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## Information Management: Visual Information Visual Information Procedures

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By Order of the Secretary of the Army:

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**History.** This publication is an administrative revision. The portions affected this administrative revision are listed in the summary of change.

**Summary.** This pamphlet establishes procedures for the Army Visual Information Program.

**Applicability.** This pamphlet applies to the Regular Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve, unless otherwise stated. During mobilization, procedures in this publication can be modified to support policy changes as necessary.

**Proponent and exception authority.** The proponent of this pamphlet is the Chief of Public Affairs. The proponent has the authority to approve exceptions or waivers to this pamphlet that are consistent with controlling law and regulations. The proponent may delegate this approval authority, in writing, to a division chief within the proponent agency or its direct reporting unit or field operating agency, in the grade of colonel or the civilian equivalent. Activities may request a waiver to this pamphlet by providing justification that includes a full analysis of the expected benefits and must include formal review by the activity's senior legal officer. All waiver requests will be endorsed by the commander or senior leader of the requesting activity and forwarded through their higher headquarters to the policy proponent. Refer to AR 25–30 for specific requirements.

**Suggested improvements.** Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms), via email to [usarmy.pentagon.hqda-dcs-g-6.mbx.publications-management@army.mil](mailto:usarmy.pentagon.hqda-dcs-g-6.mbx.publications-management@army.mil).

**Distribution.** This pamphlet is available in electronic media only and is intended for the Regular Army, the Army National Guard/Army National Guard of the United States, and the U.S. Army Reserve.

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\*This DA Pamphlet supersedes DA Pam 25–91, dated 30 September 1991.

# ***SUMMARY of CHANGE***

DA PAM 25–91  
Visual Information Procedures

This administrative revision, dated 4 March 2024—

- Changes proponency from Deputy Chief of Staff, G–6 to Chief of Public Affairs (title page).
- Updates publication format (throughout).

This administrative revision, dated 3 November 2022—

- Changes proponency from CIO/G-6 to Deputy Chief of Staff, G-6 (title page).

This regulation is certified current by the Chief Information Officer/G–6 proponent as of 17 January 2019. Aside from the following administrative changes, no other changes were made to certify the currency of this regulation—

- Updates the Department of the Army signature authority (title page).
- Updates the history statement (title page).
- Replaces AR 340–21 (Army Privacy Program) with AR 25–22 (Army Privacy Program) as AR 340–21 has been superseded (throughout).
- Updates the title of AR 640–30 (Photographs for Military Human Resources Records) to AR 640–30 (Official Army Photographs) (app A).
- Updates the title of DA Pam 385–30 (Mishap Risk Management) to DA Pam 385–30 (Risk Management) (app A).
- Replaces the cancelled DoDM 5040.06–M–V3 (Visual Information (VI), Volume 3, VI Schedule) with the current records schedule: DAA–0330–2013–0014 (Request for Records Disposition Authority) (app A).

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## **Chapter 1**

### **Introduction**

#### **1–1. Purpose**

This publication describes procedures for visual information (VI). It contains specific, detailed guidance for managing and operating Army VI activities. The guidance provided in this pamphlet applies to all authorized Army VI activities. An authorized VI activity is an organizational element (or a function within an organization) in which at least one person is classified as a VI specialist, or whose principal responsibility is to provide VI services. VI activities produce original photography (still and motion media); record, distribute, and broadcast electronically (video or audio); reproduce, distribute, preserve, and acquire VI products; lend VI products or equipment; prepare graphic artwork; fabricate VI aids, models, and displays; operate VI libraries; provide presentation services; or manage any of these activities. All original VI works created by U.S. Government employees as part of their official or assigned duties are works of the U.S. Government as defined in Section 101, Title 17, United States Code (17 USC 101).

#### **1–2. References**

See appendix A. The abbreviations, brevity codes, and acronyms (ABCAs) used in this electronic publication are defined when you hover over them. All ABCAs are listed in the ABCA directory located at <https://armypubs.army.mil/>.

#### **1–3. Associated Publications**

Policy associated with this pamphlet is found in AR 25–1.

#### **1–4. Records management (recordkeeping) requirements**

The records management requirement for all record numbers, associated forms, and reports required by this publication are addressed in the Records Retention Schedule–Army (RRS–A). Detailed information for all related record numbers, forms, and reports are located in Army Records Information Management System (ARIMS)/RRS–A at <https://www.arims.army.mil>. If any record numbers, forms, and reports are not current, addressed, and/or published correctly in ARIMS/RRS–A, see DA Pam 25–403 for guidance.

#### **1–5. Authority**

The Department of Defense (DoD) Instruction (DoDI) 5040.02, DoDI 5040.07, and the Office of Management and Budget Circular A–130.

#### **1–6. Overview**

a. Data is a strategic asset. VI is an important component of data management and is a shared responsibility across the Army. Although the Army Chief Information Officer (CIO)/G–6 develops policy, standards, criteria, and architecture, the implementation and execution of VI capabilities is shared across numerous Army agencies and organizations. Understanding and delineating the roles, responsibilities and authorities assigned to the Army CIO/G–6 and those retained by other Army agencies and the Army's warfighting community positions the Army to integrate VI technologies and capabilities with Land-WarNet (LWN) to enable Warfighter decision superiority.

b. VI is the element of information technology (IT) that addresses the acquisition, creation, storage, transmission, distribution, and disposition of still and motion imagery and multimedia, with or without sound, linear or nonlinear, for the purpose of conveying information. VI includes the exchange of ideas, data, and information regardless of formats and technologies used. The Army CIO/G–6 is responsible for integrating these VI technologies with LWN capabilities.

c. At some point, VI capabilities transition from something more than merely a tool necessary for operating the equipment to a capability of collecting, storing and transmitting data. It is at this point that the responsibilities and authorities transition from solely the VI user community to a strategic partnership among the Army CIO/G–6, Defense Federal agencies, and stakeholders. The Army CIO/G–6 has the responsibility and authority for prescribing the technology solutions and capabilities to the Army VI community that achieves standardization, compatibility, inter- operability, and security of LWN requirements and ensures the storage, management, and distribution of VI data.

## **1-7. Exclusions**

Exclusions from the provisions of this document are not absolute. An information enterprise involves the holistic, end-to-end management of a variety of IT activities and tasks that include infrastructure management, data management, networking, system engineering, database and software design, and management and administration of entire systems resulting in an Army-wide capability that covers the entire life-cycle of information and knowledge, including activities involving VI technologies and capabilities. IT integrated into a specific piece of equipment, also known as embedded IT capabilities, includes any component, part or accessory of equipment, which provides such equipment its warfighting and operational characteristics and is the domain of the Warfighter and user VI community. VI-specific embedded IT capabilities require a strategic partnership with the Army CIO/G-6 to ensure effective and efficient integration into LWN. VI capabilities in this strategic partnership include but are not limited to—

- a. Photomechanical reproductions, cartography, digital medical imagery, X-ray and microfilm, and microfiche products.
- b. Mission support information displayed in conjunction with weapon systems.
- c. VI products collected exclusively for surveillance, reconnaissance, or intelligence and equipment integrated in a reconnaissance-collecting vehicle.
- d. VI productions on the technical, procedural, and management aspects of cytological operations.
- e. Facilities operated under the Joint Worldwide Intelligence Communications System.
- f. Facilities, services, and products operated or maintained by the American Forces Radio and Television Service or Defense Media Activity (DMA), <https://www.dma.mil/>. For guidance, see DoD Directive (DoDD) 5105.74, DoDD 5122.11 and DoDI 5120.20.
- g. VI commercial entertainment productions and equipment acquired and distributed by the Army and Air Force Exchange Service.
- h. VI systems embedded in training devices, simulators, instrumentation systems, weapon or medical systems, and so forth, if the primary purpose of the equipment is not VI and it does not perform a VI function.
- i. VI equipment and products acquired with non-appropriated funds (NAF).
- j. Commercial-off-the-shelf (COTS) VI productions acquired and distributed through the post library system solely for entertainment uses.
- k. At the direction of the Army command (ACOM) commander, individual VI activities and their equipment, products, and services that are 100 percent funded by Research, Development, Test, and Evaluation (RDT&E) monies and used solely to support programmed and funded RDT&E missions.
- l. Products and services that provide electronic conferencing capabilities, such as video teleconferencing.
- m. Products or productions acquired and distributed by DMA for exhibitions overseas.
- n. Imagery and information products acquired or produced by Public Affairs for internal or external audiences.

## **Chapter 2 Functions**

### **2-1. The Chief Information Officer/G-6**

The CIO/G-6—

- a. Serves as functional proponent for VI.
- b. Serves as senior authority for Army VI and multimedia products, and provides the senior Army VI representation to the Office of the Secretary of Defense (OSD), Office of the Secretary of the Army (OSA), the Army staff, and ACOMs.
- c. Provides Armywide VI direction, guidance, policy and procedures, and manages the Army's VI activities through the Army CIO/G-6 Chief, Army VI Program Manager (AVIPM). Specifically, the Army CIO/G-6 AVIPM—
  - (1) Maintains an Army VI Steering Committee (AVISC) to provide recommendations to the Army CIO/G-6 on VI planning, programming, policy, architecture, doctrine, systems, and management.
  - (2) Provides the Army CIO/G-6 with VI plans, strategy, programming, policy, architecture, and standards support in addition to ensuring VI systems adhere to the Risk Management Framework for DoD Information Technology (see DoDI 8510.01).

(3) Serves as chairperson, sponsoring the AVISC, which is composed of representatives from the Enterprise Multimedia Centers (EMCs), U.S. Army Installation Management Command (IMCOM) Community of Practice Champions, ACOMs, Headquarters, Department of the Army (HQDA) Field Operating Agencies (FOAs), the Reserve Components and the United States Army Signal Center.

(4) Approves the Department of the Army (DA) Multimedia VI Production and Distribution Program (DAMVIPDP) for distribution throughout the Defense Imagery Management Operations Center (DIMOC). This includes reviewing, validating, and approving (or disapproving) Armywide productions, and assigning production activities for Armywide and DoD-assigned VI productions.

(5) Validates, prioritizes, and approves submissions to the Visual Information Systems Program (VISIP) when funding permits.

(6) Validates and approves the establishment, expansion, consolidation, reduction of capability, and disestablishment of Army VI activities, and provides VI activity capability authorization.

(7) Assigns Defense VI Activity Numbers (DVIAN) to authorized Army activities.

(8) Serves as the Army functional proponent for the Content Discovery and Access Catalog (CDAC) and acts as the primary point of contact for DoD and other component headquarters regarding CDAC matters.

(9) Manages the Army VI Resource Program, which includes DA functional management of the VI Management Decision Package (MDEP) under the Installation (II) Program Evaluation Group.

(10) Reviews and evaluates VI materiel developments; ensures that state-of-the-art technologies are incorporated in the acquisition of non-developmental items for VI.

(11) Reviews and evaluates the VI training developments pertaining to the VI Career Management Field 25 and the VI officer Additional Skill Identifier 5B.

(12) Evaluates all VI force structure development requirements.

(13) Manages the VI portion of applicable civilian career programs (CPs). The Chief, AVIPM serves as the functional community's representative to applicable CPs.

(14) Provides Army representation to Federal, Joint Service and DoD VI production, acquisition, distribution, standards, documentation, CP management, and new technology working groups and committees.

## **2-2. The Chief of Public Affairs**

The Army Chief of Public Affairs (PA) provides general staff supervision and approval for the release of VI products to the public to include obtaining a security review by G-2, if required; implementing DoDDs concerning DMA; and providing HQDA staff management of activities controlled by the Army and operated as DMA outlets. The Army Chief of PA serves as the validation authority for VI production requirements in support of PA operations and activities.

## **2-3. The Deputy Chief of Staff, G-1**

The Deputy Chief of Staff (DCS), G-1 serves as the validation authority for VI production requirements in support of recruiting, legal, medical, religious, and civilian personnel in conjunction with United States Army Recruiting Command; the Judge Advocate General (JAG); the Army Inspector General; the Surgeon General of the Army; the Chief of Chaplains; the Army Human Resource Command; DCS, G-4; and DCS, G-2.

## **2-4. The Deputy Chief of Staff, G-3/5/7**

The DCS, G-3/5/7—

- a. Serves as the HQDA staff proponent for military training and mission support.
- b. Develops Operations and Maintenance, Army (OMA) programs to support VI initiatives in support of military training.
- c. Validates or delegates the validation authority for VI production requirements in support of military training.
- d. Ensures that tactical VI Combat Camera (COMCAM) documentation support is included in Army operational planning documents for contingencies, emergencies, training exercises, and other peacetime engagements.

## **2-5. The Deputy Chief of Staff, G-4**

The DCS, G-4 serves as the validation authority for VI production requirements in support of supply, maintenance, transportation, operational energy, and contingency basing.

## **2-6. The Judge Advocate General**

The JAG serves as the HQDA staff proponent for copyright infringements and as such, reviews all claims involving VI productions.

## **2-7. The Commanding General, U.S. Army Training and Doctrine Command**

The CG, Training and Doctrine Command (TRADOC)—

- a. Develops combat and materiel development plans and concepts for tactical VI COMCAM organizations and systems.
- b. Serves as the proponent for VI training developments in support of enlisted Career Management Field 25 and officer Additional Skill Identifier 5B.
- c. Develops tactical VI COMCAM doctrinal manuals.
- d. Develops VI instruction and programs for resident and non-resident officer, enlisted, and civilian personnel.
- e. Serves as the TRADOC lead for the DAMVIPDP; responsible for the acquisition, development, replication and distribution of TRADOC training videos to support HQDA-approved programs of instruction.
- f. Provides video production guidance and compliance oversight to TRADOC schools and centers.
- g. Prepares tables of organization and equipment within the force structure for VI.
- h. Prepares tactical VI operational concepts along with associated systems and equipment.

## **2-8. The Commanding General, U.S. Army Materiel Command**

In collaboration with the CIO/G-6, the Commanding General (CG), U.S. Army Materiel Command provides centralized procurement, maintenance, and logistical support for classified VI equipment and systems; and plans, programs, and manages RDT&E for VI technology.

## **2-9. The Commanding General, U.S. Army Forces Command**

The CG, U.S. Army Forces Command (FORSCOM), ensures that subordinate commands integrate tactical COMCAM support requirements into operational plans for contingencies and national disasters in accordance with the Joint Operations Planning System, to include training where applicable. FORSCOM assigns a VI Manager to serve as the VI representative to the AVISC, and as the FORSCOM point of contact for FORSCOM VI matters.

## **2-10. Commanders of Army components of the combatant commands**

Commanders of Army components of the combatant commands integrate tactical COMCAM support requirements into operational plans for contingencies and national disasters in accordance with the Joint Operations Planning System.

## **2-11. The Commanding General, U.S. Army Medical Command**

The CG, U.S. Army Medical Command develops, plans, and programs medical continuing education training requirements, and provides medical COMCAM documentation support by ensuring applicability to internal command operational plans and rapid response to wartime, contingencies, joint exercises, relief activities in response to major disasters, and other peacetime engagements. In addition, as prescribed by the Army CIO/G-6, U.S. Army Medical Command operates and maintains the DoD-centralized Still and Motion Media Records Center for medical pathology materials to support DoD organizations and Veterans Administration Hospitals.

## **2-12. The Commanding General, Installation Management Command**

The CG, IMCOM—

- a. In collaboration with CIO/G-6, exercises mission responsibility and resources VI requirements throughout the Army, on those posts, camps, and stations for which IMCOM is responsible, in compliance with DoDI 5040.02, DoDI 5040.07 and AR 25-1.
- b. Appoints installation VI managers and ensures appropriate staff support to include the appointment of a dedicated MDEP budget analyst for MDEP MU1M – Visual Information Mission Support.

- c. Manages authorized Army installation VI activities to include—
  - (1) Ensuring that all baseline services are offered to Army units and activities on Army installations in accordance with the Command, Control, Communications, Computers, and Information Management (C4IM) Services List, Service 702- Multimedia/Visual Information Processes.
  - (2) Ensuring that all above-baseline services are sent to the supporting EMC for production.
  - (3) Ensuring reimbursements for above-baseline services are obtained and properly managed.
- d. Reviews the operation of authorized VI activities annually to determine if products and services are cost effective and systems are fully utilized.
- e. Conducts or arranges for technical training for assigned VI personnel.
- f. Protects assigned access identification numbers (that is, DVIANS), and implements local policies and procedures for use of Army files in the DIMOC. All pertinent materials (video, photos, and graphics) must be sent to the DIMOC for permanent archive in compliance with Parts 1222 and 1223, Title 36, Code of Federal Regulations (CFR).
- g. Plans, programs, and budgets for OMA resources to support VI requirements (for example, productions, personnel, equipment, and systems) in support of their missions.
- h. Prepares directives for implementation of VI policy and procedures.
- i. Ensures the Visual Information Ordering Site (VIOS) is implemented at all authorized VI activities for the collection and/or reporting of VI metrics to the Installation Status Report-Services managed by Assistant Chief of Staff for Installation Management.
- j. Submits funding and manpower requirements to ensure support of authorized missions.
- k. Based on HQDA strategy, develops five-year plans for acquiring VI investment systems in accordance with AR 25–1.
- l. In coordination with CIO/G–6, validates and approves the establishment, expansion, consolidation, change of capability, or disestablishment of VI activities.
- m. Validates, consolidates, and submits VI investment equipment and systems requirements for the VISIP.
- n. Monitors assigned VI activities' participation in the VI record documentation program. Ensures that VI still and motion media master material is forwarded to the DIMOC Visual Media Library, for pre-accessioning.
- o. Provides management direction to authorized VI activities, including ensuring quality products and services, state-of-the-art equipment and systems, and overall operating efficiency; and utilization of the EMC for mission products and services.
- p. Ensures life cycle management of VI products and equipment.
- q. Ensures all VI computers and networks have completed certification and accreditation as appropriate.

## **2–13. The Commanding General, U.S. Army Network Enterprise Technology Command**

The CG, Network Enterprise Technology Command (NETCOM)—

- a. Organizes and operates Army deployable COMCAM units to provide Tactical Digital Media (TDM) of operational contingencies, exercises, joint operations, and relief activities in response to major disasters and other peacetime engagements.
- b. Provides worldwide COMCAM TDM documentation support for Army and Joint service military operations, contingencies, emergencies, and other peacetime engagements.
- c. Provides three year lifecycle support for TDM Kits, until such time it becomes a DA funded Program of Record, with an assigned material developer.
- d. Assigns a COMCAM Program Manager, who will provide input to policy, doctrine, and regulations, and upon request, represent NETCOM, CIO/G–6, and other Army agencies as necessary on various steering committees and working groups.

## **2–14. U.S. Army Europe**

The Training Support Activity Europe (TSAE) VI program manager, under 7th Army Joint Multinational Training Command, serves as the United States Army Europe (USAREUR) Multimedia/Visual Information (M/VI) Manager. The USAREUR VI program is executed through Regional Training Support Divisions (RTSDs), Training Support Centers (TSCs), and the Training Aid Production Center (TAPC). The USAREUR M/VI Manager—



- a. In collaboration with CIO/G-6, exercises mission responsibility and resources VI requirements for USAREUR, European Command, and Africa Command through memorandums of agreement, in compliance with DoDI 5040.02, DoDI 5040.07, and AR 25-1.
- b. Manages RTSD VI managers and ensures appropriate staff support to include the appointment of a dedicated MDEP budget analyst for MDEP MU1M – Visual Information Mission Support.
- c. Manages authorized TSAE VI activities at TSAE TSCs and the TAPC—
  - (1) Ensures that all baseline and mission services are offered to Army units and activities on Army installations in Europe in accordance with the C4IM Services List, Service 702- Multimedia/Visual Information Processes.
  - (2) Ensures that all above-baseline services are provided locally at the TSC, sent to TSAE's TAPC, or Visual Information Services Europe (VISE) for production.
  - (3) Ensures reimbursements for above-baseline services are obtained and properly managed.
- d. Reviews the operation of authorized VI activities annually to determine if products and services are cost effective and systems are fully utilized.
- e. Conducts or arranges for technical training for assigned VI personnel.
- f. Protects assigned access identification numbers (that is, DVIANS), and implements local policies and procedures for use of Army files in the DIMOC. All pertinent materials (video, photos, and graphics) must be sent to the DIMOC for permanent archive in compliance with 36 CFR 1222 and 1223.
- g. Plans, programs, and budgets for OMA resources to support VI requirements (for example, productions, personnel, equipment, and systems) in support of their missions.
- h. Prepares directives for implementation of VI policy and procedures.
- i. Serves as the global administrator for VIOS East in Europe and ensures VIOS is implemented at all authorized VI activities for the collection and/or reporting of VI metrics for USAREUR and DA.
- j. Submits funding and manpower requirements to ensure support of authorized missions.
- k. Based on HQDA strategy, develops five-year plans for acquiring VI investment systems in accordance with AR 25-1.
- l. In coordination with CIO/G-6, validates and approves the establishment, expansion, consolidation, manning, change of capability, or disestablishment of VI activities.
- m. Validates, consolidates, and submits VI investment equipment and systems requirements for the VISIP.
- n. Monitors assigned VI activities' participation in the VI record documentation program. Ensures that VI still and motion media master material is forwarded to the DIMOC Visual Media Library, for pre-accessioning.
- o. Ensures life cycle management of VI products and equipment.

## **2-15. U.S. Army Europe Regional Training Support Divisions**

RTSDs under TSAE manage TSCs and satellites in their area of responsibility with and without full time VI services. RTSDs offer the complete spectrum of baseline and some mission services across their divisions. TSCs within the RTSD provide services depending on the size of the installation, staffing, and remoteness of location. RTSD VI managers—

- a. Implement HQDA and TSAE policy and procedures across their respective TSCs.
- b. Prepare and submit funding and manpower requirements to ensure support of authorized missions.
- c. Based on HQDA and TSAE VI strategy, develop five-year plans for acquisition of VI investment systems that are validated annually.
- d. Maintain the production identification number (PIN) that is required for all Army VI productions per DoDI 5040.07.
- e. Prepare and submit VI investment equipment and systems requirements to the USAREUR VI manager.
- f. Recommend to TSAE manager the establishment, expansion, consolidation, reduction of capability, and disestablishment of VI activities.
- g. On a daily basis, forward recorded VI products (still photographs and motion media) to the DIMOC.
- h. Ensure all VI personnel complete the TSAE VI Skills Self Assessment in conjunction with their immediate supervisor, and submit all assessments to the USAREUR VI Manager. The assessments track courses attended, proficiencies, technical specialties, and shortfalls of VI Specialist skills for the analysis of future training and courses required.

i. Manage and operate authorized VI activities, ensuring quality products and services, state-of-the-art equipment and systems, and high overall operating efficiency, to include—

(1) Utilize VIOS for work request compliance.  
(2) Complete mission work within the RTSD, or transfer products to the TSAE TAPC, or VISE under IMCOM–Europe depending on the type of product and most cost effective, timely, and reliable method. Mission work will be on a reimbursable basis.

(3) Unless an exception or waiver is granted, RTSD VI activities provide all baseline services per the C4IM Services List. TSCs may request a waiver by providing justification that includes a full analysis of the expected benefits, and must include formal review by the installation senior legal officer or JAG. All waiver requests will be endorsed by the RTSD Chief of the requesting activity and forwarded through the USAREUR VI Manager to the Army CIO/G–6.

(4) If a temporary lack of resources prevents an installation VI activity from offering all required baseline services, the activity should prioritize offered services, referring those that cannot be provided to another TSC under the RTSD. The prioritization for local support should be as follows—

- (a) DA/Head and Shoulder and documentation photography.
- (b) Self-help graphics shop.
- (c) Graphics production.
- (d) All other photography.
- (e) Presentation and public address support.
- (f) Video and multimedia production.
- (g) Equipment loan.

## **2–16. Director of Army Safety/Commanding General Combat Readiness and Safety Center**

The Directory of Army Safety/CG Combat Readiness and Safety Center—

a. In collaboration with CG, TRADOC develops, plans, and programs safety continuing education training requirements for CP–12 safety and occupational health professionals.

b. Serves as the validation authority for VI production requirements in support of safety.

## **2–17. Installation visual information managers**

Installation VI managers will—

- a. Implement HQDA and IMCOM policy and procedures.
- b. Prepare and submit funding and manpower requirements to ensure support of authorized missions.
- c. Based on HQDA and IMCOM VI strategy, develop five-year plans for acquisition of VI investment systems that are validated annually.
- d. Maintain the PIN that is required for all Army VI productions per DoDI 5040.07.
- e. Prepare and submit VI investment equipment and systems requirements to the IMCOM VI manager.
- f. Recommend to IMCOM HQ manager the establishment, expansion, consolidation, reduction of capability, and disestablishment of VI activities.

g. On a daily basis, forward record VI products (still photographs and motion media) to the DIMOC.  
h. Manage and operate authorized VI activities, ensuring quality products and services, state-of-the-art equipment and systems, and high overall operating efficiency, to include—

- (1) Utilize VIOS for work request compliance.
- (2) Ensure that all baseline services are offered to Army units and activities on Army installations in accordance with the C4IM Services List, Service 702 Multimedia/Visual Information Processes.
- (3) Submit all requests for mission VI products and services to an EMC.
- (4) Unless an exception or waiver is granted, installation VI activities will provide all baseline services on the C4IM Services List. Activities may request a waiver by providing justification that includes a full analysis of the expected benefits and must include formal review by the Installation senior legal officer or JAG. All waiver requests will be endorsed by the commander of the requesting activity and forwarded through the HQs IMCOM to the Army CIO/G–6.

(5) If a temporary lack of resources prevents an installation VI activity from offering all required baseline services, the activity should prioritize offered services, referring those which cannot be provided to the supporting EMC on a reimbursable basis. The prioritization for local support should be as follows—

- (a) DA/Head and Shoulder and documentation photography.
- (b) Self-help graphics shop.
- (c) Graphics production.

- (d) All other photography.
- (e) Presentation and public address support.
- (f) Video and multimedia production.
- (g) Equipment loan.
- (h) Ensure life cycle management of VI products.

## Chapter 3

### Enterprise Multimedia Centers

#### 3–1. General

M/VI contributes significantly and powerfully to the total Army mission. It uses multimedia-based information to greatly support and enhance the communications process. The communications process is the exchange of ideas, data, and information, regardless of the forms or technologies used. M/VI professionals in the M/VI community capture, create, and exploit visual images and sounds that provide timely, accurate, and highly-accessible information for communication, assessment, training, and decision-making. To continue to improve the Army M/VI Program, ongoing and deliberate business improvements must be accomplished. Immediate, long-term, and strategic plans are keys to achieving these aims.

#### 3–2. Vision

- a. Provide global VI support to today's Warfighter by restructuring and consolidating M/VI assets to shift from a physical, location-centric work space to a work space which allows virtual visits, work submissions, and utilization of digital assets and Web-based products.
- b. The concept of the operation is to emulate current commercial practices in industry using economy of scale and eliminating redundancies. Much like a chain of retail stores that offer basic services at each location, more complex projects or high volume products are sent to a regional or national centralized production facility. In the Army, the installation VI activities at TSCs provide basic and self-help products and services in accordance with the C4IM Services List. The installation VI activity then forwards the more complex requests that are above the baseline C4IM Services List to its supporting EMC.

#### 3–3. Products and services

The Army M/VI restructure establishes the EMC and provides, at a minimum, these products and services (services on a reimbursable basis are designated as mission funded (MF) in the Army C4IM Services List).

- a. M/VI administration service.
- b. Work order management.
- c. Budget, program, contracting officer's representative (COR), report management.
- d. M/VI property accountability, (that is, equipment).
- e. M/VI liaison.
- f. Site manager.
- g. Production liaison.
- h. Documentation.
- i. Capture imagery depicting actual events, activities, phenomena, places, or people recorded primarily to create a record of the subject matter.
- j. Web-cast of significant events.
- k. Broadcast support service.
- l. Cablecast.
- m. Web-cast.
- n. Video production exceeding \$5,000.
- o. Non-local productions—MF.
- p. Actors, script writers, narrators, and so forth—MF.
- q. Multimedia duplication (low volume)—MF.
- r. 508 compliance—MF.
- s. Photography services.
- t. Printing and plotting (color, and black and white)—MF.
- u. Image duplication—MF.

- v. M/VI graphic production.
- w. High-end graphics—MF.
- x. Camera-ready mechanicals and art.
- y. Large graphics.
- z. Graphic duplication—MF.
- aa. Animation (That is: flash—vector graphics, object-oriented graphics).
- ab. Displays and exhibits—MF.
- ac. M/VI Presentation Support Services Provide public address system and presentation support (set up, operation, and tear down)—MF.

### **3–4. Customer profile**

The EMC customer base is comprised of continental United States (CONUS) and outside the continental United States (OCONUS) garrison and mission commands that require above baseline or mission products and services as described in the C4IM Services List. Other customers may include other Federal Agencies and DoD services, where no additional cost is incurred by the Army, except for those reimbursable charges for contract labor and materials used in the production of the product or service requested. EMC customers are not restricted by geographical location but rather by the servicing EMC's abilities and services or availability. All mission support or above baseline services offered by the EMC are on a reimbursable basis.

### **3–5. Enterprise Multimedia Center operations**

a. As a result of evolving requirements, declining resources, and technological advances, many M/VI products may be customer produced. The newly organized Multimedia/Visual Information Support Center (M/VISC) has an enhanced self-help center where customers are assisted in the design and production of their own products. However, certain products and services can only be created and accomplished by M/VI professionals. In response to these changing requirements, the Army M/VI restructure separates and simplifies the functions performed at existing garrison M/VI service centers, while relying on EMCs for the more complex products and services. Under the enterprise services concept, only funded C4IM Services List baseline services will be provided by the garrison M/VISC. Above-baseline services and products are not funded will be provided by an EMC.

b. The EMC is not only a place where products are produced, it is a center where products are acquired and managed. The EMC is the hub of a network of VI providers whose particular specialties are leveraged to meet the customer's requirements in the most efficient manner possible. These are primarily video production centers, and they will be utilized to the maximum extent possible as this will reduce equipment, manpower, and temporary duty requirements at the EMC.

c. Requests for M/VI support will be submitted to the garrison M/VISC either through an electronic work order or in person. The product will generally be picked up at the same location or delivered electronically depending on the medium.

d. EMCs are equipped with the same core equipment and connected to an Army-wide network. Each installation M/ VISC is connected to its supporting EMC. EMCs will share assets and unique capabilities that will inevitably grow out of special requirements within their own areas of support. With this type of networking, world class M/VI customer support will be provided transparently to customers from their garrison M/VISC.

## **Chapter 4**

### **Visual Information Activities and Authorization**

#### **4–1. Visual information activity**

An authorized VI activity is an organizational element (or a function within an organization) in which at least one person is classified as a VI specialist, or whose principal responsibility is to provide VI services. VI activities produce original photography (still and motion media); record, distribute, and broadcast electronically (video or audio); reproduce, distribute, preserve, and acquire VI products; lend VI products or equipment; prepare graphic artwork; fabricate VI aids, models, and displays; operate VI libraries; provide presentation services; or manage any of these activities. All original VI works created by U.S.

Government employees as part of their official or assigned duties are works of the U.S. Government as defined in Title 17 USC 101.

#### **4-2. Authorization authority**

VI activities are established, expanded or reduced in capability, consolidated, or disestablished by authorization from the AVIPM. Unless specifically authorized to provide dedicated support to a particular command or organization, VI activities will support other Army, DoD, or Federal agencies on a reimbursable basis, to the extent they are capable. AVIPMs may authorize dedicated VI activities when this arrangement would improve support and efficiency.

#### **4-3. Visual information satellite activities**

VI activities are authorized as common support activities that provide general support to an installation or a defined geographic area. Existing VI activities may establish satellite activities as needed to best support their customers. A satellite is not a separate activity; it reports its management data through its host activity. As a rule, a satellite activity will be organized under the same table of distribution and allowances (TDA) as the host activity, but sometimes it may be better placed under the operational control of the supported organization. As such, a satellite may either be co-located with the host activity or separated by geographic distance. This allows the VI activity to support the missions of its customers, while also providing centralized management.

#### **4-4. Defense Visual Information Activity Number**

All Army VI activities are designated for specific functions and are assigned a DVIAN. Army DVIANs always begin with the letter "A," followed by a four digit number, for example: A0102. The DVIAN will be used in all correspondence dealing with individual activities.

#### **4-5. Army visual information records holding area**

The VI production records holding area is a facility where VI products are sent pending their disposition to the appropriate DoD records center. The DIMOC keeps the material briefly (not more than two years) to prepare it for its transfer to National Archives and Records Administration (NARA) for permanent depository and archival.

#### **4-6. Army Visual Information Documentation Program**

The Army VI Documentation Program provides TDM records of significant Army events and activities. This information is acquired for operational and historical purposes. OSA, Office of the Joint Chiefs of Staff (OJCS), HQDA, and field commands use this information for operational mission support, presentations, reports, and historical records. Army and Joint commands utilize TDM for information operations (IO) purposes in support of assigned missions. Doctrinal, combat, materiel, and training developers use these records for analysis and in reports and briefings to support their programs. PA offices use these products to keep Army personnel informed, and for release to the news media to tell the Army story. This program includes combat and peacetime engagement documentation. All Army VI activities with video, motion picture, still photography, audio recording, or graphic art capabilities are required to participate in this program. The TDM will reflect appropriate themes and messages as specified in the commander's approved plan or guidance in order to inform or influence.

#### **4-7. Broadcasting**

*a. Radio and television broadcasting.* Broadcasting refers to a radio or television station authorized by the Federal Communications Commission in CONUS, or by the host nation OCONUS. The station is assigned a frequency, power allocation, and a period of each day for broadcasting purposes. These stations are stand-alone facilities whose signal can be received by radio or television receivers. They also may include a current radio or television broadcast station that transmits to a specific audience by a system of cables within a defined area. This does not include the channels reserved within a cable television (CATV) system for Government use, the channels provided for information or educational purposes over a closed-circuit television (CCTV) system, or stations received by and retransmitted over a master/community antenna television (M/CATV) system.

*b. Cable television system.* VI activities are responsible only for operating the command channels provided as a part of the CATV franchise agreement.

c. *Closed-circuit television.* CCTV is point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission. It is usually controlled from a central point and can, in certain circumstances, be selectively transmitted to some areas and restricted from others. It also may be transmitted via a local area network.

d. *Master/community antenna television.* VI activities operate M/CATV systems, but do not provide or produce the signal reception apparatus (antennas, satellite dishes, and so forth) to do this.

#### **4–8. Visual information libraries**

a. VI activities are authorized to provide a lending library of digital video disc (DVD) media of pertinent subject matter as it relates to the mission of the installation, post Soldier population, or other training activities. Multiple copies of each DVD may be housed to support anticipated usage on a reoccurring basis.

b. In lieu of a physical lending library, VI activities may advise their customers to use the DoD library CDAC, located at <https://www.defenseimagery.mil> to search for audiovisual (AV) and interactive multimedia instruction products. These products are available for order by all Army personnel by establishing an account (visit the Web site to establish an account). The products are free to the user and may be kept for future use.

c. VI activities are also authorized to maintain AV equipment for temporary loan to customers on a short-term basis. The type and amount of equipment will vary by site, but should reflect the ongoing needs of the installation. This may also include any type of maintenance or duplication effort to fully support both the media loans and equipment loans.

d. Loans may be documented on DA Form 2062 (Hand Receipt/Shortage Listing), or DA Form 3161 (Request for Issue or Turn-In), whichever is most appropriate for the situation. Loans will be requested using VIOS.

#### **4–9. Public affairs**

PA offices, units, sections, and organizations are not VI activities of the types defined in this document. PA does create, produce, and deliver imagery and information products to internal and external audiences in support of commanders' information strategies, but is not a VI common support activity. This includes garrison and operational force public affairs activities and operations.

### **Chapter 5**

## **Visual Information Activity Management and Operations**

### **Section I**

#### **Visual Information Activity Management**

##### **5–1. Activity consolidation**

VI activities will be consolidated into as few locations as possible. Each installation will consolidate its VI activities into a single Visual Information Support Center (VISC) for self-help, or an Enterprise Multimedia Visual Information Support Center for above-baseline support within each installation, community, or geographic area. Where physical consolidation is not feasible or economical, these activities will be managed centrally by IMCOM. In compliance with AR 25–1, IMCOM is required to exercise mission responsibility and resources for M/VI (C4IM Service 702).

##### **5–2. Visual information activity review**

The IMCOM or Activity VI manager must review all authorized VI activities for which he or she is responsible to ensure that they are providing proper support to their customer base, and that they are using resources as authorized. If additional resources are required, they must be obtained through command channels. Because of the need for cost effective operations, VI managers will consolidate or eliminate unnecessary VI activities. Installation and common activities will not duplicate above baseline C4IM services offered by IMCOM EMCs.

## Section II

### Visual Information Activity Operations

#### 5-3. Visual information operations

VI support will be limited to events or activities that are related to official missions and functions. The use of VI products, equipment, or facilities for other than official purposes, such as loaning equipment to local and state governments or nonprofit organizations meeting on Government property, will be at the discretion of the local commander, and in accordance with AR 700-131 and AR 735-5.

a. In order to provide efficient and cost effective support, the Army must emulate current commercial practices of using economies of scale and eliminating redundancies. The Army business model looks like this—

(1) Complex or specialized projects or high-volume requests are sent to a regional or national centralized production facility such as the Army Multimedia and Visual Information Directorate (AMVID) or an EMC. This minimizes costs, eliminates high-end redundancies in personnel and equipment, and generally promotes efficiencies.

(2) VI activities provide baseline services in accordance with the C4IM Services List for all Army units and activities on the installation or in a specific area. These baseline and self-help services are provided at no charge to the customer, based upon available funding.

(3) EMCs (Fort Eustis, Fort Lewis, West Point, and VISE) provide highly specialized products and services using high-end or specialty equipment on behalf of the installation when it exceeds the requesting installation's authorized capability. These are called mission-funded products and services, and are provided on a reimbursable basis only.

(4) The installation VI activity forwards all mission-funded services to its supporting EMC. Customers must reimburse the IMCOM EMC for these services, in accordance with the C4IM Services List.

b. Priorities for VI support will be established with consideration given to mission, timeliness, cost effectiveness, quality and quantity of products, services available, and current funding.

c. VI activities will not expand or accept permanent additional workloads that exceed their existing capability without a change in authorization.

d. VI activities with a unit identification code will maintain a dedicated property book of VI equipment and systems.

e. At the end date of each quarter, designated VIOS administrators will submit consolidated data provided by VIOS for input into Army's IT Metrics Program.

#### 5-4. Work requests

a. *VI work orders.*

(1) Requests for still photography, audio or video recording, graphic art, presentation support and other VI services, and loan and issue, will be submitted using the web-based Visual Information Work Order System on VIOS, which generates an electronic DA Form 3903 (Multi-Media/Visual Information (M/VI) Work Order). This form provides an audit trail and costing data for each service provided. VIOS is a mandatory Web-based program that is used to generate a work order, manage assets, and collect IT metrics. VIOS will not be used as a formal tasking mechanism. A customer request submitted in VIOS does not guarantee approval or support.

(2) Oral, written, or electronic requests submitted by a customer do not qualify or result in a valid work order. A VIOS-initiated request must also be submitted by the requester of the service. The requester must justify all work as an official requirement. All work orders will be acknowledged via VIOS, and considered closed when notification is received that the final VIOS action has been completed. VIOS will maintain work order data for the current year plus two in the active database; subsequent years will be archived and made readily available through the VIOS interface.

(3) If copies of classified documents or original VI products of classified subjects are required, the requester must provide classification data and the authority for reproduction. The requester will validate clearances for personnel to enter restricted or classified areas to provide the requested service. VIOS will not be used to store classified data.

(4) Requests for intelligence support will be submitted through intelligence channels to the supporting VI activity via VIOS.

(5) Requests for operational support will be submitted through operations channels to the supporting VI activity via VIOS.

(6) Requests for support of command information, community relations, or public information will be submitted through PA officers to the supporting VI activity via VIOS.

(7) Requests for support of all other functions or activities will be submitted to the VI activity designated to provide the support requested via VIOS.

(8) VI documentation may be initiated by the VI manager.

*b. VI production requests.* VI productions will be requested using the procedures in paragraph 7–5 of this pamphlet, or submitted to the supporting EMC for production.

#### **5–5. Identifying visual information products**

*a.* Original VI productions, products, and associated administrative records will be controlled throughout their life cycle. Activity VI managers will maintain a system for numbering individual product items in keeping with the local activity's requirements.

*b.* Each piece of original artwork, graphic, and still and motion image will be assigned a Visual Information Record Identification Number (VIRIN) so that the specific product can be identified for reorder, disposition, and life cycle management. In the case of digital imagery, all metadata will be recorded in a manner consistent with the DIMOC and the DoD Captioning Style Guide standards (available on the DIMOC Web site at <https://www.defenseimagery.mil/>) and saved internal to the file, or provided with a linked file to the image.

*c.* All imagery not discarded should have a VIRIN and be forwarded to the DIMOC.

*d.* VIRIN numbers will be written in accordance with DoDI 5040.02.

*e.* All photographers, videographers, graphic artists, photojournalists, broadcasters, PA officers, and other personnel involved in the creation of official DoD imagery will acquire a Vision identification (ID) number. All Army VI professionals who do not have a Vision ID will log in to the Defense Imagery Web site at <https://www.defenseimagery.mil/> to acquire a Vision ID number.

#### **5–6. Release statement**

The following statement will be placed in the metadata of each unclassified picture, and will accompany copies of unclassified motion picture footage, video, or audio recording or imagery distributed: "Publication or commercial use of this material requires release by a U.S. Army Public Affairs Officer. Credit U.S. Army." Credit line consisting of individual's name and unit may be added.

#### **5–7. Use of personal equipment and supplies**

*a.* Military or civilian employees of the Army who have been designated or authorized to engage in television, audio, still photography, motion picture recording or generation, or original graphic illustrations for any official purpose are considered official Army VI recorders for the purposes of this pamphlet.

*b.* Army personnel who are on official VI assignment may not engage in VI recording for personal retention or for any other purpose not directly related to official Army activities.

*c.* When by choice or agreement, personally owned equipment or supplies are used during an official assignment all VI material recorded while on that assignment becomes Army property and must be turned in to a DA VI activity or an authorized DA agent.

#### **5–8. Release of media**

VI products are subject to the same safeguards and release requirements as other materials intended for release to the press, public, or individuals. For policies governing release of material outside the DoD, see DoDD 5230.09, DoDI 5040.07, AR 25–55, AR 27–60, AR 25–22, AR 360–1, AR 380–5, and other Federal regulations.

#### **5–9. Use of visual information materials and equipment**

When the VI manager cannot support official requirements, production materials and/or equipment may be issued to the requester. VI products created with these materials will remain the property of the Army. Such products, with associated captions, will be turned into a DA VI activity, or authorized agent for processing and disposition in accordance with this pamphlet.



## **5–10. Reproduction**

a. Reproduction that utilizes VI personnel and equipment will be done only when it is the most efficient and appropriate method, and will be limited to the minimum number of copies justified to meet the requirements as stated on the work request.

b. The reproduction of materials containing one or more works covered by copyright is strictly prohibited without written consent from the copyright holder. This consent should be indicated in VIOS in the appropriate area and attached to the digital work order by uploading the consent document in the work order section of VIOS. Guidance on obtaining the right to use copyrighted material can be found at <https://www.copyright.gov>.

c. Requests to reproduce any product other than those prepared by the VI activity should be accompanied by a release statement from the producing activity or proper authority. A release statement prevents any misunderstanding concerning the right to reproduce the product.

d. The written consent authorizing the reproduction of products also should contain the restrictions, if any, on the reproduction of that product.

e. Generally, both music and programs recorded off the air are copyrighted. Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the material recorded or scored thereon, either in whole or in part. A specific license for each recording or score must be obtained from the copyright owner.

## **5–11. Classified recording, playback, and transmission**

a. Classification of VI products will be shown at the beginning and ending of each production by layout titles bearing the appropriate classification. These markings will be visible when played back on a display device.

b. Classified audio or video media will be identified aurally with an announcement of the security classification at the beginning and ending of the recording.

c. Applicable classification markings will be shown clearly on the image and back of each photograph, per AR 380–5.

d. When using a television or audio system, the equipment must be installed following the provisions of AR 530–1. Procedures for the transmission of classified information are in AR 380–5.

e. Containers of VI products will be labeled with the security classification of the contents and their classification and declassification data.

f. Video and audio magnetic tapes and video discs containing classified material may not be degaussed and declassified. Classified tapes must either be reused at the same level of classification or destroyed when no longer needed.

g. Handling and disposition of classified slides, transparencies, or photographs will be per AR 380–5.

## **5–12. Visual information production obsolescence review**

a. Each authorized VI activity will annually inventory its VI library holdings to identify underutilized titles.

(1) Those titles that have not been loaned within the past 12 months should be removed from the shelf for disposition.

(2) For disposition procedures, the designated personnel should contact the DIMOC.

b. The DIMOC periodically publishes a bulletin listing those productions (products) considered obsolete. Those productions should be removed from library holdings and disposed of following procedures established by the DIMOC.

## **5–13. Restrictions**

M/VI assets may be used only for official purposes in compliance with Federal law and Army regulations.

a. *General.* The reproduction, duplication, public exhibition, or use of copyrighted products, including but not limited to sound recordings (for example, music) and audiovisual works (for example, television programs, movies, internet content, music videos), without permission of the copyright holder violates Federal law and is strictly prohibited (17 USC, AR 25–1, and AR 27–60). Any use of copyrighted material without the written permission of the copyright holder requires a written legal opinion that the use falls under an exception to the Copyright Statute.

(1) Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the material recorded or available on a score, either in whole or in part.

(2) The use of copyrighted material without permission constitutes an unlawful infringement of U.S. Copyright Law by the U.S. Government, and will subject the Government, and all parties involved, to pecuniary liability for damages caused to the copyright holder. Guidance on obtaining the right to use copyrighted material can be found at <https://www.copyright.gov>.

(3) M/VI activities will not use copyrighted material in their productions without permission or a license from the copyright holder. Customers who wish to use copyrighted material must provide either a copy of the permission given by the copyright holder or a copy of the copyright license purchased to use the material in question. The permission or license will be attached to the VIOS request.

*b. Training and unit history videos.*

(1) The incorporation of copyrighted music (whether in part or in its entirety) into training or other video or multimedia products is not considered a fair use of the material that would qualify as an exception to U.S. Copyright Law. Unless the music has an educational purpose, the incorporation of popular songs into these videos is not considered fair use, but rather an enhancement of the entertainment value of the message. Based on this prohibition, the use of copyrighted music in internal works not to be published is also forbidden.

(2) Presenting gifts that contain copyrighted material without permission from the copyright holder is also an infringement of U.S. Copyright Law and may increase the Government's liability. If a unit or agency wishes to exhibit products or duplicate such material as fair use, a legal opinion from the servicing staff legal counsel must be provided to the VI manager or the installation VI activity before the event or conference in which the material would be used.

*c. Social events.*

(1) All M/VI products and services are For Official Use Only. As a general rule, social events such as military balls and hails and farewells are unofficial in nature and are considered entertainment except where VI documentation would be appropriate as defined in this pamphlet.

(2) This prohibition includes both the creation of a production to be shown at a social event for purely entertainment and the recording of audio and visual information at the social event except where historical documentation would be appropriate as defined in this pamphlet.

## **Chapter 6**

### **Equipment and Systems**

#### **Section I**

#### **Capabilities, Identification, Planning, Procurement, and Accountability**

##### **6-1. Capability levels**

VI capabilities are products and services created with authorized equipment and systems at their approved capability levels.

##### **6-2. Identification of visual information equipment**

a. VI equipment and systems are items capable of continuing or repetitive use by VI personnel or activities that are used for recording, producing, reproducing, processing, broadcasting, editing, distributing, exhibiting, and storing VI. Procurement of such equipment will be conducted through the Television-Audio Support Activity (T-ASA), <https://tasa.dodmedia.osd.mil/>, an OSD organization. T-ASA is the item commodity manager for the acquisition of commercially available VI investment equipment. (See para 8-3 for more about T-ASA.)

b. A VI system is considered to exist if a number of components (items) are interconnected and designed primarily to operate together. The total acquisition cost of the complete configuration is the determining factor when applying expense versus investment funding criteria when acquiring a system. Systems intended to satisfy a specific requirement will not be acquired in a piecemeal fashion. The total system cost will include the aggregate cost of all new equipment items and software being acquired to meet a specific requirement. When they are specified in the contract, the installation costs will also be included in the total cost.

c. A VI upgrade is a change or modification to an existing system or process, which results in the improved performance, increased capability, and other factors that are provided with technological advancements of VI equipment.

d. When items that would otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they will be managed as a part of that non-VI system or device. For example, an oscilloscope microscope with an embedded camera would be managed as a non-VI device.

e. When items that would otherwise be identified as non-VI equipment are an integral part of a VI system or equipment (existing or under development), they will be managed as a part of that VI system or device. Examples are: a computer embedded in a video switcher, a copier embedded in an electronic blackboard, or a computer embedded in a computer graphics system dedicated to graphic production. This does not eliminate the requirement for a signed capability request if the VI equipment can be considered stand-alone IT equipment.

f. The following are not controlled as VI equipment: self-processing cameras, cellular phone cameras, nurse call systems, binoculars, copiers not dedicated to VI activities, fixed outdoor public address systems, language labs, bugle call systems, silk screen equipment, engraving equipment, outdoor sign makers, radio paging systems, and television receivers in hospital patient rooms and waiting areas.

### **6-3. Visual information asset certification**

#### **a. Certification of assets.**

(1) CIO/G-6 is the delegation authority for certifying VI assets between \$250,000 (or the Other Procurement, Army (OPA) threshold) and \$2.5 million. The installation Directorate of Plans, Training, and Mobilization and Security (DPTMS), or the installation or RTSD VI manager processes the request for equipment and systems between \$250,000 and \$2.5 million through the VISP for CIO/G-6 certification. Proof of certification exists when a HQDA VISP acquisition priority number is assigned to a specific VI requirement.

(2) Equipment and systems under \$250,000 (or the OPA threshold, whichever is higher) are certified by the DPTMS, or delegated to the installation or RTSD VI manager. Certification authority may be delegated to the lowest level that assures positive and effective controls and ensures compliance with the DoD Information Technology Standards and Profile Registry. Written certification must be provided to the contracting officer prior to procurement for VI equipment and systems under \$250,000.

b. Investment VI equipment and systems are normally funded with OPA-2 dollars. OMA funds support expense items (for example, standalone equipment).

c. Funding other than procurement dollars. VI activities that are supported by funding other than procurement dollars (for example, Army Industrial Funds, civil works, intelligence, and so forth) will procure VI equipment with those resources that support their operation. FOA VI managers will ensure that only authorized VI activities with established DVIANS purchase DoD Information Technology Standards and Profile Registry-compliant VI equipment.

### **6-4. Planning for equipment**

Commands with authorized VI activities will establish and maintain a five-year VI acquisition plan for equipment to meet their current and projected acquisition needs. This plan will establish an annual, realistic basis for programming both new and replacement equipment requirements. The plan will be forwarded annually to the IMCOM VI and USAREUR VI manager who will in turn develop and forward a consolidated plan to the AVIPM.

a. As the DA VI functional proponent, HQDA CIO/G-6 prepares a consolidated Army-wide VI requirement statement based on IMCOM VI and USAREUR VI managers' five-year acquisition plan. Requirements will be validated dependent on availability of resources and common architecture compliance.

b. When a VI activity is assigned new mission requirements, these new requirements can be used to justify planning for and acquiring new VI equipment, as long as the expanded capability has been approved by the AVIPM.

c. Replacement equipment requirements will be planned and programmed based on determination of life expectancy of equipment currently installed or in use. This will provide a basis for establishing annual funding increments for replacing equipment.

d. TDM kits maintain a three-year VI acquisition plan due to the harsh environment in which the commercial high-tech equipment must operate. TDM kits are considered a combat loss after a year of combat operations, as this is the trend of its useful life expectancy for its critical pieces.

#### **6-5. Visual information equipment and systems procurement**

a. VI equipment at the installation level is centrally managed and controlled by the authorized VI activity. The VI manager at the installation level is the only installation official authorized to approve or validate the procurement of VI equipment below the investment threshold; as a result, he or she will be responsible for maintaining the VI section of the installation property book. Before procurement, the VI manager will ensure—

- (1) Equipment is not being obtained for a system with a total cost over the investment threshold.
- (2) Acquisition is based on the five-year VI acquisition plan, as described in paragraph 6-4 of this pamphlet.

b. TDM kits will be managed at the unit level with oversight by the material developer during their life cycle, and the battalion headquarters for maintenance issues. Warranty support will be utilized as much as possible for COTS items, and technology refresh for repair and replace items as they occur. Professional M/VI production and reproduction equipment will not be procured or entered on the hand receipt of activities that do not have a DVIAN or Modified Table of Organization and Equipment (MTOE) and/or TDA authorization for the equipment.

c. Existing VI or broadcast news equipment at PA offices or other non-VI activities does not constitute a waiver of these requirements.

### **Section II**

#### **Visual Information Systems Program**

#### **6-6. Visual Information Systems Program objectives**

The VISIP provides for the annual identification and setting of acquisition priorities for commercially available, non-tactical VI investment (DA-controlled) equipment used to produce, reproduce, record, distribute, or present VI products. VI investment equipment is centrally managed and funded. DA-controlled VI equipment includes all investment VI items. The investment threshold is established by Congress.

#### **6-7. Management**

The AVIPM is the DA functional proponent for the VISIP.

#### **6-8. Visual Information Systems Program participation requirements**

VISP participants must be authorized VI activities having a DVIAN, per AR 25-1.

#### **6-9. Visual Information Systems Program submission procedures**

Commanders and VI managers compile the initial input to the VISIP. This includes—

- a. Identifying investment VI systems life cycle replacement plan.
- b. Identifying investment VI systems that will improve the quality of work, increase productivity, give more economic production methods, or save resources.
- c. Submitting copies of the five-year VI acquisition plans for replacement or expansion of investment VI systems.
- d. Completing a DA Form 5695 (Information Management Requirement/Project Document) in coordination with the materiel developer for each VI requirement, and submitting it through the chain of command to the EMC, installation or RTSD VI manager or FOA VI manager. A project document for each requirement must be submitted each year. Project documents will not be carried over from year to year. A project document submitted for a previous year may be resubmitted, but will be considered new for the purpose of that year's VISIP validation. The potential for technical, mission and workload changes is high; therefore, the project documents should be revised to reflect these and other changes that may have occurred.
- e. Attaching a VISIP matrix and economic analysis for each requirement to the applicable project document.

## Section III

### Equipment Management

#### 6-10. Table of Distribution and Allowances documentation

Upon being notified that VI investment equipment is being procured by T-ASA, the receiving unit must add it to the appropriate authorization document TDA or MTOE.

#### 6-11. Redistribution of excess and disposition of obsolete visual information equipment

*a. Annual review procedures.* Installation and RTSD VI managers must establish annual review procedures for lifecycle management replacement. They will also ensure that obsolete or under-utilized equipment and repair parts are redistributed where needed, or turned in for disposal. Maintenance of VI equipment will be performed and managed in accordance with AR 750-1. Preventive maintenance on VI equipment will be performed in accordance with manufacturers' prescribed scheduled maintenance.

*b. Redistribution within command.*

(1) The installation and RTSD VI manager of the activity identifies excess VI equipment and establishes its serviceability.

(2) The installation and RTSD VI manager of an activity coordinates with the IMCOM VI manager to determine if serviceable excess equipment is needed by other VI activities within the command.

(3) If another VI activity within the command needs and is authorized the capability for the excess equipment, it may be laterally transferred. Packing and moving expenses are the responsibility of the receiving VI activity.

(4) If the receiving VI activity has submitted a request for the type of equipment being processed (that is, in the Army's VISP), that request must be cancelled.

*c. Redistribution within the Army.* If the excess equipment is not used within the command, an Army-wide query should be made. This query will be handled by the IMCOM VI manager. If VI investment equipment is transferred, the AVIPM must be notified in writing when the transfer takes place.

*d. Rules.* The following rules apply for equipment transfers—

(1) The receiving VI activity must have a DVIAN and be authorized the capability for the equipment.

(2) The receiving VI activity will pay all associated packing and shipping costs.

(3) Both the receiving and losing activities are responsible for transfer of property book records.

(4) Both activities are responsible for changes to authorization documents (TDA or MTOE) if applicable.

*e. Design and engineering activity.* T-ASA reviews reports of excess equipment and directs the redistribution to other VI activities and Services. T-ASA can directly query commands. For further information on equipment availability, contact T-ASA, <https://tasa.dodmedia.osd.mil/>. Equipment must be offered to the associated Service component before it is offered to other Services. For example, Army VI equipment will be offered to other Army VI activities first, then to the Air Force or another Service.

*f. Disposition of excess or obsolete VI equipment.* Serviceable commercial (not type classified) VI investment equipment can be reported to T-ASA. For guidance contact T-ASA.

#### 6-12. Basic ordering agreements and requirements contracts

T-ASA will establish basic ordering agreements and requirements contracts for standard VI equipment when this is cost effective.

#### 6-13. Maintenance and repair of visual information equipment

The VI activity maintains and repairs installed or fixed VI equipment after any warranties have expired by in-house or local contracts. This requirement only applies to systems not exempted by "end user ownership" which requires end users to maintain that equipment.

#### 6-14. Public address systems

*a.* Public address systems affixed as a permanent part of a structure are handled as real property. They are usually designed into a building or installation and purchased with base operations funds. These systems are a permanent part of the installation and would remain in place even though an activity may relocate. They are not VI equipment. The Network Enterprise Center (NEC) has responsibility for maintaining these systems.

b. In accordance with AR 420–1, if the existing sound system is listed on the real property record as a piece of installed equipment and the sound system has failed or is failing, OMA dollars can be used to purchase a new system.

#### **6–15. Abuse of user-operated equipment**

Users borrowing VI equipment from a VI activity are accountable for abuse of that equipment beyond normal wear and tear, and will reimburse the VI activity for cost of repair.

### **Chapter 7 Production and Distribution**

#### **7–1. Life cycle management**

VI managers will develop a life cycle plan for VI equipment to allow installation and RTSD VI managers and FOAs to program for VI equipment replacement cost.

#### **7–2. Production, procurement, and adoption**

A VI production is the process of combining or arranging any separate audio or visual products in continuity, in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A sub-set of VI production combines motion media with sound and is further defined as an AV production. Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources, including in-house or contract production, off-the-shelf acquisition, or adoption from another DoD component or Federal agency.

#### **7–3. Exemptions**

The following VI products are not considered productions and are therefore exempt from the provisions of this chapter.

- a. Graphic art, still photography, motion picture photography, and video and audio recordings except when they are used in a VI production.
- b. Visual reports including technical, intelligence, and command reports.
- c. Visual products resulting from criminal investigations and other legal evidentiary procedures.
- d. Television and radio spot announcements, such as those used by recruiters, public service announcements and news clips, and information programs funded by DMA.
- e. Commercial VI productions or programs acquired for OCONUS dependent schools and for Morale, Welfare, and Recreation activities.
- f. Commercial nonmilitary training productions acquired by installation libraries operating Morale, Welfare, and Recreation activities.
- g. Still photography and video acquired, created, or processed by PA for use in internal Command information programs or external release.

#### **7–4. Acquisition**

All VI productions will be acquired in the most cost effective manner possible. Only authorized VI activities are permitted to produce or contract for new productions. Any contract for the production of a VI product in which a VI product is a deliverable should include one of the “Special Works” clauses pursuant to Defense Federal Acquisition Regulation Supplement (DFARS) Part 227, (available at [https://www.acq.osd.mil/dpap/dars/dfars/html/current/227\\_72.htm#227.7205](https://www.acq.osd.mil/dpap/dars/dfars/html/current/227_72.htm#227.7205)). VI managers may consider purchasing COTS IT solutions, producing under contract, and producing in-house, in that order. Exceptions are—

- a. VI productions that are part of the provisions of contracts for research and development of tactical systems or new equipment training.
- b. VI productions that are part of a materiel contract (that is, new equipment, paper-based training, and similar costs) must not be the principal purpose for the contract, but related to and acquired as part of the materiel being purchased.
- c. VI productions that are part of mixed-media contracts. VI productions that require validation against a target population in support of learning are typically part of mixed media contracts, where a Government producer interacts with instructional technologists and leads to produce interactive multimedia instruction

are not constrained; however, the office of primary responsibility (OPR) will comply with development and life cycle management guidelines.

d. VI productions that are part of recruiting programs when the VI production is integral to an overall advertising agency contract.

e. Purchase of VI production services to augment in-house production capabilities when this method of acquisition is the most cost effective.

f. Commercial VI products purchased with NAF.

#### **7–5. Multimedia/visual information productions**

M/VI productions are a combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to or communicating with an audience. When M/VI productions, such as those produced under the DAMVIPDP, meet the criteria stated below, they will be managed per DoDI 5040.07.

a. The delivery of M/VI productions includes, but is not limited to, solid state memory cards, hard disk, removable magnetic or optical disk, DVD, and the Internet. M/VI productions are usually displayed electronically or optically.

b. M/VI productions may include combinations of text and/or other VI products such as motion video, graphics, still photography, animation, or audio. M/VI productions include informational products (for example, recruiting, public, or command information) or electronic publications. M/VI productions will be used when cost-effective and appropriate to support mission requirements. Wherever possible, COTS or existing productions will be used instead of creating a new one.

c. Productions containing predominantly textual information are considered electronic publications, not multimedia productions, and are governed by printing and publishing policies.

d. The recording, duplicating, and/or use of copyrighted material in a VI production is prohibited by law (Title 17 USC) unless prior permission from the copyright owner is obtained in writing, or unless a legal opinion addressing an exception has been sought and obtained.

e. The following VI products are exempt from the provisions of this section—

(1) Graphic art, electronic and/or digital images, still photographs, motion picture photography, and video and audio recordings not used in M/VI productions.

(2) VI content or material that is obsolete within a year does not require life cycle management. Examples include VI reports (technical, intelligence, and maintenance reports), video reports, and videos of briefings, seminars, conferences, classroom instructions, or commanders' messages to their troops that are for short-term immediate use.

(3) VI products resulting from criminal investigations and other legal evidentiary procedures.

(4) Television and radio spot announcements, public service announcements, and news clips.

(5) Documentation or productions created for the purpose of communicating clinical, histopathological, or other professional medical information to members of the civilian health science community and are not a part of the DAMVIPDP.

(6) Still photography and video acquired, created, or processed by PA for use in internal command information programs or for external release.

f. All M/VI production requirements will be processed per DoDI 5040.07 using DD Form 1995 (Visual Information Production Request and Report). The DD Form 1995 must be approved prior to beginning any production.

(1) Productions will support the needs of the installation and its area of responsibility. All Army productions will be sent to the DIMOC. Therefore, Army productions will be available DoD wide.

(a) Productions will be reviewed annually for currency.

(b) Total cost will not exceed \$5,000 (to include man-hours, equipment rental, administrative expenses, and any other operating cost) and incur no direct out-of-pocket expenses. Productions exceeding the threshold will be sent to Production Acquisition Division (PAD) and or EMC for production completion.

(c) A production authorization number is no longer authorized.

(d) Activity VI managers will maintain a PIN register for accounting for all productions. The in-house production register will be maintained on file by the installation and RTSD VI manager for current fiscal year plus two additional years.

(2) Potentially all productions are considered for multi-installation, FOA, Army, or DoD-wide use.

(a) These productions, regardless of cost or format (for example: videotape or multimedia), will be certified by the CIO/G–6 using DD Form 1995.

(b) DoD inventory will be assigned a PIN. A PIN register or log will be maintained to ensure control and accountability of all M/VI productions. The PIN will be assigned by the AVIPM. A production authorization number is no longer authorized.

(c) The DIMOC distributes DoD inventory productions.

(d) A subject search in CDAC is required. Search results will be maintained in the official production record throughout its life cycle. Data entry into the CDAC is mandatory using DD Form 1995.

(e) All M/VI productions (in-house and COTS) will be reviewed by the OPR for obsolescence no more than three years after the production's completion and every three years thereafter. M/VI productions are obsolete when they no longer reflect current information and will be removed from the inventory. Obsolete M/VI productions may be declared historical when they no longer reflect current policies and procedures, but accurately reflect past events that are considered historically significant.

g. The OPR and/or VI managers will go online (<https://www.defenseimagery.mil/>) to initiate and complete section I of the DD Form 1995. This section will include production costs. The AVIPM will validate the DD Form 1995 and complete section II. Section II includes assigning a PIN to the production. The form is returned to the requesting activity to proceed with the production. The contracting activity or production activity completes section III of the form. The distribution activity completes section IV of the form. The routing of this form is done via email through the Web site. Note: Activity proponent must complete section I, DD Form 1995 fields or blocks to include production costs. The AVIPM will not certify the DD Form 1995 without complete information (for assistance with production cost estimate, contact AMVID Customer Service at (703) 697-1699 or <https://www.hqda.army.mil/amvid/> or supporting EMC for specific contact information and see chapter 8 of this pamphlet for additional information).

h. OPRs are responsible for ensuring that their M/VI productions comply with both Section 508 of the Rehabilitation Act Amendments of 1998 (Section 794d, Title 29, United States Code) and DoD guidance, and contain captioning for hearing impaired individuals.

i. The functional proponent who manages the resources for the area to be supported will validate VI production requirements. The functional proponent will evaluate the production objective and confirm that it is a legitimate requirement in support of an authorized program or mission, does not duplicate an existing production, and is the best method of presentation. In making this determination, the functional proponent will consider these factors: communication objective; doctrinal accuracy; target audience; production costs; user costs; life span of the information to be conveyed; frequency of use; immediacy of requirement; necessity for periodic updating; distribution format; method, level, and cost of distribution; and compatibility with other existing communication programs.

j. M/VI productions will be acquired in the most cost-effective manner. The Army will use a competitive procurement to acquire new M/VI productions as prescribed by DoDI 5040.07 or utilize the EMC assigned by the AVIPM.

(1) When the total production is contracted at 100 percent (excluding replication and distribution), the production will be assigned using DD Form 1995 to AMVID PAD, the designated Army contracting activity for M/VI production. In instances where the effort is contracted at less than 100 percent, the requiring activity may contract in the most cost effective manner to complete the project using either commercial or Government assets. If using a Government asset such as an EMC, the production will be contracted through AMVID PAD VI contracting office. EMCs are authorized to contract productions up to \$350K or augment their staff to perform the production in-house. All contracted productions will be forwarded to AMVID PAD and the EMC for complete production.

(2) VI managers, AMVID PAD activities, and procurement officers will ensure that all applicable Federal Acquisition Regulations rights and data clauses are included in contracts acquiring M/VI productions or services to ensure the Army owns all rights to the productions and master materials. The Army will not be required to pay royalties, recurring license or run-time fees, use tax, or similar additional payments for any production or associated materials developed for the Army.

k. The VI production activity (for in-house production) or the AMVID PAD VI contracting office (for contracted productions) will obtain a legal review and public release clearance prior to production distribution. Legal review and public clearance documents will be maintained throughout the life cycle of the production.

l. Prior to commitment of production funds for a product whose intended audience is the public, a copy of the script will be submitted, with legal determination, to Army PA requesting public exhibition authority. A separate clearance from Army PA is required for sale, rental, or lease to the public or foreign countries.



All VI productions will be cleared for public release upon completion except when restricted by security classification, or when the production contains copyrighted material.

*m.* Reproduction of any Army production, in whole or in part, is prohibited without the approval of the proponent, VI manager, DIMOC, or CIO/G-6. Non-local M/VI productions will not be distributed until the DIMOC receives the master and production folder. The DIMOC will replicate and make initial replication of all non-local M/VI productions. Requests for additional copies can be electronically submitted through the CDAC.

*n.* The sale of M/VI productions under the Foreign Military Sales Program is covered in DoDI 5040.07. Requests for M/VI productions from or on behalf of foreign sources may be approved, provided the following is met—

(1) Requests for release of M/VI productions for loan or viewing by foreign military audiences will be forwarded to the DIMOC for necessary administrative clearance.

(2) Requests for purchase of unclassified media by foreign civilian sources will be routed through the DIMOC for clearance.

(3) If release to a foreign audience is questionable because of production content, the Deputy under Secretary of the Army will make the final determination.

*o.* Actions to adopt M/VI productions of other U.S. Government agencies (non-DoD) for Army use will be coordinated and certified in the same manner as non-local M/VI productions.

*p.* AV playback or broadcast equipment on which classified information will be transmitted must be installed in accordance with the provisions of AR 25-2—

(1) Procedures for transmitting classified information are contained in AR 25-2.

(2) Each classified AV recording will be identified at the beginning and ending with the appropriate security classification.

(3) Classified material containers will display labels with the appropriate security classification of the contents.

(4) Each classified recording must be destroyed, except when VI production (copies only, not masters) containing classified information has not been removed from the operational area or library. These copies may be destroyed without having a certificate of destruction prepared. A witness must be present to verify destruction.

*q.* Requests to translate or rescore new non-local M/VI productions into a foreign language will be processed in the same manner as all other non-local productions. Requests for rescoring or translating of existing M/VI productions will be approved by CIO/G-6 only if the requestor is responsible for all costs.

*r.* Productions cleared by Army PA will be offered for sale to the public and foreign governments and nationals through the National Audiovisual Center (NAC). Requests for purchase information will be directed to the National Technical Information Service/NAC, 5301 Shawnee Road, Alexandria, VA 22312 or 1-800-553-6847.

*s.* All M/VI productions will be validated by the functional proponent and cleared for public release prior to placement on a Web site for viewing or downloading, and be Section 508 compliant.

*t.* Current authorized distribution formats for official Army M/VI productions primarily are DVD and compact disc- read only memory (CD-ROM). Blue Ray disc will be the preferred distribution media for high definition (720p to 1080p) M/VI productions.

## **7-6. Video/audio documentation**

Recordings of specific types of official events as they occur (for example, briefings, seminars, and very important person (VIP) visits) are authorized. Generally these recordings are not edited and are normally provided to the customer in their raw form or may be incorporated into a VI production. However, unusual and compelling situations may transpire where minor edits are needed. VI activities will discuss possible retention of these recordings as record material with the customer.

## **7-7. Images**

*a.* Imaging, whether digitally or manually produced, is a still or moving pictorial representation of a person, place, thing, idea, or concept, either real or abstract, to convey information. Graphic material used in M/VI productions or video transmissions will adhere to the standard aspect ratio safe area in a horizontal delivery format.

b. The alteration of official DoD imagery by persons acting for or on behalf of the DoD is prohibited; see DoDI 5040.02 and AR 640–30 for details and limitations. The digital compression of official DoD imagery is permitted.

c. The undisclosed modification or enhancement of official DoD imagery by persons acting for or on behalf of the DoD is prohibited. Any and all image modification or enhancement for any purpose must be disclosed in the caption data so that the image does not mislead or deceive. See DoDI 5040.02 for specifics and limitations.

d. Use, duplication, and electronic alteration of commercially obtained electronic images will be in accordance with applicable copyrights and licenses.

e. Only authorized VI activities may process official military personnel file photographs and electronically submit images to the DA Photograph Management Information System.

## **7–8. Graphic art services and products**

a. Graphic arts include the following manual and computer-generated products and services used for official purposes—

(1) Conceptualization, design, and production of professional-quality presentation slides, briefing charts, graphs, and flipcharts.

(2) Camera-ready art for photographic reproduction and AV productions (videotapes, motion pictures, and videodiscs).

(3) Camera-ready art and illustrations, including desktop layout, for technical and field manuals, circulars, regulations, booklets, posters, and official brochures. This pamphlet excludes fully automated publishing systems.

(4) Self-service graphics may be provided to allow customers to prepare quick turnaround on official graphics for products not requiring professional expertise. Miscellaneous requirements for products such as calendars and picture frames may be obtained from self-service supply centers or local purchase by the users.

b. A VI specialist at the servicing VI activity will discuss specific requirements with each customer. The specialist will advise the customer on how to prepare the most effective product.

c. The customer will submit all requirements in a digital format readable by the activity's equipment. Customers will use self-service facilities or business graphic software to develop and revise pre-briefing materials. VI activities will accept only final drafts approved by the VI specialist for development into final presentation graphics.

d. The graphics activity will prepare camera-ready art and type, interior display (headline) text, illustrations, and informational charts and graphs. Typesetting support should be referred to the local servicing publication and printing activity. VISC graphics activities do not prepare galley formatted text for printing.

e. Requests for designing camera-ready artwork for forms must be coordinated with the customer's local forms manager per AR 25–30.

f. For VISCs that have CORs, the VI manager must establish priorities and contract for graphic arts projects with commercial graphics shops. Only final drafts that have been judged legible will be allowed to be contracted.

g. All record graphic material leaving the direct control of the originating activity, such as transfer to another activity or submission to a records center, will be assigned a VIRIN number. VI managers will establish and maintain a local identification system for graphic products. Local activities are encouraged to adopt the VIRIN as a standard identification system whenever possible. If a non-VIRIN numbering system is adopted, a cross-reference file must be maintained to correlate local numbers with material which was subsequently assigned a VIRIN.

h. All material classified top secret must be submitted to the VISC with a completed DA Form 3964 (Classified Document Accountability Record), in compliance with AR 380–5.

## **7–9. Still photographic products and services**

a. Still photographic products and services in support of official requirements may be requested for the following uses and functions—

(1) Activities, events, or subjects which meet the requirements for Operational Documentation (OPDOC), Technical Documentation (TECDOC), or COMCAM.

(2) Awards, promotions, enlistments, and similar ceremonies will be photographed subject to availability of resources. Customers are encouraged to plan for group rather than individual ceremonies. The

VISC still photographic activity will select the best representative photographs to provide to the customer. Under normal circumstances, contact prints of ceremonies will not be provided to the customer for selection, nor will more than two prints be provided per selected frame. Proper captions will be provided for releasable materials.

- (3) Military personnel file photographs required by AR 640–30.
- (4) Official portraits for officer personnel O–6 and above, or the civilian equivalent.
- (5) Group photographs of three or more persons together, taking part in an official event or serving in an official capacity as part of the historical record.
- (6) Passport and identification photographs, as required for official purposes.
- (7) Support for the Hometown News Release Program.
- b. Still photography originals of significant Army events and activities will be reviewed by all producing Army VI activities. Selected photos will be nominated for inclusion in the permanent record.
- c. All record photographic material leaving the direct control of the originating activity, such as transfer to another activity or submission to a records center, will be assigned a VIRIN number. VI managers will establish and maintain a local identification system for photographic products. Local activities should adopt the VIRIN as a standard identification system whenever possible. If a non-VIRIN numbering system is adopted, a cross-reference file must be maintained to correlate local numbers with material which was subsequently assigned a VIRIN.
- d. All material classified top secret must be submitted to the VISC with a completed DA Form 3964, in compliance with AR 380–5.

#### **7–10. Prohibited photographic and graphics services**

Unless an exception or waiver is submitted through appropriate command channels and granted by the Army CIO/G–6, installation and RTSD VI activities will provide the full suite of customer self-help support, including the production of simple products (for example, briefing charts, sign-out boards, flyers, flip charts). Prohibited VI uses include—

- a. Photographing money, genuine or counterfeit, foreign or domestic, or any portion thereof. However, such photography is authorized in black and white for philatelic, numismatic, educational, or historical purposes; for publicity in connection with sales and campaigns for U.S. Bonds; or for other newsworthy purposes (excludes advertising purposes) provided such photographs are less than three-quarters or more than one and one-half the size (in linear dimension) of the money photographed. The negatives (original recording material) and plates used must be destroyed after the final use. The term "money," for purposes of this regulation, refers to notes, drafts, bonds, certificates, uncanceled stamps, and monetary securities in any form (see Title 31 USC).
- b. Passport and immigration or citizenship documents.
- c. A badge or identification card prescribed by agencies of the U.S. Government for use by an officer or employee (see 18 USC 701).
- d. Selective service registration card.
- e. Foreign government, bank, or corporation obligations.
- f. Property titles when regulated, restricted, or prohibited by the issuing state.

#### **7–11. Video reports**

Recordings of official events as they occur (for example, meetings, conferences, seminars, workshops, lower level changes of command, parades, classroom instruction, and similar types of activities) are authorized. These recordings may be enhanced through minor editing, titling, narration, and adding a music score prior to delivery to the customer. These types of recordings are a low priority service and are considered local productions for VI metric purposes.

#### **7–12. Digitized text**

Life cycle management of multimedia products containing only digitized text is governed by printing and publications guidelines.

#### **7–13. Subject search**

- a. VI managers at all levels will ensure that unwarranted duplication of VI productions of the same subject does not occur. VI managers will review and evaluate each proposed production to determine effectiveness and appropriateness of media selection. The complexity and cost of evaluation must be in

proportion to the cost and program impact of the production. The VI manager will ensure that productions are used when cost-effective and appropriate to support mission requirements.

b. Before production, the VI manager will review information from the CDAC production file and listings of reasonably available commercial production sources to determine if an acceptable production on the needed subject exists, is planned, or is in preparation within DoD or other Federal agencies, and if DoD has reproduction rights.

#### **7-14. Validation**

VI managers will ensure that each requirement for a production is validated at each appropriate level by the responsible functional proponent who manages the resources for the area to be supported. The functional proponent or the designated representative evaluates the production objective and confirms the legitimate need for VI support to an authorized program or mission, and ensures availability of funding. The following factors must be considered during the validation process—

- a. Confirmation of legitimate need.
- b. Organizational goals.
- c. Essentiality and priority.
- d. Requester's authority and mission.
- e. Cost savings to the Government.
- f. Production life expectancy.
- g. Frequency of use.
- h. Audience size and distribution media format.
- i. Production acquisition or procurement lead time.
- j. Updating production requirements.
- k. The method, level, and cost of distributing the resulting production copies.
- l. Other support costs.
- m. Compatibility with other planned or existing VI productions.
- n. Requirement for closed-captioning.

#### **7-15. Approval**

The VI manager at each level must approve the production request using online DD Form 1995. The VI manager ensures that all steps have been taken to adequately define the requirement (for example: determining if the requirement is essential and properly validated) and that all other prerequisites have been met prior to authorizing the start of production.

#### **7-16. Production Identification Number**

a. After approval by the AVIPM or installation and RTSD VI manager and prior to starting production, each VI production will be identified by standard PIN.

b. If a local production identified with a PIN is to be used by an organization outside the originating installation or its geographic area of responsibility, it will require DD Form 1995 for a non-local production to be forwarded through appropriate channels for approval and/or validation and for entry into the CDAC system.

c. Non-Local and/or DoD inventory. A PIN, a six digit number assigned by the AVIPM (for example: 700301), will be used to identify each production, and is the life cycle control number of the product. Army PINs will not be assigned to productions made by the Army for another DoD component (except when the Army is the executive agent), or other Federal agencies. These productions will be assigned to authorized activities by HQDA CIO/G-6 utilizing PINs assigned by the requesting DoD component headquarters. Productions produced for other Federal agencies (for example: State Department, Department of Transportation) and assigned to an authorized activity by the AVIPM will not be assigned a PIN unless adopted by the Army or a DoD component.

#### **7-17. Cost estimates**

Direct costs of each production must be identified by the VI manager to ensure financial management of each production. Total costs include any and all direct costs associated with each phase of production including scripting, travel, props, supplies, materials, special contract services, and military and civilian labor.

### **7-18. Production content**

All VI managers will ensure that the Army does not produce or support productions or other products used to influence pending legislation or to promote the status of any commercial industry. Productions dealing with history and art must educate, train, and inform, not promote the DoD organizational role. VI productions will not contain material that—

- a. Portrays military and DoD personnel in unfavorable or undignified circumstances unless it is essential to the message being conveyed.
- b. Implies endorsement of commercial products or services by introducing trademarks, labels, distinctive packaging, or reference to trade or brand names in the narration, dialogue, or titles.
- c. Promotes an individual, activity, or organization, or provides forums for opinions on broad subjects without reference to specific programs.
- d. Is inaccurate or incompatible with DoD policies or doctrine.
- e. Discriminates or appears to discriminate against individuals on the basis of sex, race, creed, nationality, age, religion, or national origin.

### **7-19. Customer representative**

The OPR is the single spokesperson for the production, providing approval authority during script and production milestones to ensure compliance with organization policies and doctrine. The OPR assigns a customer representative (CR) and technical adviser and/or subject matter expert to each production requirement. The CR works directly with the production activity to coordinate logistical support for the scripting and production phases. This task may be delegated in part to the Technical Advisor (TA). The CR notifies the TA of the initiation of a project. The CR may delegate approval authority to the TA to approve the technical accuracy of the project. Further, the OPR provides script, production, contract modification, and travel funds for project officers, CRs, and TAs upon request by assigned production activity.

### **7-20. Technical advisor**

The TA serves as the subject matter expert designated by the requesting organization to ensure the technical accuracy of the information contained in the script and the production. If the production is classified, the TA will ensure that the proper classification with downgrading instructions is given to the project.

### **7-21. Department of Defense employees**

All DoD employees (including active duty military personnel) are prohibited from playing dramatic roles, narrating, or acting in Army, DoD, or Federal VI productions. The provisions of this paragraph may be waived by the AVIPM if it is in the best interest of the Army, cost effective, and economical to do so. Army personnel will not perform roles that subject them to health or safety hazards not normally encountered in their jobs. Exceptions to this prohibition are—

- a. When DoD employees are performing their own jobs.
- b. When a production is to be used only for internal communication or training purposes and the Army employees are playing roles developed for training purposes in connection with their own jobs without using a prepared script.
- c. When skills or knowledge of the Army employees cannot be readily supplied by professional actors and cannot be supplied by a prepared script.
- d. When the Army's risk management process, as outlined in DA Pam 385-30, has been implemented (identify hazards; assess hazards; develop controls and make risk decisions; implement controls; and supervise and evaluate) and risks accepted at the appropriate level.

### **7-22. Legal clearance**

The Army must avoid liability under laws that protect personnel and their property from invasion of privacy, trespassing, and violation of property rights. The requirement applies to all materials used in VI productions. Defense Department releases (see para 7-22b) will be maintained at the installation VISC and forwarded to the DIMOC with the production folder.

- a. VI managers must ensure that the assigned production activity obtains signed releases from persons who appear in or whose voices are used in a production, and persons whose minor children, real estate, copyrighted material, or other private property appear in any production. Since state laws may vary, releases should be prepared and reviewed by the legal office at each command.
- b. Standard Defense Department release forms may be used where applicable, such as—

- (1) DD Form 2830 (General Talent Release).
- (2) DD Form 2831 (General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant).
- (3) DD Form 2832 (Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property).
- (4) DD Form 2833 (Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations).

c. To determine the need for releases, apply the following guidelines: No release is required from active duty military personnel, including cadets or midshipmen from the U.S. Service academies, or DoD civilians performing their official jobs. Under most circumstances, an individual's expectation of privacy changes with the situation. Newsworthy or public events provide little, if any, expectation of privacy and therefore do not require releases. If an individual is part of a crowd, no release is required. Conversely, when an individual is a central figure in a scene, a release is required, regardless of the brevity of the scene.

d. Separate clearances are always required to use copyrighted material. Generally both music and programs recorded off the air are copyrighted. Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the material recorded or scored thereon, either in whole or in part. A specific license for each application to use copyrighted material, must be obtained from the copyright owner. A license to use or perform music or other copyrighted material in connection with DoD productions will generally—

- (1) Convey to the U.S. Government the perpetual right to duplicate, distribute, publish, exhibit, use, or transmit all or parts of the music or other copyrighted material concerned as incorporated in the production for which the license was acquired, or in any future use incorporating a part or the whole of the production.

- (2) State that the U.S. Government and its officers, agents, servants, and employees, when acting in their official capacities, are lawfully reproducing, distributing, exhibiting, or otherwise using the production or any portion thereof for which the license was acquired.

e. All productions produced for the Army or DoD will undergo a legal review to establish legal clearances, restrictions, or conditions as listed above. A judge advocate or other legal counsel will conduct the review at the request of the VI production activity responsible. The record of the legal review will become a permanent part of the official production folder (jacket or record). Installation and RTSD VI managers will ensure that the legal review is in the folder. A legal review file must contain all items listed in DoDI 5040.07, enclosure 4, paragraph 10, "Legal Review."

f. Local commands may develop a checklist and certification form for legal clearance. This checklist should be reviewed and approved by the servicing JAG.

## **7-23. Public exhibition and sale clearance (all categories)**

a. Before committing funds for VI productions intended primarily for public release, the installation and RTSD VI manager and/or OPR will submit scripts or plans for the proposed production via PA channels through HQDA Secretary of the Army, Office of the Chief of Public Affairs to the Office of the Assistant Secretary of Defense for Public Affairs (OASD (PA)) for approval. VI managers will ensure that the PA clearance is included in the official production folder. All completed productions, or productions determined at any stage before completion to be of value to DoD public information programs, will be submitted from the installation Public Affairs Officer through HQDA Office of the Chief of Public Affairs to OASD (PA) with all items dictated by DoDI 5040.07, enclosure 4, paragraph 11 "Clearance for Public Use."

b. Approval for public exhibition or sale of completed, unclassified DoD productions is a two-step process as follows—

- (1) *Legal clearance.* The production is reviewed to determine if it is legally permissible to exhibit it publicly or to sell it, or if legal restrictions or conditions imposed at the time of production or purchase prevent legal clearance for public exhibition or sale.

- (2) *Content review.* The production is reviewed to determine if the content is accurate and appropriate for public consumption. The content review is the responsibility of the functional proponent for the production and OASD (PA).

c. Public clearance designators for VI productions are—

- (1) Cleared for unlimited use. Productions cleared for exhibition and sale may be sold to the public or exhibited to the public without restriction. They may also be sold or rented to the public through the NAC

or provided on publicly accessible Web sites in downloadable formats (per DoDI 5040.07). These productions have no legal or security restrictions and are unconditionally releasable to the public for exhibition, sale, or distribution.

(2) Cleared for limited public use. Productions granted public clearance may be exhibited to the public but may have distribution or agreement restrictions based on the subcategories below. Consult the production folder or DIMOC for restrictions before proceeding.

- (a) Limited distribution.
- (b) Public exhibition only.
- (c) Limited audience and/or time restrictions.
- (d) Operational security restrictions.
- (e) Copyright or personality release restrictions.

(3) Not cleared for public release. VI productions will not be processed and cleared for public exhibition or sale if their performance, display, exhibition, use, reproduction, distribution, sale, or disclosure is limited by classification, rights retained by copyright owners or talent, statutory grants, agreements, or privacy rights. These VI productions may not be exhibited or provided in downloadable format on publicly accessible Web sites.

(4) The public clearance designator assigned in the public release review may be printed on the media jacket and the surface label of the playback media.

#### **7-24. Freedom of Information Act**

Requests under the Freedom of Information Act require separate clearance from the functional proponent of the production to the AVIPM. Requests must be processed throughout the appropriate chain of command.

#### **7-25. Reproduction and distribution**

a. Reproduction of any Army production in whole or in part is prohibited without the approval of the proponent, VI manager, or CIO/G-6: Non-local M/VI productions will not be distributed until the DIMOC receives the master and production folder. The DIMOC will replicate and make initial replication of all non-local M/VI productions. Requests for additional copies can be electronically submitted through the CDAC. Purchased, rented, or adopted commercial products are authorized for exhibition in their original distribution format only, and will not be reproduced. Federal copyright laws and specific procurement conditions govern each individual production title. The Army may specify internal distribution restrictions for any of its productions when justified. These restrictions may indicate the type of activity and specific audience limitations.

b. Replication and distribution. The DIMOC will make replication and initial distribution of all DoD inventory productions. The Army VI manager, may, on a case-by-case basis, authorize local replication by an authorized VI activity. Local authorization will be limited to those requests that are determined to be cost effective, time dependent, and in the best interest of the customer, requester, and the U.S. Army. When additional copies of a production are no longer needed, the local authorized VI activity will report to the DIMOC the number of copies that have been deleted from the activity inventory.

c. Distribution Plan. The VI manager will ensure that a distribution plan is prepared for all productions. It will include the total number of copies required by the requester, the distribution formats, and the proposed distribution of each copy to either specific end users for extended loan through their servicing VI activity, or directly to the VI libraries.

d. Obsolete productions. VI productions distributed by the DIMOC that have been declared obsolete or are no longer required for loan by the VI activity, will be reported to the DIMOC for removal from the DoD production inventory and forwarded to the DIMOC VI record holding center. The production master and associated production folders are periodically offered by the DIMOC to NARA for accessioning as a Federal record. Productions and the associated folders declined by NARA will be offered back to the Army or destroyed if declined.

#### **7-26. Title specifications**

The system of titling established in this pamphlet will be used on all authorized local and non-local productions, whether produced in-house, by contract, or adopted from commercial sources. Each production requires certain titles and credit lines for identification and information purposes. The specific titles required and their placement in the production is as follows—

a. *Composition layouts and credits.* Examples of titles and credit lines required for the various types of productions are located at [www.emc.army.mil/25-91\\_titles.pdf](http://www.emc.army.mil/25-91_titles.pdf). Support personnel (military and civilian), cast members, or organizational credits will not be displayed on any layouts. Production activity credits will be limited to the end title.

b. *Backgrounds.* Backgrounds for titles will be on plain or textured surfaces with block lettering. The art treatment will be consistent with the production subject matter. Other types of title backgrounds used may include live action, computer generated graphics, or still photography and audio.

c. *Classification titles.* Classified VI productions will be indicated at the beginning and end of productions by layout titles bearing the appropriate classification. These markings will be visible when projected.

d. *Presentation titles.* The presentation title is used to identify the military service production sponsor (that is: Army, Navy, Air Force, Marine Corps, or DoD) for VI productions. The information on this layout will be limited to the appropriate Service seal, the name of the military Service and the word "presents."

e. *Main titles.* The main title layout will be brief, clean, and descriptive. When an impact or dramatized title is used, a subtitle is required that adequately describes the production content and can be used for cataloging purposes. Lettering will be in a type face that is easily read and is consistent with the subject matter. The information on this layout will be limited to the title, subtitle if appropriate, PIN, and the release number. Original VI productions acquired by contract, where the copyright legend will be printed at the bottom of the main title slide, are excluded from this requirement.

f. *End titles.* The end title will be used in all VI productions to indicate the in-house production activity or the commercial contracted activity. The end title for adopted productions will be used for all productions adopted from commercial sources or from other Government agencies.

## **7-27. Preprint and master material submission**

a. Upon completion of all productions, the installation and RTSD VI manager will ensure that the production activity forwards to the DIMOC the following preprint or master materials packaged in one container—

- (1) Official production folder.
  - (2) Preprint or master material, trims, and out takes.
- b. Guidance must adhere to DoDI 5040.02 and DoDI 5040.07.

## **Chapter 8**

### **Joint Visual Information Service**

#### **8-1. Support for several components**

Joint Visual Information Service activities are VI activities operated and maintained by a military department to support more than one DoD component. These activities provide DoD-wide VI support, and are managed and operated separately from local VI activities.

#### **8-2. Army Multimedia and Visual Information Directorate**

a. AMVID provides VI services (still photography, television production, graphics, presentation services, live-event management, commercial video production acquisition and Army Imagery Collection Management) and operates and maintains VI activities in support of OSD, OJCS, Major Commanders, and other DoD and Federal agencies in the National Capital Region. It also provides centralized capability to rent, lease, purchase, and contract for VI productions and products.

b. Additionally, AMVID supports the Secretary of the Army, HQDA Staff with VI products and services; maintains the Army's worldwide image accessioning and archiving entry point; and operates and maintains a specialized VI activity to procure productions and other VI end products from commercial sources to support the Army and other DoD component requirements established in resourcing agreements.

c. AMVID core capabilities—

(1) AMVID's core capabilities include VI services comprised of: photographic field documentation; photographic studio operations; operation of a photographic lab; conducting critical accessioning and archiving of Army imagery; studio TV production and Pentagon Auditorium services and operations; live events management; providing graphic support, video technical services and technical VI consulting services; providing commercial VI acquisition services; and providing the only military photographic studios in the



National Capital Region. Services over and above AMVID's core capabilities are provided on a case-by-case basis, and are provided only if fully funded by the customer.

(2) AMVID is designated as the DoD Documentation Lead for Presidential State Funerals in support of the Office of the President of the United States, and Joint Forces Headquarters–National Capital Region. This support is provided upon task order from United States Northern Command in support of real world mission requirements. A State Funeral Documentation Team and VI management oversight (including personnel and equipment) will be provided by AMVID. VI site managers will provide direction and oversight of VI augmentees from regional VI facilities that are task-ordered to support by United States Northern Command. VI augmentees will provide their own equipment per task order. Support will be provided for video and still documentation support, VI site management in the National Capital Region, and Forward Operating Teams. AMVID will maintain exercise currency by participating in quarterly exercises in preparation for real world deployment.

(3) AMVID PAD provides centralized management, supervision, and procurement of audiovisual products and motion picture and/or television productions from commercial sources in support of OSD, OCJS, HQDA, and other DoD component requirements established in resourcing agreements, PAD is designated as the only M/VI activity authorized to contract for total audiovisual productions.

### **8–3. Television-Audio Support Activity**

a. T–ASA is the item commodity manager for the acquisition of commercially available VI investment equipment. COTS non-tactical VI equipment and systems costing \$50,000 or more will be procured by the T–ASA. Installations and FOA VI managers may provide supplemental investment funds for the acquisition of CIO/G–6-approved requirements. Local procurement authority may be granted by T–ASA. Expense items of equipment costing less than \$50,000 may be procured locally upon approval of the DPTMS. This authority may not be delegated further.

b. T–ASA assists VI activities with engineering support to install systems, conduct on-site surveys, and to design, engineer, and evaluate existing and new equipment and systems. T–ASA provides recommendations on systems upgrading, procurement, on-the-job training on new equipment and systems, and maintenance training. They will prepare procurement data packages of VI systems and equipment and technical evaluation of bids and proposals for compliance with technical specifications. T–ASA designs special applications for VI systems with appropriate drawings and performs operational testing of equipment groupings to determine compatibility and suitability of different manufacturers' equipment.

### **8–4. Contracting, replication, and distribution of visual information products**

AMVID provides centralized Army and DoD contracting, replication, and distribution of VI productions and procurement of COTS acquisitions. Within the Army, AMVID and the EMCs are the only VI activities authorized to contract productions in total (versus services contracts for scripting or a portion of a production; for example: editing, narration, and similar services).

### **8–5. Visual information contracting**

a. Production requirements generated from Army requesters, DoD, or other Federal agencies for contracting VI productions and for COTS acquisitions will be forwarded through VI channels to the AVIPM for assignment to a VI contracting activity for contracting.

(1) *Project officers.*

(a) Productions contracted through AMVID PAD will be assigned a project officer who will serve as the Government's technical expert for AV productions and is the person authorized to deal directly with the contractor on matters that could affect contract performance. The project officer, not the contractor, is the customer's point of contact for script and/or production. It is the project officer's role to protect the Government's best interest and to maintain the official production records as required by law.

(b) Prior to contract award, project officers—

1. Create and maintain an Official Production Folder as required by DoDI 5040.07, enclosure 4, section 12, "Production Folders" and 36 CFR 1237.

2. Develop an accurate assessment of the Government's need through consultation with the customer, and draft the Government's Statement of Work and/or Performance Work Statement.

3. Create an Independent Government Estimate based on customer requirements, market research, and historical cost information.

4. (4) Ensure customer funding has been received and documented.

5. Prepare and submit a procurement package to the contracting officer.
6. Perform technical analysis of all contractor proposals.
- (c) Following contract award, project officers:
  1. May serve as the COR (the person authorized to deal directly with the contractor on matters that could affect contract performance).
  2. Conduct an activation meeting with the OPR, subject matter expert (SME)/TA, and contractor personnel. The activation meeting will establish an initial delivery schedule for contract items, and is usually the first opportunity to begin the scripting process.
  3. Ensure that DoD, Army, and industry standards are met during the scripting, production, post-production, and distribution phases of the contract.
  4. Inspect and accept contractor deliverables (script items, edited versions, and so forth). The PAD Project Officer and/or COR is the individual authorized to receive, review, and approve contractor deliverables, thereby ensuring contractor compliance. Once the project officer has confirmed that deliverables meet contractual requirements they are forwarded to the SME/TA for review, comment, and concurrence.
  5. Process and certify contractor invoices.
  6. Prepare the request for legal review and clearance for public use packets in accordance with DoDI 5040.07, enclosure 4, elements 10 and 11.
  7. Ensure the Official Production File is complete and accurate prior to submission to the DIMOC.
  8. Enter information into Part 3 of DD Form 1995, showing actual costs.
  9. Ensure the project is cost effective, and production techniques meet DoD, Army, and industry VI standards.
- (2) *Contracting officers.*
  - (a) The contracting officer is the authorized representative acting within his or her scope of authority expressly delegated in his or her warrant to contract for the U.S. Government within the limits of the law.
  - (b) This officer negotiates and approves contracts. Any changes to the production or contract that change the obligation of the Government or the contractor will be approved by the contracting officer. Approval of said changes cannot be delegated.
  - (c) To ensure proper contract administration, the contracting officer may delegate the following tasks to the project officer: ensure contractor compliance with technical requirements of the contract; conduct pre-script, preproduction, performance surveys, and all other technical conferences required by the contract; notify the contractor to correct any deficiencies; accept the services performed by the contractor as specified in the contract.
- b. *Status reports.*
  - (1) A status report will be provided to the AVIPM by the fifteenth working day of each month. This report will provide the following information—
    - (a) PIN.
    - (b) Title.
    - (c) Requester.
    - (d) Date of assignment.
    - (e) Activation date.
    - (f) First draft script completion date.
    - (g) Final completion script date.
    - (h) Script approval date.
    - (i) Date of advertisement.
    - (j) Closing date.
    - (k) Contract award date.
    - (l) Production completion date.
    - (m) Production approval date.
    - (n) Project officer.
    - (o) Special comments.
  - (2) A monthly status report will also be provided to the customer or the proponent command or FOA VI manager.

## **Chapter 9**

### **Content Discovery and Access Catalog**

#### **9–1. Overview of Content Discovery and Access Catalog**

a. The CDAC is an online, unrestricted, full-text searchable, standard DoD-wide database containing content description, production, acquisition, inventory, distribution, currency status, archival control and other data on VI productions and downloadable content typically used in military training.

b. To enter the CDAC, a subscriber must have an assigned username and password. To obtain access, a memorandum requesting access (specifying point of contact, level of access, mailing address, Defense Switched Network and commercial telephone numbers, and whether access to the Defense Data Network is required) must be forwarded through command channels to the DIMOC.

(1) *Level 1 access.* This level authorizes the user to retrieve and read information contained within the CDAC files. CDAC is a publicly-accessible site located at <https://defenseimagery.mil> and all users are granted level 1 access.

(2) *Level 2 access.* In addition to retrieval, the level 2 user may create, update, or alter Army records in a file without further verification.

#### **9–2. Installation or activity visual information manager**

VI managers at the installation level will—

a. Program for and maintain CDAC-compatible automated data processing terminal equipment and software.

b. Ensure that all information required for the VI Annual Activity Report, DD Form 1995, is accurate and reported as required.

c. Schedule and fund training of CDAC operators as required.

d. Request CDAC access codes required to meet mission requirements.

e. Review information obtained from the CDAC products file and available commercial production sources to determine if an acceptable production exists, is planned, or is being prepared by a DoD organization or Federal agency and if DoD has reproduction rights.

f. Ensure that each CDAC search is identified by a serially-assigned search number.

g. Report CDAC file discrepancies for correction to the IMCOM and RTSD VI manager or FOA VI manager.

h. Ensure security of user names and passwords and implement appropriate cybersecurity policies (see AR 25–2) and procedures that authorize use of files by individuals under their control.

#### **9–3. Army command and field operating agency managers**

VI managers at the IMCOM, RTSD, and FOA level will—

a. Ensure annual CDAC entry of all information required for the VI Annual Activity Report, DD Form 1995, is accurate and timely.

b. Ensure timely CDAC entry or update, when authorized, of VI Production Report, DD Form 1995, and ensure that information is complete, current, and accurate.

c. Forward installation requests for CDAC access codes to the AVIPM for approval.

d. Review CDAC subject searches for completeness and accuracy.

#### **9–4. Enterprise Multimedia Centers**

EMCs will—

a. Maintain a complete user list to ensure effective use of the CDAC.

b. Monitor catalog field entries to ensure the data is complete and accurate.

c. Initiate action, as appropriate, to correct deficiencies in the Army files and reports.

d. Provide standards and guidance for procedures for conducting subject searches.

e. Advise appropriate DoD components of erroneous or incomplete CDAC records so they may correct them.

f. Process requests for CDAC access codes (D201, D202/D203, and D207 files).

g. Maintain control of CDAC edit identification codes.

#### **9-5. Army Visual Information Program Manager**

The AVIPM will—

- a. Develop Army CDAC policy and procedures.
- b. Maintain liaison with OASD (PA) and other DoD organizations which manage CDAC files and maintain Army files.
- c. Manage the Army files in the CDAC.

#### **9-6. Password security**

Systems that have technical limitations that prohibit the use of a Common Access Card (CAC) or are stand-alone and thus do not have access to Active Directory (a requirement for smart card use) are permitted to use passwords. All passwords will be in compliance with AR 25-2. All other systems must use CAC.

- a. There are three types of CDAC passwords.
  - (1) *User access password.* This password will be computer generated and changed every 60 days.
  - (2) *File password.* This password is assigned to all CDAC files.
  - (3) *Editor passwords.* These passwords are assigned to CDAC editors. These passwords will be changed when a turnover in personnel occurs or a password has been violated.
- b. Each CDAC user will maintain password security.
- c. If a password is compromised before the next automatic change, the user must change the password using the password function from the main CDAC menu.
- d. The AVIPM must be notified immediately if an edit password might have been compromised. The old password will be deleted and a new one assigned.

#### **9-7. Mandatory Content Discovery and Access Catalog entries**

The CDAC D201 products file will be updated a minimum of four times during the life cycle of a production.

- a. An initial entry creates a new CDAC record for all DA- or DoD-approved products. Initial entry will be made by the office providing CDAC D201 file support for the assigned production facility.
- b. A CDAC record will be updated when the script and production have been completed (fields 10d2, 10d4, 17a or 17e, and 17b or 17f of the DD Form 1995). Updated information will be provided by the production facility to the supporting activity with CDAC responsibilities.
- c. The CDAC system will again be updated by the Joint Visual Information Services Distribution Activity (JVIS- DA) after a product has been distributed.
- d. The JVISDA will make a final entry after a product has been declared obsolete or historical.
- e. Additional updates are required when significant changes are made or as appropriate to maintain realistic life cycle management.

#### **9-8. Exceptions to mandatory entry**

- a. The CDAC file will be updated when productions are cancelled by the DAMVIPDP manager. The update will reflect each production phase completed and all costs associated with each of those phases. A statement in field 16a (DD Form 1995) explaining the reasons for cancellation is also required. The DAMVIPDP manager will perform the update cancellation.
- b. The CDAC file will also be updated when a contract for a commercial acquisition is cancelled. Update will be completed by JVISDA and will reflect reasons for contract cancellation.

#### **9-9. Training**

The IMCOM, RTSD, and FOA VI manager will ensure that all CDAC users receive adequate training.

#### **9-10. Subject search procedures**

The procedures listed below will be used when performing CDAC or NAC subject searches.

- a. The requester will provide key words which best identify the content and subject matter of the requirement to the VI activity management official performing the search. Key words must be as specific as possible. A title search is not adequate as a subject search since the title does not always reflect the product content.
- b. All searches must be conducted within the "products" (D201) database. Although there are several ways in which to conduct a subject search, only the following procedures and output will be accepted as a

valid search and documentation for attaching to the DD Form 1995. The printout must contain the search parameters (that is, key words searched) as well as the results.

c. Key words must be separated by a conjunction. If the conjunction "and" is used, the computer will be looking for a record that contains all of the key words. If the conjunction "or" is used, the search will be broader because a record may contain only one of the key words.

#### **9–11. Subject search numbers**

a. Each CDAC subject search will be identified by a serially-assigned search number. The search number consists of the CDAC user name, followed by four digits representing sequential number of the search (assigned by fiscal year); the year, month, and day (YY/MM/DD) on which the search was conducted; and a single letter (A or B) indicating the result of the search. An "A" indicates that no productions on the subject were found; a "B" indicates that one or more productions were found. Each part of the search number shall be separated by a hyphen. An example is USERNUM- BER- 0023–890724–A.

b. When the subject search reveals that a production exists but is unacceptable to the proponent, a written justification must be documented stating why the product is unacceptable.

c. Subject search parameters will be forwarded with DD Form 1995 for approval on all production requirements.

#### **9–12. Subject search exemptions**

Exemptions include—

- a. Those items having a security classification.
- b. Those materials certified as having subject matter and applicability limited to a specific installation VI manager, FOA or functional area within the Army.
- c. Those multi-image products using extensive specialized projection equipment and special electronic programmers.

### **Chapter 10 Documentation**

#### **10–1. The visual record**

The Army Visual Information Documentation Program provides a visual record of significant Army events and activities. This information is acquired primarily for operational purposes. The OSD, the OSA, the OJCS, HQDA, and field commands use these visual images in tactical mission support decision-making, strategic planning, and management through presentations and reports. In addition, doctrinal, combat, materiel, and training developers use these records for analysis and in reports and briefings to support their programs. PA offices use these products to keep Army personnel informed. The portion of the material which has lasting value or historical significance is then acquired and archived for historical purposes, in accordance with public law.

#### **10–2. Visual Information Documentation**

Visual Information documentation is the use of motion media, still photography, and audio to record technical and nontechnical events as they occur. Such events are usually not controlled by the recording crew. Visual Information Documentation encompasses COMCAM, OPDOC, and TECDOC—

a. COMCAM is tactical VI documentation covering air, sea, and ground actions of armed forces in combat and combat support operations, and training activities such as exercises, war games, operations, and peacetime engagements. COMCAM imagery, acquired using still photo and video cameras, allows command, control, and management authorities, who may not be on the scene, to visualize the essence of ongoing activities for range of military operations as per Army Doctrine Publication (ADP) 3–0.

b. COMCAM records of DoD activities are an important, and often the only, source of operational and technical imagery and information for decision-making at all levels and for IO and PA. COMCAM requirements should not be confused with PA or press media requirements. While COMCAM imagery may eventually be used for PA purposes, its primary uses are as an operational decision-making tool and for IO purposes. COMCAM personnel must be allowed access to information and areas that might otherwise be denied to PA and media personnel. COMCAM personnel must be allowed to photograph all aspects of an operation or event; decisions on classification, sensitivity, or public release may be made afterward

through intelligence, operations, and PA staff coordination. COMCAM imagery requirements include, but are not limited to—

(1) Key actions before, during, and after mobilization, deployment, force generation, and force employment.

(2) Documentation for assessing the effectiveness of force preparations, support operations, and attainment of objectives; problem identification; evaluating the effectiveness of weapons systems and equipment; intelligence-related activities; medical support and intelligence; PA purposes; and countering enemy propaganda.

(3) Historical documentation.

(4) Stock footage.

c. OPDOC is VI documentation of activities to inform about people, places, and things. It is general-purpose documentation normally done in peacetime. Most VI activities at troop installations perform OPDOC as a major part of their mission. Common support activities provide OPDOC to all units, staffs, agencies, and organizations which require VI support to accomplish their missions. Examples are PA, command information, construction and renovation projects, safety office reports, fire department reports, personnel and community affairs projects, military full-length photographs, and many other types of support too numerous to list in this pamphlet. Much OPDOC material has only transitory, temporary (non-record) value, but much also has lasting importance and must be preserved.

d. TECDOC is documentation of an actual event made to evaluate it. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine, science, logistics, RDT&E, intelligence, investigations, and armament delivery. TECDOC has a high potential for becoming permanent record material. VI activities at proving grounds, missile ranges, hospitals, research centers, and similar installations are primarily engaged in TECDOC, but may also perform OPDOC to some extent. Timely identification and preservation of record material is important for all VI activities, but especially so for those concerned with TECDOC.

### **10–3. Management liaison**

VI managers will maintain close liaison with staff and operational personnel to coordinate plans for continuous documentation of official Army operations and activities. Specifically, the IMCOM and RTSD VI manager will maintain regular contact with the regional or local installation DCS for Operations and Plans or DCS for Installation Management staff to be sure that the training and exercise and war plans include COMCAM. The VI manager must ensure that these annexes are regularly reviewed and updated.

### **10–4. Record visual information documentation**

Record VI documentation is the Army's, and ultimately the Nation's, permanent official visual history. As such, it must meet high standards for both technical quality and subject matter.

a. *Subject matter criteria.* Generally, VI materials are selected as part of the permanent record only if they meet one or more of the following subject matter criteria—

(1) The readiness posture of units.

(2) Major military operations, campaigns, exercises, and maneuvers.

(3) Major Army peacetime engagements, including disaster relief, civil disturbance control, environmental protection, and related subjects of national interest or significance.

(4) Programs and projects that commanders have determined will affect national or Army policy and therefore must be retained by the Army.

(5) Significant RDT&E projects.

(6) Construction of major systems, facilities, and installations.

(7) The President of the United States or a member of his or her family.

(8) A significant military event, such as an activation, deactivation, or deployment of a division or larger unit; a promotion to General or higher rank; a change of command by the commanders of an ACOM or larger unit; the award of the Medal of Honor, or other events of similar or greater import.

(9) An outstanding example of military life. This category encompasses documentation which would not normally fit any of the above categories but is of uncommonly good technique and craftsmanship, and depicts a subject with unusual clarity and impact. Examples would be exceptionally high-quality images of Soldiers at work, using recently fielded items of new equipment, in unusual or extreme climates, enjoying life as a military family, or other similar examples depicting today's Army. Although the story may not in

itself be of great consequence, the outstanding way it is told makes it worthy of inclusion in the permanent record.

(10) Specific subjects at the request of the AVIPM.

(11) General Officer "official selection" portraits.

*b. Duplicate photos.* When selecting photos, avoid sending duplicates or near-duplicates of the same scene. If a series of several good shots of what is essentially the same picture exist, select only the best one for submission. Records centers will not acquire duplicate images; their submission is a waste of time and effort.

#### **10-5. Disposition of record material**

At a minimum, the IMCOM and RTSD VI managers will ensure that each VI activity within the command screens all original material taken daily to determine its value for retention and nomination as record documentation forward nominated material to the DIMOC Pentagon. The Army Component Coordinating Point, operated by AMVID, will act as the quality control point to ensure Army imagery, captions, and metadata meet established requirements for record material. The Army Component Coordinating Point is also available to answer questions and conduct training as needed.

#### **10-6. Advantages of regular submissions**

There are significant advantages to a local command which has its important film and videotape on file in a records center.

*a.* Records centers store these materials in temperature and humidity controlled vaults, assuring the slowest deterioration of the images no matter what medium is used to hold the image.

*b.* Local commands no longer must pay for the space and administrative overhead to keep the material.

*c.* Copies and prints of the stored images can be ordered very easily, at no cost. Local activities can still serve their customers, but they no longer will be charged against their operating budgets. The VIRIN assigned by the local command can be used to identify material in any DoD or Army records center (older identification number systems will also work) online from the DIMOC at <https://www.defenseimagery.mil>.

#### **10-7. Disadvantages of failure to make regular submissions**

Just as submitting record material has advantages, not submitting it has disadvantages. The Visual Media Library reports each activity's submissions history to the AVIPM including the total number of items submitted and the number which were actually retained in the permanent record. This information is kept on file with the AVIPM and helps serve to justify authorization of equipment and personnel to support an activity's documentation mission. While a lack of record material will not usually be used to justify discontinuing a function within an activity, a solid record of regular submissions will certainly help justify its continuance.

#### **10-8. Captions**

An image (whether a conventional still photo, a reel of motion picture film, a videotape cassette, or electronic still video) has absolutely no documentary value without a complete caption. Caption data may be recorded on DD Form 2537 (Visual Information Caption Sheet). Captions will conform to the DoD Captioning Style Guide.

*a.* Captions will contain the following information—

(1) The VIRIN.

(2) The geographic location. Identify the military installation where the photo was taken, or the nearest city and state, or nearest city and country if the photo was not taken near an established post.

(3) The date the photo was taken.

(4) Subject short title and, if it exists, special project number.

(5) Description. State the name of the operation, exercise, or activity taking place and describe the actions, situations, conditions, and methods used.

(6) Personnel. State the full name, grade, and title or position of all identifiable persons in the picture. Individuals in groups should be identified from left to right. Groups in rows should be identified from top to bottom.

(7) Organization. Identify the unit concerned with the activity and the parent unit to which the organization is attached or assigned.

(8) Materiel. Give the name and model number of equipment in the picture. Include the serial number when the picture is concerned with an investigation, intelligence, improvements, or test and evaluation.

(9) Precise location. State the site where the subject is located, for example, a prominent building, street address, a specific military range, athletic field, distance and direction from a prominent terrain feature, and so forth.

(10) Photographer's name.

b. Abbreviated captions. An abbreviated caption consisting of the information required in paragraphs 10–8a(1) through 10–8a(10) of this pamphlet may be used on prints provided the requester of the print does not need the full caption and the full caption is available at the originating facility or records center.

## **Chapter 11**

### **Broadcasting**

#### **Section I**

#### **Cable Television**

##### **11–1. Visual information use of cable television**

CATV distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such a service. VI activities operate only the command channels that are provided as a part of the CATV franchise agreement.

##### **11–2. Cable television authorization**

Operation of the command channel is a VI function, and as such, VI activity authorization for broadcasting must be requested by the installation VI manager through VI channels to the AVIPM prior to awarding a franchise. The installation VI activity must secure this authorization in order to procure equipment for and operate the command channel provided in the cable television franchise agreement.

##### **11–3. Franchise award procedures and administration**

a. The installation commander—

(1) Determines if the services of a commercial CATV system should be introduced or renewed. As the franchising authority at the installation, the commander may delegate such functions to the Director of Personnel and Community Affairs (DPCA) or a corresponding Installation Morale, Welfare, and Recreation Fund (IMWRF) official.

(2) May direct the award of a franchise agreement even though no appropriated fund activities are to be served, if there is sufficient demand among NAF activities and individual subscribers to justify the granting of access to a private CATV system.

(3) May direct, at his or her discretion, the DPCA or a corresponding official using NAF to collect franchise fees, not to exceed five percent, of the cable operator's gross revenues and deposit them into the IMWRF.

b. Director, Personnel and Community Affairs—

(1) May be designated as the primary authority over the cable franchising or renewal processes.

(2) May, at the discretion of the installation commander, collect franchise fees for CATV, not to exceed five percent, of the cable operator's gross revenues.

(3) Assists commanders in introducing or renewing commercial entertainment CATV services.

(4) Acts as the primary point of contact for CATV at the local level and advises other parties as needed.

(5) Upon determination that CATV service is commercially available, designates a primary project officer from within the installation to coordinate the activities of all other organizations.

(6) In coordination with designated installation agencies, the NEC, and the Facilities Engineering Directorate, provide necessary data to include in the agreement regarding the current television system (if applicable, line maps, plats, and other pertinent data concerning utilities, buildings, and identification of potential subscribers).

c. Contracting officer. A contracting officer will solicit and negotiate proposals, and award, execute, and administer the franchise agreement.



d. NEC—

- (1) Has overall staff management and oversight of CATV at the installation.
  - (2) Provides technical assistance to the installation contracting officer in determining the technical capabilities of potential CATV providers, reviewing the CATV providers' proposals for technical proficiency, and assessing the fair value of existing facilities.
  - (3) Maintains the cable compliance log for monitoring compliance with the franchise by supervising the demonstration of performance and provides written notice of compliance to the contracting officer.
  - (4) Ensures timely requests for technical service are submitted to Commander, T-ASA, Defense Media Activity Riverside, 23755 Z St., Riverside, CA 92518 (<https://tasa.dodmedia.osd.mil/>).
  - (5) Assists the installation contracting officer in ensuring that the technical requirements of agreements (including request for waivers) are met by the franchisee.
- e. Director, Facilities Engineering—
- (1) Advises the DPCA of the results of surveys of potential construction and installation sites to determine if special problems or conditions exist. The granting of easements for rights of way in conjunction with CATV systems will be governed by provisions of AR 405–80.
  - (2) Inspects the CATV system to determine its effects on real property facilities.
- f. T-ASA assists the contracting officer in ensuring the technical requirements of the franchising agreement are met.
- g. The installation PA officer, in coordination with the installation NEC and VI Manager, will support installation programming for the reserved command channel as desired by providing advice and assistance, command information materials and topics, and suggested programming techniques to obtain more effective use of the channels as an information vehicle.

#### **11–4. Franchise agreements and fees**

- a. 47 USC 531 will be used for regulating CATV providers and will be delineated in the franchise agreement.
- b. At the discretion of the installation commander, the DPCA or corresponding official using NAF, may collect franchise fees, not to exceed five percent of the cable operator's gross revenues.
- c. Franchise fees collected from NAF may be deposited into the IMWRF.
- d. Modification of franchise agreements. Modification of existing CATV franchise agreements may be necessary to adapt to changes in market conditions and consumer demands. Franchise agreement modifications should follow general guidance contained in the Federal Acquisition Regulation.

## **Section II**

### **Closed-Circuit Television**

#### **11–5. Closed-circuit television technical attributes**

CCTV is point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission. A CCTV system distributes a television program by feeding a composite video signal or a digital video signal to a cable distribution system, terminating in video monitors or digital-to-composite video and video monitor type equipment.

#### **11–6. Closed-circuit television authorization**

All VI activities must receive authorization from local commanders in order to operate CCTV because it involves the expenditure of VI resources.

#### **11–7. Closed-circuit television operation**

- a. CCTV systems are not television broadcasting stations, in that there is no frequency allocation and no Federal Communications Commission licensing.
- b. CCTV is used to transmit programming from one central point to end users situated throughout a defined geographic area.
- c. Where practicable, CCTV transmissions can be accomplished using an existing Local Area Network system.
- d. Requests for playback of VI products over the CCTV system can be made using the VIOS DA Form 3903.

- e. When classified information is to be transmitted over a CCTV system, the equipment must be installed using the provisions of AR 25–2. Transmissions of classified information will be per AR 25–2.
- f. It is strictly prohibited to transmit products containing copyrighted material without written permission. Even though the transmissions occur in a closed geographic area, the restrictions of copyright laws apply. When a request for the playback or transmission of products is made, the VI manager or his designated representative must assure compliance with copyright laws. Requests to broadcast copyrighted material must be accompanied by appropriate documentation permitting the broadcast of the material, including the restrictions associated with the transmission. The written permission should be filed with the playback request.
- g. Generally, programs broadcast on the commercial airwaves are copyrighted; therefore, the restrictions of copyright laws cover the rebroadcast of off-the-air programming through the post CCTV system. Written permission must be obtained from the appropriate authority and filed accordingly. Possession of the source recording or score does not confer any right to rebroadcast in whole or in part.
- h. The use of CCTV systems to broadcast programming provided by commercial CATV franchises is strictly prohibited.
- i. CCTV systems may be used to provide multiple users with signals received from video teleconferencing or teletraining transmissions, when appropriate.
- j. The NEC provides staff overall management of CCTV capabilities and the installation VI manager provides operational control.

### **Section III**

#### **Master/Cable Television**

##### **11–8. Master/community antenna television technical attributes and authorization**

- a. M/CATV is a facility with a television reception service which receives broadcast television, FM radio programs or both and distributes them via signal generation, reception, and control equipment to standard TV and FM receivers. This is a Government-owned system and is provided at no user cost to designated areas within an activity, installation, or geographic area.
- b. All activities providing M/CATV services are authorized upon receiving a DVIAN.

##### **11–9. Master/community antenna television operation**

- a. M/CATV signals are often transmitted using the capabilities provided for CCTV systems.
- b. M/CATV differs from CATV in that the M/CATV system is wholly Government-owned, but the CATV capability is owned by the franchise and provided to end users at a cost to the users.
- c. No work orders are required for this service, and no VI Annual Report data is required.
- d. Although the Army encourages acquiring CATV franchises for Army posts, the M/CATV capability remains an alternative in those geographic areas not serviced by CATV franchises.
- e. M/CATV capabilities only provide for the reception and transmission of those commercial broadcasting channels and frequencies which can be received in the local viewing area. The rebroadcast of premium channels or those additionally provided by CATV systems are not permitted.
- f. The installation NEC must provide and maintain Government-owned M/CATV which cannot be converted to CATV because of inability to obtain an agreement and for which the NEC has base communications responsibility. The expenditure of appropriated funds to expand Government-owned M/CATV systems to provide entertainment television service to NAF activities or individual persons is not authorized unless such M/CATV expenditures are justified under provisions of AR 420–1.
- g. The installation VI activity operates the M/CATV system.

## **Appendix A**

### **References**

#### **Section I**

##### **Required Publications**

###### **DoDI 5040.02**

Visual Information (VI) (Cited in para 1–5.)

###### **DoDI 5040.07**

Visual Information (VI) Productions (Cited in para 1–5.)

###### **Office of Management and Budget Circular A–130**

Management of Federal Information Resources (Cited in para 1–5.) (Available at [https://www.whitehouse.gov/omb/circulars\\_a130\\_a130trans4](https://www.whitehouse.gov/omb/circulars_a130_a130trans4).)

#### **Section II**

##### **Prescribed Forms**

This section contains no entries.

## **Glossary of Terms**

### **Accessible**

Containing either open or closed captions, and/or audio description. All training and informational video and multi-media productions which support the agency's mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, may be open or closed captioned. All training and informational video and multimedia productions that support the agency's mission, regardless of format, that contain visual information necessary for the comprehension of the content, may be audio described.

### **Accessioning**

The acts and procedures by which records are taken into the physical custody of a records center, archival agency, or other records repository.

### **Agency**

Includes the DoD Components and any military, civilian or contractor personnel conducting operational, logistical, or support transactions anywhere within the DoD Components.

### **Archival**

Denoting records that, because of their evidential, informational, legal, historical, or research value, have been appraised by NARA in an approved records schedule as worthy of permanent preservation. Archival records have been or will be eventually transferred to the National Archives.

### **Audiovisual production**

An AV production is a VI production that is distinguished from other VI products by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to or communicating with an audience, such as a training video or a public service announcement (PSA) using intellectual property (IP) content. AV production is a common industry term synonymous with and included in the DoD term "VI Production."

### **Caption Data**

Short explanatory or descriptive data accompanying imagery. A caption should answer the "who, what, when, where, how, how many, and why" questions relative to the imagery. Caption data records include DD Form 2537; shot sheets or lists; camera operator's notes in either paper or machine-readable form; and, in digital still images, the caption field of embedded IPTC headers.

### **Captions**

Display of spoken dialogue as printed words on a television, computer, projection, or other type of screen. Unlike subtitles, captions are specifically designed for hearing impaired viewers. They may include information regarding on- and off-screen sound effects, such as music or laughter. Captions come in two forms: open and closed. Open captions are displayed automatically as part of the video, without selection by the user. Closed captions normally do not appear unless the user has selected them to appear.

### **Clearance for public release/use**

The determination by responsible officials that a DoD production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public.

### **Closed circuit television**

Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

### **Command, Control, Communications, Computers, and Information Management Services List**

The source document that defines the Army Enterprise Baseline and Mission IT services provided and/or supported by the NEC. This list of service definitions is the foundation for the development and publishing of the LWN Services Catalog. The C4IM services listed as "Baseline" are core/common user services that are the responsibility of the Army to centrally fund. Those services listed as "Mission" are the responsibility of the ACOMs/Mission Commanders to resource. These services are not in the baseline, but are required based on the mission (cell phones, pagers, personal digital assistants, and so forth) and are grounded by the business processes that enable mission execution in a more efficient and/or effective manner.

**Content Discovery and Access Catalog**

An online, unrestricted, full-text searchable, standard DoD-wide database containing content description, production, acquisition, inventory, distribution, currency status, archival control and other data on VI productions and downloadable content typically used in military training.

**Customer representative**

The representative of the OPR who provides interface with the VI production or VI contracting activity. The CR provides the production process step approvals for the OPR, such as script approval.

**Cytological**

Related to the structure, function, multiplication, pathology, and life history of cells.

**Defense Imagery Management Operations Center**

The Department of Defense's central distribution point for joint-interest VI end products. It is responsible for receiving, documenting, replicating, controlling quality, controlling inventory and life cycle managing Defense Inventory Productions and other VI end products.

**Department of Defense imagery**

Imagery recorded or created by DoD personnel, or persons under contract to the Department of Defense using a U.S. Government-owned or leased camera (including devices such as cellular telephones capable of camera-like functions) or a privately owned or leased camera (including devices such as cellular telephones capable of camera-like functions), if performing official duties as a camera operator. Imagery acquired by the Department of Defense through contract, donation, or transfer.

**Distribution**

In VI, the process of supplying an end product to its intended end users, by any means.

**Downloadable Content**

Data of various types and in various file and package electronic formats that may be used for educational purposes. DLC formats include interactive multimedia instruction, interactive courseware, computer-based training, web-based training, computer-aided instruction, computer-managed instruction, VI, interactive electronic technical manuals, or electronic job aids or guides (for example: templates, macros, and applications).

**Duplication**

The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

**Enterprise Multimedia and Visual Information Service Center**

The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include motion picture, still photo, television, and audio recording for nonproduction documentary purposes, their laboratory support, graphic arts, VI libraries, and presentation services.

**Graphic art**

In VI, hand-drawn, mechanically drawn, or computer-drawn art works or pictorial representations that are created rather than recorded in a camera. Examples include charts, posters, photo illustrations, photo-montages, computer-generated pictures, drawings, paintings, animation cells, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits.

**Histopathological**

Related to tissue changes that are a characteristic of a disease.

**Information**

Any communication or representation of knowledge such as facts, data, or opinions in any medium or form.

**Installation**

Geographic area subject to the control of the installation commander, including Government-owned housing or supported activities outside the perimeter of the military installation which depend on it for support.

**Legal review**

Formal evaluation conducted by a Legal Counsel to establish a VI Production's legal clearance, restrictions, or conditions. The legal review determines if a production is free of any legal or copyright encumbrances that would preclude public exhibition, sale, and distribution.

**Life Cycle Management**

The process of managing records as they pass from the point of origination through active use and maintenance to their final disposition by either transfer to an archival institution or destruction.

**Management Decision Evaluation Package**

A nine-year package of dollars and manpower to support a given program or function. The MDEP justifies the resource expenditure.

**Multimedia**

The synchronized use of two or more types of media, regardless of the delivery medium.

**Office of primary responsibility**

Generally, the organization that requires a DoD production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly.

**Planning, Programming, Budgeting, and Execution process**

The process for justifying, acquiring, allocating, and tracking resources in support of Army missions.

**Presentation Support Services**

Presentation support services refers to portable public address and sound reinforcement systems, and portable video projection and display systems used to present sound, video and multimedia generally to large or extended audiences.

**Printing**

The processes of composition, platemaking, presswork, and binding, including micropublishing, for the production of publications.

**Procurement/contracting**

Purchasing, renting, leasing, or otherwise obtaining supplies or services from non-Federal sources. Includes description (but not determination) of supplies and services required, selection and solicitation of sources, preparation and award of contracts, and all phases of contract administration. Does not include making grants or cooperative agreements.

**Production**

In VI, a complete, linear or non-linear presentation, sequenced according to a plan or script that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

**Production folder**

The textual record pertaining to a production. A production folder usually includes scripts, contracts, talent releases, copyright releases, and related material. See Permanent Audiovisual Files.

**Production identification number**

The DoD-standard identifying number for Defense Inventory Productions. It is a six-digit number issued by a DoD Component's VI Management Office. Example of a PIN: 505117.

**Project officer**

The individual assigned by the producing or contracting VI activity to oversee a DoD production from start to finish, including the assembly of the production folder. Also known as the VI Production Project Officer.

**Record**

All books, papers, maps, photographs, machine readable items (such as, disks, tapes, cards, printouts, aperture cards, roll microfilm, microfiche, laser disk, optical disk, optical card, other optical recording media, film slides, transparencies, or other documentary materials regardless of physical form or characteristics) made or received by any entity of the DA as evidence of the organization, functions, policies, decisions, procedures, operations, or other activities because of the informational value of the data.

**Records centers**

Locations established in CONUS to receive and maintain records with long-term or permanent value, pending their ultimate destruction or accession into the National Archives.

**Records management**

Records management means the planning, controlling, directing, organizing, training, promoting, and other managerial activities involved with respect to records creation, records maintenance and use, and records disposition in order to achieve adequate and proper documentation of the policies and transactions of the Federal Government and effective and economical management of Agency operations.

**Video**

Pertaining to bandwidth and spectrum position of the signal that results from television scanning and is used to produce an electronic image.

**Video teleconferencing**

Two-way electronic voice and video communication between two or more locations; may be fully interactive voice or two-way voice and one-way video; includes full-motion video, compressed video, and sometimes freeze (still) frame video.

**Visual information**

Various visual media with or without sound. Generally, VI includes still and motion photography, audio video recording, graphic arts, visual aids, models, displays, and visual presentations. VI includes analog and digital video recordings, and hand- or computer-generated art and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data.

**Visual information activity**

An organizational element or a function within an organization in which one or more individuals are classified as VI specialists, or whose principal responsibility is to provide VI services. VI activities include those that expose and process original photography; record, distribute, and broadcast electronically (video and audio); reproduce or acquire VI products; provide VI services; distribute or preserve VI products; prepare graphic artwork; fabricate VI aids, models, and displays; and provide presentation services or manage any of these activities.

**Visual information documentation**

Motion media, still photography, and audio recording of technical and nontechnical events, as they occur, and are usually not controlled by the recording crew.

**Visual information equipment**

Items capable of continuing or repetitive use by an individual or organization for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of visual information. Items otherwise identified as VI equipment that are an integral part of a non-VI system or device (existing or under development), will be managed as a part of that non-VI system or device.

**Visual information functions**

The individual VI processes, such as production, documentation, reproduction, distribution, records preservation, presentation services, VI aids, fabrication of model and displays, and related technical services.

**Visual information library**

A VI activity that loans, issues, and maintains an inventory of motion media, imagery and/or equipment.

**Visual information management office**

Staff office at command, FOA, or other management level established to prescribe and require compliance with VI policies and procedures, and to review operations.

**Visual information materials**

A general term, which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other retained recorded imagery.

**Visual information production**

The combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for purpose of conveying information to, or communicating with, an audience. A

production is also the end item of the production process. Used collectively, VI production refers to the functions of procurement, production or adoption from all sources, such as in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

**Visual information products**

VI media elements such as motion picture and still photography (photographs, transparencies, slides, film strips), audio and video recordings (tape or disc), graphic arts (including computer-generated products), models, and exhibits.

**Visual information records**

VI materials, regardless of format, related captions, and intellectual control data.

**Visual information resources**

The personnel, facilities, equipment, products, budgets, and supplies which comprise DoD visual information support.

**Visual information services**

Those actions that: 1) result in obtaining a visual information product; 2) support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, and film to video transferring, editing, scripting, designing, and preparing graphic arts; 3) support existing VI products such as distribution and records center operations; and 4) use existing VI products, equipment, maintenance, and activities to support other functions such as projection services, operation of conference facilities, or other presentation systems.



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