

Kingdom of Caid

Webwright's Handbook



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By: Lord Gregor Mac Donald

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Conrad Breakring
King of Caid



Eleanor di Michelozzo Gianfigliazi
Queen of Caid

Introduction

These policies cover all official electronic publications produced by and for members of the Kingdom of Caid within the Society for Creative Anachronism, Inc. (SCA) and its subsidiary branches.

The Term “Webwright”

Within the Kingdom of Caid the office of the Webwright is the only officially recognized title and serves as an SCA-equivalent to “Webmaster” or “Webminister.”

Section 1: Warranting and Chain of Command

A. Warranting

All Webwrights and their Deputies act as the recognizing authority for the internet sites to which they are warranted and report on such to the Kingdom Webwright.

All Webwrights and their Deputies must complete an Agreement to Serve and be warranted by the Crown and Kingdom Webwright in order to maintain an official SCA/Caid website. Officers are legal agents of the corporation and should be officially recognized as such. The warrant proves agency and standing in office. If you are an officer of this corporation, acts performed in your official capacity are covered by its insurance, and the SCA has an obligation to indemnify you.

B. Chain of Command

The chain of command within the Kingdom is:

- ◆ Kingdom Webwright
 - Branch Webwright (Including Collegium Caidis and all official sites for official Kingdom- or SCA-sponsored Wars, Peerage Orders and Guilds.)
 - Shire Webwright
 - College Webwright
 - Stronghold Webwright
 - Baronial Webwright
 - Canton Webwright
 - College Webwright
 - Stronghold Webwright

If there are discrepancies or conflicts between or among officers, the matter is to be brought to your superior. If the matter cannot be resolved, then you will need to contact the Kingdom Webwright for resolution.

Section 2: Requirements and Responsibilities for Webwrights

A. Membership

Webwrights are required to be a paid member of the Society for Creative Anachronism, Inc. A copy of the Webwright’s proof of membership must be on file with the Kingdom Webwright’s office and an updated copy must be submitted whenever membership is updated. If a Webwright’s membership lapses during the term of office, that officer’s warrant is considered terminated immediately upon expiration of the membership.

B. Qualifications

A Webwright should have HTML experience, and a familiarity with FTP usage.

Minimum requirements include:

- Experience writing and/or editing content.
- Experience with desktop publishing.
- Proven ability to produce content on a regular basis.
- Reliable email/Internet access.
- A working telephone.
- Ability to meet the ongoing requirements of the Webwright position, primarily but not limited to:
 - Regular updates to website(s) for which they are warranted.

- Timely responses to inquiries and communications from officers and members of the group with regard to the website(s) they are warranted to maintain.
- Other duties and special projects that may be assigned by the Kingdom Webwright.

Failure to maintain the minimum requirements may result in the revocation of your warrant.

C. Deputies

Webwrights may designate deputies to assist with their duties. Deputies can be given assignments and certain authorities; however, the official Webwright remains ultimately responsible for said deputies, their work and their actions. Deputies are required to be a paid member of the Society for Creative Anachronism, Inc and must also be warranted by the Kingdom Webwright.

D. Entering and Leaving Office

A Webwright must notify the Kingdom Webwright when they enter and leave office.

E. Website Conformation

Webwrights are responsible for ensuring that their electronic media conform to the standards set forth by the Society Web Minister, the Kingdom Webwright and this document.

F. Webwright E-List

All Webwrights should subscribe to the Webwright E-List available at <http://crier.caid-commons.org/listinfo.cgi/caid-spiders-caid-commons.org>.

G. Reporting

Webwrights must report to the Kingdom Webwright quarterly:

- First Quarter (November 1st – January 31st) - Due February 15th
- Second Quarter (February 1st – April 30th) - Due May 15th
- Third Quarter (May 1st – July 31st) - Due August 15th
- Fourth Quarter (August 1st – October 31th) - Due November 15th

The reporting form is located at http://webwright.sca-caid.org/Quarterly_Report.php.

Section 3: Internet Site Requirements

A. Official Site Recognition

For an Internet site to be recognized by the Society for Creative Anachronism, it must represent an established branch of the Society and must have a warranted Webwright responsible for its content. The SCA will not recognize websites for households or guilds with the exception of Right Noble Guilds and Peerage Orders. Group officers with an Internet site for that office are responsible for ensuring the site complies with Society and Kingdom guidelines.

B. Resources

All Kingdom, geo-political groups or territories (Baronies, Cantons, Shires, etc.) and Kingdom-level groups (Collegium, Officers, etc.) must maintain their official sites and electronic communication on Kingdom-controlled resources (servers). This includes but is not limited to: websites, email, chat systems, bulletin boards, forums and any other means of official electronic communication.

Electronic lists (or E-Lists) are extremely valuable to disseminate information to a large group of people in a timely manner. We need to be mindful that not everyone has access to this medium, nor does everyone wish to have access to this medium. Additionally, as most of the lists are hosted by list providers such as Yahoo and Google, ownership of the lists often can be in contest. It is recommended to refrain from the use of publicly hosted mailing lists whenever possible. The Governing Documents of the SCA, Inc., cover when communication to and from an officer may be considered official. Moderators of said mailing lists are not

considered warranted officers of the SCA at any level, and there are no reporting relationships to any SCA officers. Officers at any level of the SCA may choose to use a private mailing list to assist with communications for their office, but the use of such mailing lists is not regulated by the SCA, Inc.

If a mailing list is maintained on the Kingdom Resources (example: caid-commons.org) and the moderator is acting in an official capacity as recognized by the Kingdom, communications via such lists may be recognized as official if the persons subscribed to the list also are recognized as officers and subscription to the list is required to fulfill the obligations of said office.

C. Officer Directory or Regnum

All geo-political groups must maintain a current officer directory or Regnum using the officers' official email forwarding addresses such as webwright@sca-caid.org except in such cases where the officer is unable to access email through an alias. In those cases, a Personal Information Release form must be signed and on file with the Kingdom Webwright's Office before the officer's email address can be published.

D. One Site

A group may only have one recognized website.

E. Advertising

Websites recognized by the SCA shall not display banner ads or other forms of advertising except by permission from the Kingdom Webwright and Kingdom Seneschal.

F. SCA Required Disclaimer

All websites recognized by the SCA are required to display the following disclaimer and copyright statement. This statement should be displayed on the home page of the site but may instead be displayed on a separate page provided that an obvious link is provided on the home page. This disclaimer cannot be modified except for the bracketed areas "< >". If you wish to have additional text, it must be separate from the disclaimer below (see Kingdom disclaimer).

This is the recognized web site for the <branch name> of the Society for Creative Anachronism, Inc. and is maintained by <Modern and/or SCA name of Webminister>. This site may contain electronic versions of the group's governing documents. Any discrepancies between the electronic version of any information on this site and the printed version that is available from the originating office will be decided in favor of the printed version. For information on using photographs, articles, or artwork from this web site, please contact the Webminister at <Webminister's email address>. He or she will assist you in contacting the original creator of the piece. Please respect the legal rights of our contributors.

Copyright © <Year> <group name>. The original contributors retain the copyright of certain portions of this site.

G. Third Party Link Disclaimer

Display the following disclaimer prominently above or below any link to a third party site not recognized by the SCA as being official. (Webrings, private sites, merchant sites, personal sites, household sites, etc.) This may be done with a symbol like "*" and the corresponding notice located at the bottom of the section or page.

This link connects to a site that is not officially recognized by the Kingdom of Caid or the Society for Creative Anachronism, Inc.

Section 4: Publishing Responsibilities

A. Publication of Personal Information

Personal information will not be published on any SCA-recognized Internet site without first gaining permission from the individuals involved. Permission must be received in writing (email permission is **NOT** acceptable) using the [Personal Information Release](#) form. A dynamic version is also located on the [Kingdom Webwright website](#) (<http://webwright.sca-caid.org>). The permission to publish the contact information of an individual electronically remains in effect until that same individual revokes permission in writing.

For the purposes of this policy, personal information includes the following:

- Correlation of modern name to Society name.
- Home and work address (P.O. Box exempt).
- Phone numbers (Home, Cell, Work, etc).
- Personal email address.

It is permissible to list only a person's SCA name in connection with any office he or she holds without written permission (i.e. - Group Seneschal, Lord Robert the Volunteer) as well as "office" email addresses such as *chronicler@sca-caid.org*.)

Under **NO** circumstances should the name of a minor (a person who is under the age of 18 years old) be published on any SCA-recognized site without the expressed written permission of the minor's parent(s) or legal guardian(s). Permission granted in an email is **NOT** acceptable. The appropriate form is located at <http://webwright.sca-caid.org>.

B. Photographs and Portrait-Style Artwork

The Society operates under the ideals of chivalry and courtesy, and respect for others' property, including intellectual property, is part of those ideals. A signed [Website Media Release](#) must be on file with the Webwright of the site on which Pictures, Art, Articles, Poems, Songs (music and/or lyrics), and/or other media prior to publication. A dynamic version is also located on the [Kingdom Webwright website](#) (<http://webwright.sca-caid.org>.) Email permission is **NOT** acceptable.

Recognizable photographic images or portrait-style artwork must contain a clear and obvious means by which the subject(s) of the image may contact the Webwright to request the removal of any image in which the subject(s) appear (see example below). Should the Webwright receive such a removal request the image must be removed from the site, or the image must be modified in such a way as to render the subject unrecognizable. Such modification may only be made with the permission of the copyright holder. If such permission is not obtained, the image must be removed from the site.

If you are in a photo that you do not wish to be published, please contact the Webwright so we can have the photo removed or have your image disguised.

Under **NO** circumstances should an image, photograph or artistic portrayal of a minor (a person who is under the age of 18 years old) be published on any SCA-recognized site without the expressed written permission of the parents/guardians of the minor (email permission is **NOT** acceptable). If unsure of the age of the person(s) in the image, photograph or artistic portrayal, then written permission is required using the [Website Media Release](#) form. A dynamic version is also located on the [Kingdom Webwright page](#) (<http://webwright.sca-caid.org>).

C. Credit and Permission

Graphics, illustrations, prose, poetry, articles, photos or other artwork are the legal property of their owner/creator and protected by copyright laws. These materials can only be published with permission to do so from the owner/creator. Authorization must be received in writing from the copyright holder prior to publishing on a website and the notice "Copyright © [date and holder]. Used with permission." must

accompany the copyrighted material. This policy also explicitly applies to any article or message originally published or posted to any other website or electronic forum. In order to republish a message or article, permission in the form of a signed release must be obtained from the author. Electronic republication of material originally in printed form is subject to the Electronic Publication Policies. Authorizations can not be emailed. The form to use is the [Website Media Release](#) form. A dynamic version is also located on the [Kingdom Webwright page](#) (<http://webwright.sca-caid.org>).

Section 5: Web Publication Standards

A. Accessibility of Websites

As a non-profit educational organization, the Society for Creative Anachronism, Inc. should be concerned that its electronic publications are as accessible to persons with disabilities as possible. This policy sets the minimum accessibility guidelines for SCA-recognized Internet sites.

The World Wide Web Consortium (W3C) has released Web Content Accessibility Guidelines (WCAG). These guidelines should be reviewed (<http://www.w3.org/TR/WCAG10/>) and will explain how to make your web content accessible to persons with disabilities and are intended for all web content developers (page authors and site designers) and are quoted below:

[Priority 1] - Conformance Level A - Basic

A web content developer must satisfy this checkpoint. Otherwise, one or more groups will find it impossible to access information in the document. Satisfying this checkpoint is a basic requirement for some groups to be able to use web documents.

[Priority 2] - Conformance Level Double-A - Intermediate

A web content developer should satisfy this checkpoint. Otherwise, one or more groups will find it difficult to access information in the document. Satisfying this checkpoint will remove significant barriers to accessing web documents.

[Priority 3] - Conformance Level Triple-A - Advanced

A web content developer may address this checkpoint. Otherwise, one or more groups will find it somewhat difficult to access information in the document. Satisfying this checkpoint will improve access to web documents."

Using these guidelines, all corporate-sponsored Internet sites must comply with conformance level A of the WCAG. Kingdom-level Internet sites must comply with conformance level A of the WCAG. Local group Internet sites are encouraged to be as accessible as possible to persons with disabilities, in accordance with applicable Kingdom law.

B. General Standards

There are certain standards one should keep in mind when generating a website. Here are a few items to keep in mind; be aware that this list is not all inclusive.

Mandatory:

- Do not abbreviate anything without explaining the full term first, keeping in mind that the website may be the first point of contact for people otherwise unfamiliar with the SCA and its attendant specialized vocabulary.
- Keep all your pages as uniform as possible; nothing confuses a visitor faster than obscure navigation and drastic visual changes from one page to the next.
- Do not use flashing text, overly large fonts, overly small fonts, or other such items that are deemed inappropriate for a professional website. When in doubt consult with other officers, or the Kingdom Webwright.
- When navigating away from your website, either notify the user that they are leaving with a redirect page or visually indicate external links in some way (specific icons, font changes, or warnings that a link will open in a new browser window or tab).

- Disguise all email addresses by placing spaces between names and “at” “(@)” signs, spelling out “at”, or any other method which prevents automatic email address farming. One of the preferred methods is the use of the [nobot JavaScript](#) available on the [Kingdom Webwright page](#) (<http://webwright.sca-caid.org>). Simple “mailto:” links are not permitted.
- Never use embedded sound, music or movies on a main page or the site in general. Give the user the option to “opt-in” by making a link to a page with the media content and allowing them to hear and/or see the content. Use of content appropriate media is encouraged, but allow the users to choose when and what to experience.
- Use both grammar and spell checkers on all site content. However, neither should be used instead of a standard proofreading by the Webwright or someone tasked with that job.
- Maintain a high contrast between text and background. Avoid using bolded red or pink text on dark backgrounds, or black text on a dark background. Also avoid using a highly detailed background that interferes with the more-important text on the page.

Suggested:

- Maintain easy to read, uncluttered pages. Providing too much information on a given page only obscures the page’s true message.
- Avoid the use of frames.
- Choose a favico.ico (favorite icon) appropriate to the SCA. If you cannot find one you like, consult with the Kingdom Webwright on using a generic one for the Kingdom or creating one for your group.
- Try to minimize external links to specific pages. If links are required, try to link to the root of any given site.
- Do not assume that everyone has a broadband connection; limit the amount of graphics on any given page, especially the main page.
- Check your links regularly and ensure they are not broken.
- Attempt to use compliant hypertext markup language (HTML), Hypertext Pre-processor (PHP) and cascading style sheets (CSS).

C. Document Publication Standards

All documents available for download must be provided in Portable Document Format (PDF) format. The Webwright may provide other formats as a supplement to the PDF.

D. Politicizing the Office

Kingdom and branch websites announce events and provide information to their members.

Philosophical discussions of the way a Kingdom or a branch works are not out of place, but they need to be handled very carefully. Articles that cause anger and divert people from study and recreation are not acceptable.

This is not an issue of freedom of the press -- Webwrights have a responsibility to see that their websites do not further the political aims of any one faction within a Kingdom, and that a website is not used to provide a platform for any one view in preference to another. Personal attacks may not be published in the name of the SCA or any of its branches, or paid for with money that will have to be reported to the IRS as spent in the furtherance of our educational purpose. Webwrights have a further responsibility not to take sides in a political dispute in print. Use of the website to further personal political aims is grounds for removal from office.

E. Quality of Content – Editorial Material

All editorial material, both text and images, must conform to the goals and objectives of the Society, and portray the Society and the Kingdom in a positive light. No content, including official Kingdom announcements, is exempt from this requirement.

There is no way to anticipate all the types of material that may be objectionable. What follows is a representative list:

- Personal attacks on individuals or groups
- Harsh criticism of the behavior of individuals or groups
- Copyrighted material used without permission
- Use of racial or religious stereotypes
- Offensive words, phrases, or images

It should be noted that, per Corpora, banishment or sanction announcements may not state why the individual is being banished or sanctioned.

If there is any concern that specific material may be questionable, consult with the Kingdom Webwright.



the SOCIETY FOR CREATIVE ANACHRONISM, INC.

P.O. Box 360789 • Milpitas, California 95036-0789 • Tel (408) 263-9305 • Fax (408) 263-0641

Kingdom of Caid

Permission to Electronically Publish Personal Information

I, _____, being known within the Society for Creative Anachronism as _____, do hereby grant permission for the following personal information to be electronically published (check all that apply & complete the blanks where necessary):

- Modern Name: _____
- Address: _____
- Phone Number: _____
- E-Mail Address: _____

This information is to be used as follows (check all that apply & complete the blanks where necessary):

- Publication in the regnum section of the electronic newsletter of _____ (publication)
- Publication in the regnum section of the web site of _____ (locality)
- Publication in the electronic newsletters and/or web site of _____ (locality and/or publication) in conjunction with advertisement of _____ event, to be held on _____ date/year (publication of personal information to cease after that date)
- Other: _____

I recognize that even if my authorization is limited, once my personal information is published electronically, that information may continue to be accessed through off-site archives. I voluntarily accept all risks associated therewith, and agree to hold the Kingdom of Caid, its branches and officers, harmless of any liability or damage that might result from a misuse of my personal information.

Date: _____

Signature: _____

5/10/2010

SCA CREATIVE WORK COPYRIGHT ASSIGNMENT/ GRANT OF USE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby agree to the following with respect to my (check appropriate item(s): article story script poem song artwork map) (hereinafter "the Work(s)") entitled _____ as follows (check all that apply; complete blanks where necessary):

OPTION #1 — FULL ASSIGNMENT OF COPYRIGHT

I hereby transfer and assign to the SCA my entire right, title and interest to the Work identified above.

The SCA shall own the Work and shall have sole right to determine all future uses of the Work.

PLEASE STOP: *If you checked Option #1, do not check any of the Options below.*

OTHER OPTIONS — GRANTS OF USE

The SCA may (check all that apply):

- publish the Work once in an issue of _____;
- publish the Work no more than _____ times in the above publication;
- publish the Work electronically;
- perform (if my Work is a performance) the Work at an Event called _____;
- publish the Work on a SCA web site for _____;
- publish the Work in any SCA publication, including print, web and electronic.

I agree do not agree (check one box) that my Work (if it is an article) may, for reasons of space availability or editorial concerns, be edited or abridged by the publishing Chronicler/Editor/Webminister, unless specifically requested otherwise below. If I agree to my Work being edited, I understand that such editing or abridgement will be done with reasonable care to maintain the context and content integrity of the Work.

I represent and warrant that I am the sole creator of this Work, and I agree to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that they have any right, title or interest in the Works superior to mine or that I did not have lawful authority to grant the above permission and rights to the SCA.

Please send me a copy of the newsletter(s) in which my work is used. (It is understood that my address will be included on the article only if I request this item.) My address is as follows:

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	

SCA PHOTOGRAPH GRANT OF USE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby agree to the following with respect to my photograph(s) (hereinafter "the Photograph") entitled _____, as follows:

GRANTS OF USE

The SCA may (check all that apply):

- publish the Photograph once in an issue of _____;
- publish the Photograph no more than _____ times in the above publication;
- publish the Photograph along with the article entitled _____;
- publish the Photograph with any article or as a stand-alone picture in any SCA publication;
- publish the Photograph on a SCA web site for _____;
- publish the Photograph on any SCA web site or similar media.

PERPETUAL GRANTS OF USE

- I agree that the Photograph(s) identified above, as well as any photos I submit to the SCA at any time in the future, may be used for any of the Grants of Use set out above, whether I have checked them or not.

I agree, represent and warrant that:

1. if any individual facial features are identifiable (not obscured by helmets, garb or shadowing) in my Photograph I have or will submit an SCA MODELS RELEASE FORM from each person whose features can be recognized; and
2. I am the owner of the Photograph.
3. that all of the grants of use I have given above include the right of the SCA to publish my photo in any re-print of a publication including electronic media.

I agree to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that they have any right, title or interest in the Photograph superior to mine or that I did not have lawful authority to grant the above permission and rights to the SCA.

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	

SCA MODEL RELEASE FORM

I, (legal name) _____, being known within the Society for Creative Anachronism as (name) _____, do hereby grant permission to the SCA for the photograph of me taken by _____ to be used as follows (check all that apply, complete blanks as necessary):

OPTION #1 — RELEASE FOR ALL PHOTOGRAPHS

The SCA may publish any photograph taken of me in any SCA publication, including print, web and electronic. I reserve the right to ask that any specific picture on the web or in electronic media to be removed.

PLEASE STOP: *If you checked Option #1, do not check any of the Options below.*

OTHER OPTIONS — GRANTS OF USE

The SCA may (check all that apply):

- publish my photo once in an issue of _____;
- publish my photo no more than _____ times in the above publication;
- publish my photo with the article entitled _____;
- publish my photo in any re-print of the above publication including electronic form;
- publish my photo on a SCA web site for _____;
- publish my photo with any article or as a stand-alone picture in any SCA publication, including print, web and electronic.

I affirm and agree:

1. that this agreement shall be binding upon me and my heirs, legal representatives and assigns.
2. that I am over the age of majority and at least eighteen years of age and legally able to sign this release on my own behalf. If I am not, the name and signature of my legal guardian appear below as authorization for this use.
3. to indemnify and hold harmless the SCA in the event any claim is brought against the SCA by any person claiming that this Release is not valid and enforceable or that I did not have lawful authority to grant the above permission and rights to the SCA.

I have read the above Release prior to its execution and fully understand the contents and consequences thereof.

SIGNATURE	
DATE	E-MAIL ADDRESS
MAILING ADDRESS	
**LEGAL GUARDIAN NAME (Please Print)	
LEGAL GUARDIAN SIGNATURE	DATE

****If I am executing this Release as a Parent or Guardian, I consent to the use of my child's image or photograph as set out above, and I agree that if despite the Release, my child makes a claim against the SCA, I will hold harmless and indemnify the SCA for any damages it may incur as a result of said claim.**

Appendix A

Glossary

- Domain: The web address in its simplest form (i.e. yahoo.com, SCA.org, netscape.net).
- Group pages: Websites or pages for a specific group in a Kingdom, Orders and recognized Guilds.
- Host or Hosting: The company that is maintaining the servers on which web pages are stored.
- Main page: The index page or the first page that people see when visiting a website. This does not include splash pages.
- Official site/page: A website recognized as the website for that branch, group or office (recognized by the Kingdom or local branch).
- Splash page: A greetings page. Sometimes these include animations or a choice of options to select what kind of detail a user would like to see on the website.
- Stronghold: A small SCA branch based in a military installation of some sort (often used for US Army or Air Force Bases).
- Web page: One page of web code.
- Website: A collection of web pages gathered together to represent an idea or theme.

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Resources:

The Society Webminister Handbook.