

Gulf Wars Media Standard Operating Procedure

- 1) Our standard statement to...What is the SCA?

The SCA is an international organization dedicated to researching and re-creating the arts and skills of pre-17th century Europe. Our “Known World” consists of 19 kingdoms, with over 30,000 members residing in countries around the world.

Members, dressed in clothing of the Middle Ages and Renaissance, attend events which may feature tournaments, art exhibits, classes, workshops, dancing, feasts, and more. Our “royalty” hold courts at which they recognize and honor members for their contributions to the group.

- 2) At Gulf Wars, there may be unfortunate occurrences that might result in media coverage, such as, severe injury or fatality or an incident resulting in official law enforcement being summoned to an SCA activity. In the event this happens, contact me immediately so that I can provide a statement we will provide the media.

- 3) The image we wish to portray to the outside world should reflect our goals, purpose, and the finer aspects of achievement. To this end, we, as the Gulf Wars Media Crew should:

- a. show a clean-cut image and professional style (no flirting or walking the media around with a beer),
- b. wear business casual mundane clothing if interviewed by news crew in the event of an incident that results in media and/or law enforcement on site.
- c. have knowledge of the rules, purpose, and policies of the SCA,
- d. have skill at avoiding unfortunate topics and situations
- e. skill as a public speaker
- f. use vocabulary that is both meaningful and palatable to the public.
 - i. Avoid the word “mundane”. Never use it with the media – its patronizing and insulting. Use “modern-era” instead.
 - ii. Never discuss the following:
 1. Religion
 2. Lewd behavior that can be perceived as sexual
 3. Alcohol making, preparation, studies, distribution, sale, etc.
 4. Households. We know what this means, but to the general population, it sounds cult-like.

- 4) Some IMPORTANT clarifications:

Public space is-- battlefields, “court”, marketplace, and roads. Encampments are considered private, so is the Green Dragon Tavern. In order to film at the Green Dragon, releases must be obtained from every owner (there are five), and every person that is in there – so just avoid.) Releases are required from classes being taught as well, and the teacher shall retain any and all rights they may have, including intellectual property – so check with teacher first!

Keep in mind, all media who did not pay to get in, thus, not camping, are asked to leave by sundown...because of the ambient lighting rule!

- 5) Further clarification for the following types of media we might have:

- a. News crews – no releases needed (permission by individuals), no permission to film (permission by corporate), no written SCA permission (permission by anyone in SCA). If they

show, we escort them and practice above. They still should adhere to public versus private space. This is the group that does not need prior permission; HOWEVER, they can only come onto property **Monday – Friday between the hours of 9am – 4pm.**

b. News photographers – no release needed, no permission to film, no SCA written permission. They come with the news reporter!

c. Documentaries – releases are their responsibility; Permission to Film must be granted by Corporate. Anyone claiming they are doing a documentary - you need to contact Media immediately. They may have to immediately turn over film and discontinue filming/shooting, or leave site.

d. Feature Film - releases are their responsibility; Permission to Film must be granted by Corporate. For anyone claiming to be doing a commercial film - you need to contact media immediately. They may have to immediately turn over film and discontinue filming/shooting, or leave site.

e. Freelance photographers –Releases are their responsibility. If they are a shooting documentary photos (a profit driven book, or essay) then treat them as a documentary group. As long as they follow the film crew rules and wear a press pass – we do not have to escort him. This is a joint effort between Media & the Merchantcrat. If they are selling their photos, then they need to check in with the Merchantcrat.

f. Students – If they are doing a student project and it is not commercial, documentary, or for distribution – and they paid to get in and are camping – they are like us. Minimal Media involvement. If they are doing a documentary – then treat them as a documentary. If they are a school field trip – they are not media. Therefore, someone else should escort.

6) Anyone who is camping must pay to get in and must follow all rules defined by the SCA and the event Gulf Wars including wearing appropriate costume

Other Rules:

- Troll will have Press Passes that must be worn by any media at all times. (see SOP for Troll, pg 4)
- Day Media will be directed to drive to a specific parking location (Troll or Watch) where media will meet them.
- Contact information for Media will be posted at Troll and at the Watch
- Documentary/Feature film/ Student must contact corporate and arrange permission to film by **January 31. No permission will be granted after this date.**
- Media will provide media kits for Gulf Wars.
- In the event an ambulance is called, Autocrat will decide if Media needs to be contacted (based on the type of emergency).

These rules, dated February 4, 2005, hereby super cede and revoke all previous versions of the film crew rules.

1. Commercial/Documentary video and film crews wishing to record activities at events of the Society for Creative Anachronism, Inc. (SCA, Inc.) must obtain permission of the Event Staff through the Regional Publicity Liaison before setting up any filming equipment and beginning filming onsite. Crews who setup or film without permission will be asked to leave site without refund of any entry fees, and permission to use the material filmed at the event will be withdrawn.
2. Event attendees, including film crews, are expected to abide by all various local, state and federal laws, as well as any site rules and regulations, SCA Corpora, Kingdom Laws, and any special event policies; and to follow instructions given by authorized members of the event staff, SCA officers, and site employees. Failure to comply may result in expulsion from the event site without a refund, as well as legal prosecution.
3. All commercial/documentary film crews must carry written "Permission to Film" and pass from the event staff while onsite and filming. Passes must be visibly displayed at all times.
4. Film crews or photographers may not place flyers, billboards or advertising in any of the public areas of the event such as Troll booth, food courts, merchants row, and portable toilets.
5. Film crews must obey safety requests from Marshals (usually carrying black/yellow staffs), event staff, and Chirurgeons (first aid staff), especially during combat activities. No film crew may, under ANY circumstances, film an injured person obtaining medical attention without receiving express permission from the injured person. Failure to comply may result in expulsion from the event site without a refund, as well as legal prosecution.
6. Film crews may not solicit volunteers from attendees.
7. Filming by floodlight is not permitted anywhere on site. Filming is restricted to the use of ambient camp lighting. While film crews may provide their own "ambient" light in the form of candles, torches, or lanterns, these must be in compliance with the site rules, and any requests by attendees to remove the light source must be obeyed.
8. Large equipment (scaffolding, camera dollies, track, booms, ladders etc) may not be set up on the site. Film crews shall not stand on vehicles. Use of tripods to gain a vantage view is acceptable.
9. Film crews need to remember that the event is primarily a campsite and to respect the privacy of attendees and the overall medieval ambiance of the event. For purpose of clarity, battlefield, "court," marketplace and roads will be considered public areas. Camp areas set off by borders such as, but not limited to rope, sheet walls, gates, and obvious close tent circles shall be considered private, and releases will need to be signed in order to film in these areas. The same shall apply to classes being taught, and the teacher shall retain any and all rights they may have, including but not limited to intellectual property rights.

The Society for Creative Anachronism, Inc. and its individual branches, officers and directors does not waive any intellectual property rights held by it. The Society for Creative Anachronism, Inc. and its individual branches, officers and directors does not waive any rights held by any attendee, including, but not limited to, intellectual property rights. Entry to an event held by the SCA, Inc., or any of its branches does not implicitly give permission to film individuals. Compliance with the various local, state and federal laws remains the burden of the photographers and film crews, and they are urged to take all suitable action to ensure compliance. (From www.sca.org)

Standard Operating Procedure for Troll in regard to Media:

- Signs will be posted for media to identify selves to Shift Leader
- Shift Leader (or assigned person) will sign out a press kit. Each Badge is numbered with an area for initial of person signing out.
- Media should sign Waiver. “Day” Media does not pay to enter nor are they expected to wear garb/costume. Film crews who are staying on site must follow all SCA rules.
- Press Kits & badges will be located in an expandable folder at Troll. Troll will be responsible for the media kit once delivered.