

LIVE STREAMING POLICY DOCUMENT

Purpose

This policy document outlines a framework for effectively integrating live streaming into SCA events while addressing concerns and maintaining the authenticity and integrity of our medieval reenactment community.

Summary

This policy applies to all events hosted within the Kingdom of Lochac (Australia and New Zealand) of the Society for Creative Anachronism (SCA) and it outlines the guidelines and recommendations for the implementation of live streaming as a means to enhance accessibility, foster community engagement, and ensure the authenticity of SCA events.

Guiding Principals

This policy centres on the core principles of increasing accessibility while considering requirements for privacy, fostering community, and preserving historical authenticity as much as possible. These principles guide the thoughtful implementation of live streaming, aligning it with the Society's values and enhancing the experience for both in-person and online attendees.

Purpose of Live Streaming

Feedback Conducted across the Kingdom of Lochac showed a positive response to live streaming from both attendees at events and members participating online.

Live streaming at SCA events serves the following purposes:

Accessibility: It allows members who are unable to attend events in person due to health, financial, or geographical constraints to still be part of the SCA experience.

Community Building: It fosters a sense of connection and community among SCA members, both locally and across the Kingdom, by enabling shared experiences through virtual attendance and watch parties.

Live streaming or its broadcast quality should never be considered an expectation at any event (Crown events included), nor should it ever gain precedence over in person attendees at events.

Feedback from members:

- Most respondents felt that live streaming had no impact on their event experience. Minor impacts should be addressed, such as camera placement and notification.
- Attendees reported generally positive feedback regarding live streaming, with minor concerns about camera positions, microphone pick up distance and audio quality.
- Live streaming was generally perceived as not significantly affecting the authenticity of SCA events given the already prevalent use of modern items, however it was preferred for any equipment to be as hidden as possible.
- Attendees did not notice substantial changes in event organization due to live streaming, except for added pressure on event teams.
- Live streaming did not significantly affect event attendance but positively influenced wider participation, especially for those who couldn't attend in person.

Event Eligibility for Live Streaming

Live streaming is recommended for Crown Tournaments, Coronations, and other large-scale events. This does not exclude other events from utilising live streaming but consideration must be given to the weight of work that live streaming requires. Event stewards should consider the significance and potential interest of an event when deciding on live streaming.

Live streams must use an approved Lochac destination such as the Lochac YouTube Channel or Lochac Facebook Page that is managed by the Lochac Social Media Officer.

Policy Details:

Approval Process

- Events that intend to utilise live streaming must be identified during the event application process. Detail should be included as to which parts of an event will be live streamed and include an outline of how this will be achieved.
- Seneschals may approve an event application but deny the approval for live streaming. In these cases, the submitted event may proceed without a new application being submitted or the event steward may resubmit with additional information or detail in hopes to satisfy any concerns by the event approver.
- It is recommended that live streaming not be used for local events unless there is a strong reason for its use. This recommendation comes from the perspective of limiting undue burden and expectation that can be created around live streaming.

Late Approval

Late requests for live streaming at an event may be applied for by emailing the Kingdom Seneschal. The request must detail the reason for the late request, include the live stream information that should have been included with the event application and how the event steward intends to ensure that live streaming awareness will reach the populace.

Such requests may be granted at the discretion of the Kingdom Seneschal. Approval would be granted only in extenuating circumstances for example a peerage ceremony that was not planned at the time of event submission, and only if the information adequately satisfies the requirements set out in the Live Streaming Policy.

Late submissions must be submitted no later than 4 weeks out from the event date.

Advertising Guidelines:

Once an event has been approved for use of live streaming the event must be advertised in a manner that maximises the awareness of live streaming being utilised at the event.

The event notice must appear in the Kingdom Newsletter and mention the use of live streaming.

All advertising of the event on websites, social media and local forums or wherever the event is advertised must include notice of the use of live streaming with a link to a centralised location with live stream details.

A centralised location (such as a group website) that can be easily accessed (e.g. not a general Facebook post that become hard to find as time passes) must include details of what is being live streamed at the event and any intended areas that are likely to be caught as part of the broadcast whenever the event is being advertised.

It is also recommended a link to the centralised details is included on every social media post about the event to ensure ease of access for attendees.

A site or venue map outlining the live stream areas is recommended where possible.

Suggested areas to consider for live streaming based on past examples:

- Tournament field
- Crown area including thrones
- Invocation procession and Invocation Court
- Royal Court – which direction will the camera(s) be facing?
- Arts and Sciences displays
- Tournament and Court Heralds

If exact areas of view are unknown at time of Event submission it is recommended to err on the side of caution and indicate a larger area than expected and refine the area as event details become clearer. *Reducing the size of the field of view would not require and additional process but increasing it would.*

A notice detailing the live stream must be placed at the sign in table (or area) indicating that the event will be live streamed and outlining the filming zones for attendees who do not want to be on camera.

Set Up:

Care and effort should be taken at the event to maximise the medieval experience for attendees, minimising the mundane impact on the event when live streaming.

Ensure a live stream notice is displayed at the events sign in location. It should be easily seen and accessed by all attendees, and attendees should be directed to inspect it if they desire.

Once inside the event attendees should be clearly able to identify the live streaming area and have an indication of where microphones can and cannot pick up the voices of people around the live streaming area.

Some examples may include:

- Raised platforms for the live stream cameras allowing the lens to focus down into a fighting field while minimising the amount of area outside the field that is captured in the camera's field of view.
- Banners mounted a distance from the camera to indicate the distance of microphone pickup.
- Overhead lines of bunting to indicate the edges of the camera's field of view.

These indicators should however not impede the flow or movement of attendees. *For example, having any sort of exclusion zone/ roped off area limiting attendees to move close to the camera or within microphone distance if they have no concern about being seen or heard.*

The camera(s) should be set in a fixed field of view that should not change throughout the live stream unless this has been accommodated for in the preparation and advertising.

It is recommended to do a test shoot with the cameras planned for use to understand the width of the field of view captured by the camera and how adjusting its height affects what is captured.

Safety

Safety is of utmost importance to the SCA and as such at no time should live streaming take precedence over the safety of members and attendees or equipment and venues.

Examples:

- A Marshall who moves in front of the camera blocking the view of the live streamed fight happening in the fighting field should not be belittled or berated as their priority is maintain safety for the fighters, themselves and the populace viewing the fight at the event. They

may be made aware of the camera field of view but cannot be expected to put that above the requirements of doing their job in the tourney field.

- A member of the populace wanders in front of the camera without realising they are blocking the field of view of the camera should be politely asked to move out of the field of view. Although it would be a rare occurrence, if there is not a clear ability for the attendee to see the activity being live streamed they should be given priority over the live stream.
- A person attending the event who has a concern about appearing on the live stream is responsible to ensure they avoid the field of view of the camera. As the event must have been advertised, and the field of view designated for all to be aware of the event team will have done all that can be expected to prepare attendees for the live stream activity.
- Often live streaming will be done utilising equipment from local members. All care must be taken to ensure any equipment lent for the purposes of live streaming is cared for and not put at risk of loss or damage. This responsibility falls to the event steward and / or their documented delegate managing the live stream process. The SCA cannot be held accountable for loss or damaged equipment.
- If a venue expressly forbids the use of live streaming, then it may not take place from their premises.

Feedback

Feedback on the live stream experience must be included as part of post event reporting.

Information should include:

- Any challenges faced with set up and focus area designation and the outcome of the challenges.
- Any positive or negative experiences for event team and attendees due to live streaming.
- Any general feedback received from attendees.
- Records of any deviations to the documented plan for live streaming, the reasons for these deviations and the impact they had.
- Technical or equipment information.
 - People involved in the live stream process from planning, set up and activation.
 - What equipment & software was used to conduct the live stream?
 - Quality of live stream to recipients.

Further Information

For further information on the above policy, please contact the appropriate SCA governing body.

AUSTRALIA

secretary@sca.org.au or by post to:

The Secretary
Society for Creative Anachronism Ltd
PO BOX 4160
WESTON CREEK ACT 2611

NEW ZEALAND

committee@sca.org.nz or by post to:

The Secretary
Society for Creative Anachronism NZ
Flat 2
6 Cheviot Street
Spreydon
Christchurch 8024
New Zealand

LIVE STREAMING RECOMMENDED PROCESS

1. Consider the requirement and reach of live streaming. What is the purpose? Why live stream the event?
2. If live streaming the event ensure that **planning, advertising, and communication** is addressed as per the **live streaming policy**.
3. Discuss with the Kingdom Social Media Officer about the destination for your Live Stream. It must be an approved Lochac destination.
4. Plan for your live stream by discussing the software requirements with the Kingdom Live Stream Officer.
 - a. Live streams to YouTube or Facebook alone can be done directly via the platforms.
 - b. To live stream to multiple destinations at the same time a third party software such as Streamyard, Ecamm Live or Streamlabs.
 - i. Third party software costs should be considered in the event budget.
5. Plan and prepare on screen elements such as titles, tickers, banners, slideshows, images, links etc.
6. It is highly recommended to have a dedicated person responsible for the Live Stream at the event separate to the Event Steward. There are often technical issues that need to be addressed during the live stream.
7. Coordinate who will manage the back end of the Live Stream if required such as changing camera angles (if using multiple sources), adding and removing titles and screen banners and managing comments and questions from the live stream audience.
8. Conduct the Live Stream
9. Document positive and negative experiences, challenges, and outcomes from the live stream
10. Provide feedback to the event steward for the event report.