactment organization as well as how we play a role as solid members of the community. Your second priority is not to misrepresent the SCA. This is most often done with good intention.

Demos fall under the jurisdiction of the Chatelaine. Anyone doing demos, discussing them, setting them up, or planning them needs to talk to the Chatelaine and Seneschal. The only people with a blanket authorization to represent the SCA are the Chatelaine and Seneschal. Everyone else, even the autocrat of an event, should discuss ideas for publicity with either or both officers.

All demos should be brought before the branch and be approved BEFORE you commit.

ALL demos are legal SCA events and they must be registered with at least the seneschal. Otherwise, individuals doing demos are PERSONALLY liable for anything that goes wrong. If there is going to be any of the Society Martial Arts demonstrated then those activities must follow the appropriate Marshallate rules.

If you are approached to do a demo:

- Get details: where, when, size of audience, how long, what they expect.
- DO NOT COMMIT when first approached. "I'll get back to you" is the magic phrase - even if it's just you, you need to check your calendar and make sure you can do it. Nothing is worse than committing to a huge fighting demo only to have all of the group's fighters at a war.
- Make sure you or somebody DOES get back to them, even to say no. It is very bad form to never call back – it leaves a negative impression.
- The worst thing you can do is commit to a demo, and then have to cancel at the very last minute or fail to show. Remember, no publicity at all is better than bad publicity!
- Always try to gear the demo to the people you have and their areas of expertise, or vice versa.

Why We Do Demos

1. Education
2. Publicity
3. Service to the community

Well Run Demos Have the Effects of

1. Dispelling myths (we are not a cult, D&D weirdoes, Satanists, etc.). By dispelling myths we can:
 - attract new members
 - create an opportunity for the public to find us for future demos
 - create a potential source of revenue for the group
2. Education – the SCA is a research and educational group. By this we:
 - raise awareness of the history, culture and customs of the Middle Ages and Renaissance
 - bring history to life
 - dispel myths about the Middle Ages
 - educate the public about the SCA
3. Service – gives credibility and promotes acceptance of SCA in the community. By this we can:
 - provide something other groups cannot – entertainment, education, living history
 - increase goodwill within the community

Who Does Demos

- members of the group with stage presence; not afraid to talk to people, be observed, be seen in “funny” clothes or strange situation
- people with knowledge of history (500-1600 AD)
- people with experience in the SCA
- people with a skill they can demonstrate: fully armoured/rapier fighting, dance, music, juggling, drama, arts/crafts
- people willing to admit they don’t know but who are willing to learn. (Note: creative faking is not part of the job description)

Where and When We Do Demos

- Educational Institutions
- Service club functions
- Public gatherings and celebrations such as fairs, festivals, and outdoor markets
- Malls, parks, other public spaces

Demos can be educational and entertaining, or just entertaining. Even when performing an entertainment demo, try to be as authentic as possible. Use correct forms of speech, speak forsoothly, and if the group you are entertaining has royalty, treat them as you would SCA royalty. (If the grade 8 class has named Tommy the “King”, then for the next hour he is your King too.)

The Four Main Types of Demos

EDUCATIONAL/LECTURE

These can be done for schools, colleges or other groups (Guides, Scouts) or service clubs.

These may be used as a highlight or climax of a specific project or a section of curriculum. When you are contacted to do an educational demo you need to find out:

- WHY they want us (if it is appropriate)
- WHAT we are expected to illustrate, i.e., inform students of areas not normally covered in the segment by discussing details of everyday life, activities and part of the Middle Ages, or focus on a particular writer, battle, topic, political figure, etc.

When doing these types of demos always wear garb and bring materials that will convey what you are discussing (i.e., if they want to talk about armour, bring some armour with you)

Make sure everyone involved has at least a few things to say about the topic. The demo can range from a large scale endeavour to a single guest lecturer. While guest speakers quite often talk about their persona in the third person during a lecture, if you do have someone who can perform “in persona”, it might be an idea.

“Minimum Demo Persona” standards for this kind of demo must always be higher than other demo styles.

Duration: This form of demo can be for an hour, or several hours, or for days or weeks - it depends on the curriculum, the subject to be discussed, and the availability of participants.

Remember, we are not there to push the SCA, we are acting as a living source of first hand knowledge. If the job is done well, it reflects well on the SCA and will have long-term benefits for us. Always bring some contact brochures with you, but only give them out if asked for contact information. Give them to the teacher in charge who can then distribute the information to interested students.

SHOWCASE

This is a combination of education and entertainment done at educational institutes, public events, service groups, it has a mix of education and entertainment depending on the audience.

If it is for an educational institute you might do a few fights, dance demonstration and then have a question and answer period, giving a fifty-fifty ratio for performance to question and answer.

At a street fair you might give an explanation of who and what we are, explain the rules of fighting, have some fights, explain the dances, etc.

These showcase all aspects of the SCA: fighting/fencing, archery, music, dance, other dramatic arts or performance skills, arts and sciences (both displays and performance of a craft, such as spinning), and heraldic displays. In certain circumstance they can be combined with a Display demo.

HACK AND SLASH

These are purely for entertainment. Generally they are performed at "medieval banquets", part of theatrical performances, gallery opening etc. Its the SCA version of what they do at the Excalibar Casino.

Try to be as authentic as possible. Do not misrepresent the SCA and what we believe and stand for – no slavery, prostitution, or illegal activities.

These demos can be a great source of income for the group, but be sure to ALWAYS given them their money's worth. If a group is being paid \$1,800.00 and shows up with two fighters and four dancers, does a performance for thirty minutes and leaves, it is unlikely that the sponsor will call your branch again and may in fact generate negative publicity for you.

A lot of the time these are done for community service groups and businesses. Keep in mind who is asking for the demo when you set your prices. A local community centre may not be able to pay a lot of cash, but may offer other things in trade such as feeding the troupe or giving gift certificates to local businesses. A national oil manufacturer who wants a complete "Knights of the Round Table" feast should be charged more.

Have contact material available and distribute if it is asked for.

Sometimes theatre groups will use the SCA for battle scenes. Treat it as any form of demo.

DISPLAY

These are generally come in two forms - active and static.

"Static" would be like a window display, or photo gallery. They can showcase artwork, photos, armour, garb, needlework, etc. Make sure you check with the provider of the display as to what kind of security measures are in place and whether or not your items would be insured under their policy should something happen to them.

"Active" would encompass a table at a fall fair, in a mall, hobby show, clubs day, welcome week at college (can be combined with Showcase demo). The emphasis of this demo is on talking with the public, answering questions, etc. You need people who can concisely and accurately answer any and all questions, and who will represent the SCA well.

You may need to fit your display into a theme: clubs, hobbies, crafts, etc. but you can use this to promote the SCA.

Create a balanced display. Attractive items can be things we have made or that are made in the SCA (armour, scrolls, embroidery etc.) Historical books, SCA publications, photo albums, video (if you have a VCR and TV on location) – all can be put on the display table. Always ensure you have lots of contact brochures.

Dealing With the Public at Demos

Performing demos can result in new members seeking out the local group. If a group isn't gaining new members, the first inclination is to blame the Chatelaine. **Remember: recruiting is not the Chatelaine's responsibility. It is the responsibility of everyone in the group.**

Attracting new members is a cumulative effect of long-term exposure and good public relations – no demo can counteract a bad attitude or bad publicity. Only time and a lot of hard work can reverse this.

New members can come from personal contacts (friends of a person who already plays), but a good number of newcomers come in off the street, so to speak. Remember a demo is the public face of the SCA. New members come from openness, friendliness, and an accepting attitude. This effort is diminished if you're polite to a member of the public, then turn around and are rude to a group member. That is noticed. If we can put on a good public face and show we have a good time with each other, that's attractive and appealing.

Demos may be a modern person's first exposure to the SCA, or may be the contact point for someone who's been looking for us. It is always important to have promotional literature with you any time you know you'll be in public.

Creating Opportunities for Demos

Any SCA activity in the public can become a mini-demo. Fighter practice and dance practice are the big two when they are held in public spaces. (Parks, parking lots, "common areas" in student union buildings etc.) Any place that is open and has some form of either foot or vehicle traffic flow is likely to attract a few people who stop to watch and ask questions.

Be prepared for this. Make sure a willing regular participant at the practice has brochures with contact info. If you get lots of exposure, make it a custom to attend as often as possible, and if you can't do it, find someone who can attend who can talk to people and answer questions effectively.

You should always be prepared to deal with the public, and if your group is not prepared (too much interruption, distraction, too embarrassed, no members who can or should talk to public) then you should consider moving the practice to a less public area. It creates quite a negative impression if the people who are fighting or dancing ignore interested people.

Remember, no PR is better than bad PR.

Some groups go out in garb after meetings, during events, on pub crawls for a group dinner at restaurants, etc. This is also be a mini-demo: remind the participants to represent the SCA accurately and favourably.

One thing you can impress on everyone is that any time you're in garb, you represent the SCA. That includes the times when you stop for gas or drop by the grocery store on the way to an event. Ask them to always be polite, and to answer questions in a straightforward manner - don't be flippant. Example Question: Are you in a play? Answer: No, we're in a cult. That kind of reply is not acceptable. One of the contributors of this handbook saw this exchange at a hotel event. What can that couple possibly think of us now?

Words

Never use the word "medieval" when you start talking to the public. Some people hear "mid-evil". Yes, some of them will. Start out talking about the Middle Ages or Middle Ages and Renaissance - once they are thinking history then you can use "medieval" and they'll get it.

Avoid using SCA jargon and slang (see earlier points) such as Eric, Chatelaine, Chirurgeon, Seneschal, dragon, farspeaker, smalls, mundanes, Shire, Principality, Barony. Here are some alternatives to our commonly used terms:

Eric – roped off area, combat area, combat ring. The proper term is the Lists.

Seneschal – Chapter President

Exchequer – Treasurer

Chirurgeon – Medic/First Aid Attendant

Marshall – Coach, Referee

Chatelaine – Public Relations Officer

Shire, Barony – local chapter, local branch

Principality or Kingdom – regional group/branch

Remember that the word "mundane" is offensive to some – it means boring in the modern world – use "modern", "21st century", or "public". Also, talking about the "real world" implies things about what we consider real or imaginary, so it is advisable to avoid that phrase.

Conduct

Try to be as authentic as possible in dress and appearance (including armour). Borrow something if you have to. Don't wear fantasy stuff. If it needs repair try to get it fixed before the demo. Think about details: shoes, hair, headdresses, hats.

If you can point out the garb you're wearing in a manuscript or the armour on the field as being copied from a museum piece it lends credence that we are a historical research group and not a D&D playing Satanist cult. Even better you can bring a book with the illustration to point out similarities.

Use SCA names and titles, but only those you are entitled to. Don't use all your titles, or try to explain them all - it can be confusing.

Be polite and courteous. Even if a member of the public acts like a jerk, don't get into an argument. If this happens, try to disengage firmly but politely, i.e., "it seems we have differing points of view on this." If they won't give up you can pass them off to someone else who can deal with them differently. It could be that in this case you are not the person who is best suited to dealing with them.

You'll get the same questions over and over. Be patient, stay polite, and don't be sarcastic or rude. You may have heard it a million times, but remember it's new to them. And the public, even children, can surprise you. Don't assume you have a secret monopoly on knowledge of the Middle Ages just because you belong to this club.

If you are doing a display or are in between performances:

- Keep modern items out of sight: personal items like purses, backpacks, and modern clothing can be hidden under a table or in a tourney chest. This helps with the atmosphere and lends some security to the items.
- Don't put fast food containers (i.e., pop cans) in plain sight.
- If you have to eat, try to eat medieval looking food: bread, cheese, fruit, dried fruits and nuts, and try to eat from period plates and drink from period containers, i.e., transfer your pop from the can to a tankard.
- If you have no choice and have to eat fast food in modern containers, try to move out of sight if at all possible.
- Don't put personal items like purses, laptop computers, pop cans, etc., on display tables
- Try to use period chairs, or cover modern ones. The same goes for tables – a few table cloths or large pieces of fabric can go a long way.
- Don't crowd around the display tables, let the public in.
- Don't get too involved in personal conversations; you are there to talk to the public, not hang with your friends.

When you participate in a demo, you're there to talk, to answer questions, and to be on show. The participants are there to represent the Society. Be clear in your mind what's historical and what's SCA, what is part of the demo as public relations or theatre, and what's part of our game.

At Showcase or Hack 'n' Slash demos the children, teachers, and members of the crowd may assume titles or some of us may be asked to act as "Royalty" or to assume titles reserved in the SCA like Knight. Remember that it's their decision – it is lending atmosphere to the occasion and it does not impact on our game. Be polite and respectful to their "Royalty" and treat them as you would our own Royalty.

Religion and Demos

It is best to keep any form of religion out of a demo. Although religion was a major part of the historical context of the SCA (500-1600 AD) this might offend some, or give a false impression of the SCA.

Although they are allowed in the Society, clerical personas (nuns, monks) should be left at home. This is not a slight against the person, or their personal religion, but some members of the public may take offense to having religious figures being impersonated.

Try to avoid religious symbols, although a case can be made for wearing crosses as historically authentic if you can show them a painting or manuscript where it is being worn.

Be discreet; don't wear pagan symbols as some see them as Satanist. This is not a slight against pagans but we are dealing with the public. While Paganism has been growing steadily in the past couple of decades, there are many who are still ignorant of the religion and mistakenly associate it with Satanism. A demo is not the appropriate time to attempt to correct those misconceptions. At the same time we don't want to come across as either too Christian or as anti-Christian, both attitudes will scare some people away. The best overall policy is to stay religiously neutral.

If you are asked about religion and the role it plays in the SCA, you can quote from the SCA policy on religion non-interference:

Governing and Policy Decision #6: F. Policy on Religion

Having no wish to recreate the religious conflicts of the period under study, the Society shall neither establish nor prohibit any system of belief among its members. No one shall perform any religious or magical ceremony at a Society event (or in association with the name of the Society) in such a way as to imply that the ceremony is authorized, sponsored, or promulgated by the Society or to force anyone at a Society event, by direct or indirect pressure, to observe or join the ceremony. However, this provision is in no way intended to discourage the study of historical belief systems and their effects on the development of Western culture.

Except as provided herein, neither the Society nor any member acting in its name or that of any of its parts shall interfere with any person's lawful ceremonies, nor shall any member discriminate against another upon grounds related to either's system of belief.

The best definition I've heard of the rule is: Do what you want when it comes to religion, but don't claim it's official, and don't shove it in someone's face.

Money

We are a non-profit group. This doesn't mean we should make no money – it means no individual can profit from what we do. We do have to make money for the mundane running of the branch, Principality, Kingdom and Society. Many schools will offer you an honourarium; such donations are quite acceptable. However, educational demos for schools and groups such as Scouts and Guides should always be done for free unless **they** insist otherwise. When you are looking at a large entertainment demo for a dinner or publicity thing, then you can start asking for a donation or have a set of established fees. Make sure what you give is worth what you get!

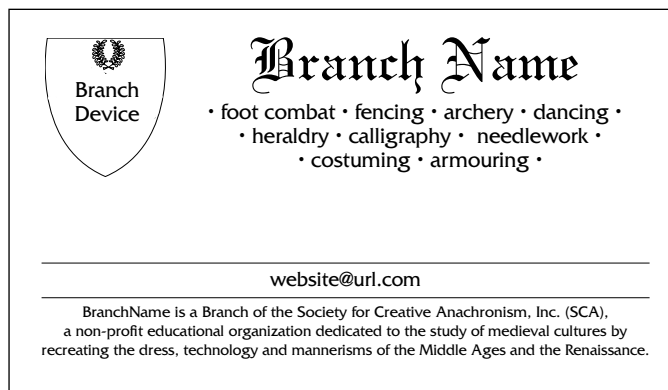


PROMOTIONAL MATERIAL

There are many forms of material you can use:

Business Cards

- small, easy to carry and easy to hand out
- small orders can be cheaper in the short run, but while large orders require a larger initial cash outlay it is usually more cost-effective in the long run
- any information you put on the card should be unlikely to change; you may think that you'll be in the Chatelaine position for years, but if you're not you could leave your branch stuck with hundreds or thousands of cards with your name and phone number
- Many groups have cards with the branch name, a brief list of activities and space for a contact name and number to be written on the front or back. Example:



Brochures

- all brochures must be sent to the Kingdom Chatelaine for review
- any literature used in the Branch for promotion must be cleared with the Branch Chatelaine and the Branch Seneschal
- remember to make the brochure as accurate for your group as possible. When brochures make promises that the branch cannot keep, or makes the Society look better than we ever could possibly be, it does us all a disservice. This is usually done out of enthusiasm, and possibly ignorance, but it's still a pitfall.
- brochures/handouts doesn't need to go into every detail of the Society
- on any promotional material: put your SCA name only, or SCA and modern name, telephone number email/website. Don't put your street address, for security reasons. If you only put your SCA name, you'll know immediately if it's an SCA call by who they ask for.

Sign-up Sheets

These can be hit or miss item. Some people will sign up for anything – they don't see it as a commitment. Sign-up lists can only be as good as your follow-up. If you are not prepared to call of those names, it's a waste of time for them and you. A good rule to follow is they if they ask some serious questions and want to know where and when the group does its activities, give them some brochures, then have them sign up.



CONCLUSION

The office of Chatelaine is a very necessary part of the Society in which we play. They are given the task of greeting and nurturing the future Kings, Queens, and Knights, Pelicans and Laurels of our game. The Chatelaine's efforts can have a profoundly positive effect on the very fiber of our Society; at the same time, untrained or misinformed Chatelaines can also produce, sometimes unknowingly, negative effects within our Society. With proper training and support, being a Chatelaine can be a very rewarding experience, for both the Chatelaine and the newcomers they help.

Always remember that a truly good Chatelaine is not just about greeting newcomers, it is also about training the Chatelaines of the future. They are your legacy.