

Freeze Frame

By Timothy L. Hale/Army Reserve Public Affairs

July 2012

Vol. 1, No. 12

Publishing your publications on DVIDS

With emphasis on watching how we spend taxpayer dollars, many units and services are doing away with hard copy print publications.

As sad as this may be for those of us who still hold on to the “old days” of print publications, this era of fiscal austerity doesn’t mean we, as public affairs officers, noncommissioned officers, and civilian employees, have to abandon our print products.

Instead, we have to adapt and change the way we shoot, move, and communicate.

With that said, technology is our friend and we should embrace it.

Get into it with InDesign

The days of blue lines and paste up are long gone, and for that matter, so are the days of using software such as Pagemaker and Quark.

Thanks to the folks at Adobe, their InDesign layout program makes publishing electronic publications virtually painless.

InDesign CS5 offers the ability to save your print products as pdfs and ePubs. Adobe’s Digital Publishing Suite even offers more with the ability to publish for the growing number of tablets hitting the market.

To find out more about the feature of the Digital Publishing Suite, visit <http://www.adobe.com/products/digital-publishing-suite-family.html?promoid=JOPBZ>.

Distribute with DVIDS

If you are simply using InDesign to transform your publications into pdfs, uploading them to DVIDS is a snap.

The first step is to contact DVIDS and ask them to set up a section for your publication under their Publications link. You will need to include a one-sheet information paper that highlights the name, purpose, and how the publication will be distributed and how often (monthly, quarterly, etc.). This step is key because you will not be able to see the name of your publication in the pull-down menu when you upload.

Once that step is done, you can upload your publication.

The first step is just like uploading an image, video, or story via DVIDSDirect.

Hit the “Click to Upload” and then go to the Review window to insert the Description and Date of Publication. Note, if you have more than one publication, select the Publication pull down menu to choose the one you want to publish.

Once these steps are complete, all you have to do is click the Finish button and the upload process is complete.

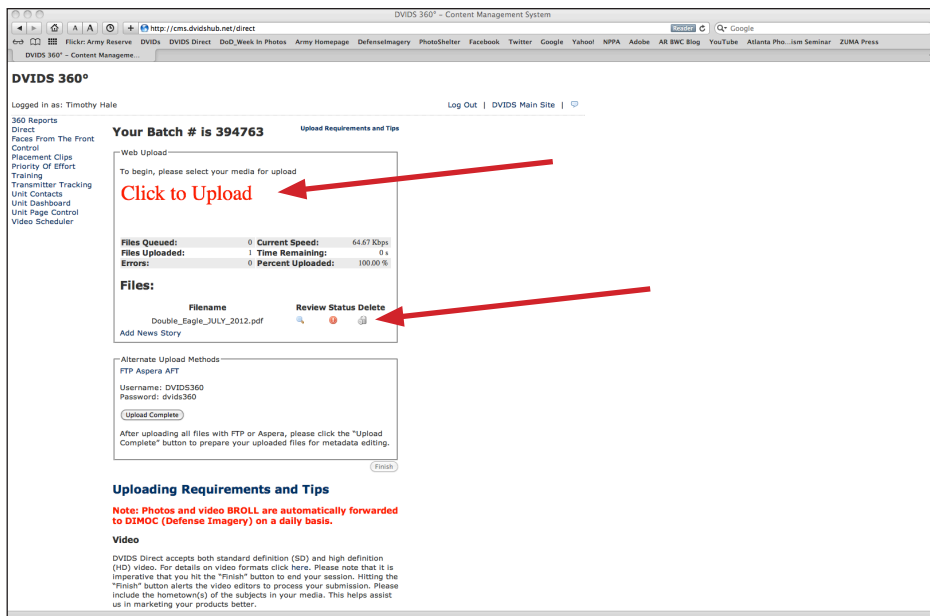
You will get a message on screen the publication has been received by DVIDS and you will also get an email notifying you of the same.

Depending on the size of the publication, it will take a few minutes for it to go live on the DVIDS website. My experience has been no more than 10 minutes before it is live.

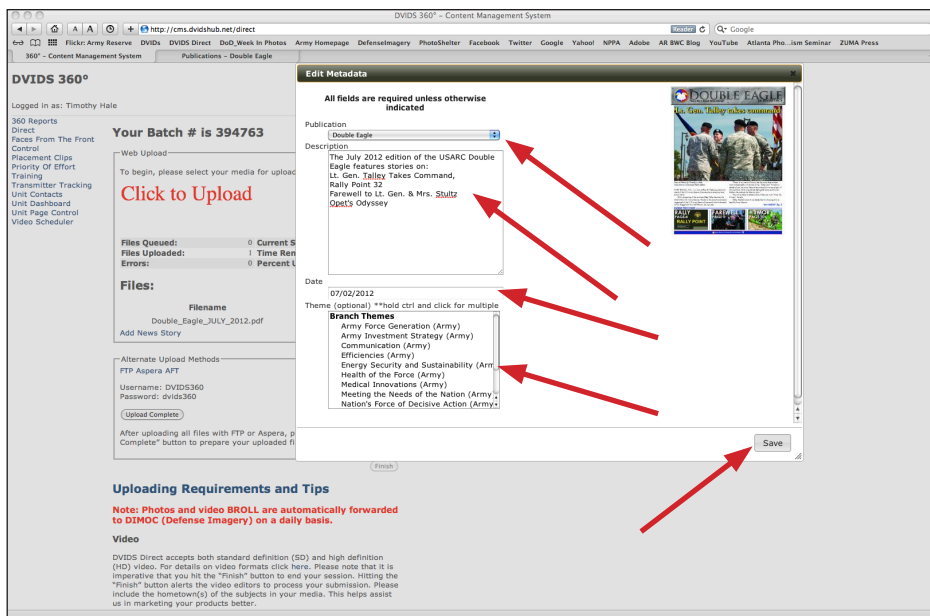
That’s it! Quick and painless.

Now, it’s up to you to send an email blast with the DVIDS link to everyone you want to read your product, post it to your unit Facebook page, or send the link to the world via Twitter. The possibilities are unlimited.

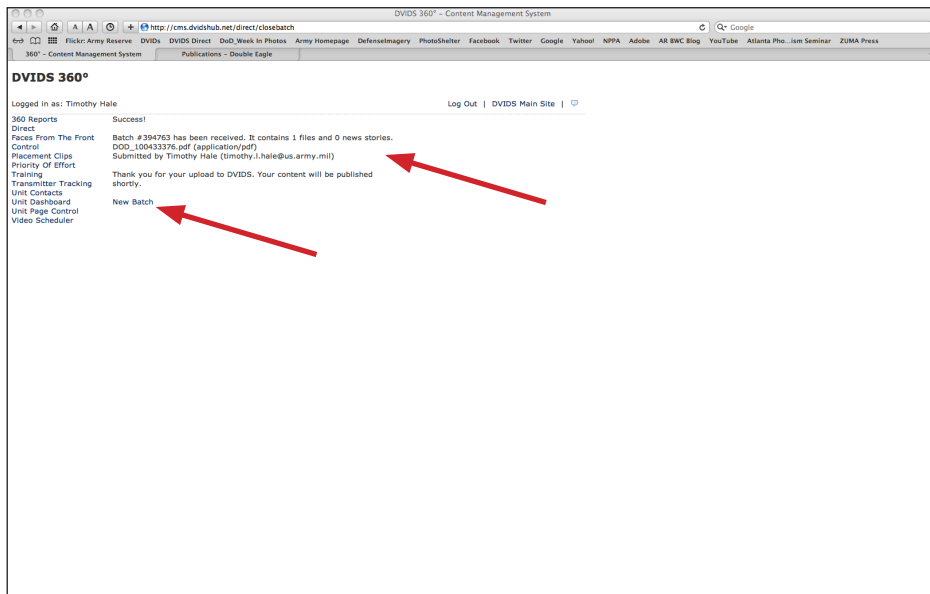
One word of warning: if you have a mistake that you catch AFTER you uploaded to DVIDS, you will have to repeat the steps above to load the new one. Unfortunately you cannot do a “hot swap” of the publication. Just notify DVIDS that you’re uploading a new publication and ask them to delete the incorrect publication.



The first step is just like uploading an image, video, or story via DVIDSDirect. Hit the “Click to Upload” (top arrow) and then click the Review (second arrow) to insert the Description and Date of Publication. This will change the Status from Red to Green. If you’ve uploading the wrong file, simply click the Delete and start over with the proper file.



Go to the Edit Metadata window and select the Publication pull down menu to select the one you want to publish. Insert the description for that publication, add the date of the publication, and any pre-loaded themes that apply. Once these steps are complete, hit the Save button (lower right) and then the Finish button.



You will get a message on screen the publication has been received by DVIDS and you will also get an email notifying you of the same. If you have another upload, click the New Batch link and start the process over again.

Timothy L. Hale is an award-winning photojournalist for the Warrior-Citizen magazine at the U.S. Army Reserve Command Public Affairs Office at Fort Bragg, N.C. He is a member of Nikon Professional Services, National Press Photographers Association and National Association of Photoshop Professionals. When he isn't on assignment for the Army Reserve he owns a photojournalism and graphic design service and he also freelances for an international photo wire service. He has been shooting professionally since 1981.