

## Event announcement publication rules

**Step 1: Is your event on the official Kingdom calendar?** Before sending an event flyer, confirm your event with the Reeve. *The Mews* WILL NOT publish an event announcement if the event has not been approved. Check the Kingdom's calendar at <http://calendar.calontir.org/> If your event is not listed or is marked unconfirmed, contact the Reeve at [Reeve@calontir.org](mailto:Reeve@calontir.org)

### **Step 2: Design your flyer to fit *The Mews*.**

Your event flyer must fit within a page ( 8 1/2 x 11) of the new e-newsletter format. This **INCLUDES** border.

Make sure you include all the information listed below in Step 3. Send **BOTH** an editable Word document and a PDF to your seneschal. Save the PDF in the **highest resolution possible**. The seneschal is responsible for e-mailing the approved event flyer to the Chronicler: [Chronicler@calontir.org](mailto:Chronicler@calontir.org). **Send BOTH a PDF and an editable Word Document.** If the word document is NOT editable, the flyer will be returned for corrections. Images should be sent as a separate attachment. The Chronicler reserves the right to edit fliers for size content. There is a 350-word limit on all fliers.

### **Step 3: Make sure all the necessary information is present.**

For any official business (including Their Majesties' court) to be conducted at your event, a complete event announcement must run in *The Mews* either the month of, or the month prior to, the event (month is left to the discretion of the Kingdom Chronicler).

**To be considered complete, an event announcement must include:**

- ♦ The full date of the event
- ♦ The hosting or sponsoring group's name
- ♦ The times site opens and closes
- ♦ The full address of the site. Include the ZIP code if available.
- ♦ The name (both Society & modern), & full contact information of the event steward/autocrat
- ♦ If a fee will be charged for the event, the statement "Make checks payable to SCA, Inc. - [the group's name]"

### **Step 4: Fill out an Event Flyer Submission Form**

Once the seneschal receives & approves the flyer, it is their responsibility to fill out an Event Flyer Submission Form. This can be done online at [www.calontir.org/chronicler/eventflyerform.html](http://www.calontir.org/chronicler/eventflyerform.html) and sent to [Chronicler@Calontir.org](mailto:Chronicler@Calontir.org). Whoever (be it event steward or seneschal) submits the online form, the seneschal must send an e mail stating their review & approval of the flyer. Mail both the signed event submission form and the approved flyer electronically to [Chronicler@calontir.org](mailto:Chronicler@calontir.org)

There is no cost for event flyers. Flyers will be published at the discretion of the Chronicler.

### **\*\*\*Step 5: Send it in on time!\*\*\***

All paperwork is required on the **FIRST OF THE MONTH PRIOR TO YOUR EVENT.**

(If your event is in October, paperwork **MUST** be in by September 1st). This is a hard deadline. No exceptions will be made for weekends or holidays.