

## How to Submit a Flyer to *The Mews*

Send your event flyer as an email attachment to [Chronicler@calontir.info](mailto:Chronicler@calontir.info). See the guidelines for creating a flyer on the Chronicler's page (<http://www.calontir.sca.org/chronicler/index.html>).

Then fill out a **Flyer Submission Worksheet** and mail it with appropriate payment as soon as possible. Since you're going to have to get a check signed, you might as well sign the form at the same time and mail both.

The worksheet may be found at <http://www.calontir.sca.org/chronicler/index.html>. Both a printable PDF form and a new online form are now available. **Note:** to use the online form, you must "click here" to move to the calontir.info address. See the line in red at the top of the form:

**Make sure the URL is calontir.info, otherwise the form will ask for a password. Click [here](#).**

The online form should be used when time is short and a signed, mailed worksheet will not arrive in time. If I receive the online form (which will send your information to me by email) and an email from the seneschal, I will consider the form signed. But please, print a copy of the online form to mail with your check. I still need something to accompany the payment.

Send the worksheet form with your payment of \$10 per page, per month. (Half-page flyers are \$5 per month.) Make checks payable to "SCA, Inc. – *The Mews*."

Checks must be from the SCA group's checking account. No personal checks can be accepted. And if your treasurer wants to send the transfer form along with the check, Countess Branwen would be thrilled.

Sometimes it takes longer to get a check signed than it does to submit a flyer. As long as I have received the flyer and the Worksheet by the deadline, I will print your flyer. However, please send your money as soon as possible.

### **Flyer Deadline:**

The deadline for submissions to *The Mews* is approximately **five weeks ahead of the issue date**, on the 25th of the month. In other words, a submission for the September 2008 Mews should be submitted by July 25.

If your flyer will be late and it must appear in a certain issue, email or call me (see contact information below) to reserve space. If you warn me before the deadline so I can save space, and you get the flyer to me within a couple of days, I will print the flyer. However, **the flyer price will double**.

**Please get your flyers in on time.** If you have not made arrangements with me by the 25<sup>th</sup> and your flyer is received late, it will not be printed until the following month. Repeat: It will not be printed.

Don't skip sending a flyer, though. A web page or online PDF is a great way to spread the word, but you need to run at least one complete event flyer in *The Mews* for any official business (including Their Majesties' court) to be conducted at your event.

## What You Must Include in Your Event Flyer:

To be considered complete, an announcement must contain:

- ◆ Date of the event (day and month). If the event will not be held in 2008, the announcement must also include the Common Era year.
- ◆ The time of the event – when the event site opens and closes.
- ◆ The name of the hosting group (and the sponsoring group, if not the same).
- ◆ The location (name, street address and town) of the site. The ZIP Code should also be included if available.
- ◆ The name (both Society and modern) and **full contact information (including address and phone number)** of the event steward/autocrat. A phone number and/or email address alone is not sufficient.
- ◆ If there is a fee being charged for the event, the statement “Make checks payable to SCA, Inc. – [the group’s name here].”

All this information is included in the tiny type on the inside back cover of *The Mews*. And please contact me with any questions you have about submitting a flyer to *The Mews*.

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