

Eye on VI



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DVIDS and DMA enter beneficial relationship

Defense Media Activity and U.S. Army Central signed a Memorandum of Agreement on Mar. 30, 2015 granting operational control of the Defense Video and Imagery Distribution System (DVIDS) to DMA. This change in the oversight relationship ensures DVIDS capabilities will be maintained and available to the Department of Defense into the future.

DVIDS was originally created in 2003 to serve the needs of U.S. Central Command and operated under the control and direction of U.S. Army Central. By 2013, the DVIDS customer base had grown substantially and submissions from USCENTCOM made up less than half of the workload. The scope of the program had exceeded U.S. Army Central's oversight authority and a move to the Department-level made sense.

DMA will be considering ways to integrate the DVIDS Content Management System into the daily workflow of Defense and Service media operations to ensure optimum service to all their clients. DMA's overarching intent for the program is to find a joint governance solution, a joint funding solution and to sustain the current capabilities of the system for its clients.

For the DVIDS user, realignment under DMA will have a number of benefits, to include:

- ♦ DVIDS as the single submission portal for content for the DOD. In the near future ALL content will flow

through the DVIDS Content Management System.

- ♦ A joint governance process where Military Services and Combatant Commands have a voice in shaping the DVIDS program

- ♦ DoD Activity-level direction and control for DVIDS services already provided worldwide.

- ♦ A configuration control process whereby DMA and stakeholders establish priorities for development of new capabilities.

- ♦ Compilation of metrics for DMA to assess how well we are serving our clients.

- ♦ Developing DVIDS from an Army Program of Record into a Joint Program of Record.

- ♦ Integration of processes and procedures to save money and gain operational efficiencies.

- ♦ The "priority of effort" managed by DMA, independent of DVIDS and externally by U.S. Army Central.

See the question and answers on page 2 for more information on the DVIDS transition.

The DoD 5040.06 manuals are now obsolete

DoD VI Records Schedule

The Archivist of the United States signed the new DoD Visual Information Records Schedule (DAA-0330-2013-0014), which replaces two DOD manuals (to include the obsolete Decision Logic

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Q&A

The DVIDS Transition

<i>Where will DVIDS reside?</i>	DVIDS will stay in Atlanta for now and in the near future.
<i>What is the way ahead for DVIDS with DOD's continued budget cuts?</i>	U.S. Army Central funds DVIDS through FY17; in FY18 the funding program will transfer to DMA, thereby centrally funding the hub and full-time satellite access. Also by FY18, the Services will begin fielding ground terminal solutions that meet their specific operation environmental requirements and interoperate with the DVIDS hub.
<i>How will DMA integrate DVIDS capabilities into its mission?</i>	VI integration is already completed. We are taking a careful look at the needs of our clients, our mission and the capabilities DVIDS brings to the table. Our first goal is to maintain DVIDS' core capabilities as outlined in the MOA and get the most out of this relationship for our clients.
<i>Which content does DVIDS transfer to DIMOC?</i>	DVIDS shares all still, video and motion imagery, productions and B-roll ingested in to the system with DIMOC. Only personal greetings and live-stream recordings are not sent by DVIDS to DIMOC.
<i>Will DVIDS continue to market stories and photos/video for the Services?</i>	Yes, DVIDS will continue to conduct client product marketing on a "fee-for-service" basis. DVIDS also markets high interest products about joint operations and exercises on behalf of the Combatant Commands under the guidance of the DMA Joint Operations Center.
<i>Can the Services and other clients market their own products through DVIDS?</i>	Yes, absolutely! The DVIDS360 system contains multiple applications designed to help clients market their own products to achieve their communication goals. DVIDS360 is a Full Cycle Digital Content Management System (CMS) that provides feedback to units on the life cycle of their products. With DVIDS360, content-submitting personnel and units get distribution, placement, download, teletrax, and priority of effort reports showing exactly which outlets in which cities and states their content was distributed to and whether or not it was viewed "on air" or on a website. DVIDS uses fingerprinting and watermarking technology that enables the system to track where the content is placed after submission. Units have the capability to pull their own reports within the system to aid in reporting mission accomplishments to their commanders.
<i>Does the DVIDS transition to DMA change the VI submission process?</i>	<p>No, the transition to using DVIDS as the single entry point for submitting VI products to DIMOC was completed in the first quarter of FY15. The DIMOC.mil web site now directs users to DVIDS for imagery submissions. Imagery received via DVIDS is transmitted to DIMOC on an hourly basis for incorporation into the DoD VI Records Holdings under DIMOC.</p> <p>Photographers no longer need to send the same VI file to multiple places. Since all imagery is automatically forwarded to DIMOC, submission on VI content to DVIDS meets the requirements of DoDI 5040.02. Copies of VI content will also remain in DVIDS for public release and marketing as normal.</p>

23RD ANNUAL DOD WORLDWIDE MILITARY PHOTOGRAPHERS WORKSHOP

15-21 JULY 2015 | RIVERSIDE, CA

This year's portfolio submission deadline is April 30, 2015 to attend the 23rd Annual DoD Worldwide Military Photographers' Workshop. Complete details on the workshop, including eligibility and application requirements and important dates, are located online at <http://www.dimoc.mil/workshop/>



DoD Records Schedule

continued from page 1

Table (DLT)): DoD 5040.6-M-1, DoD 5040.6-M-2 and DoD 5040.06-V3. DoD users should refer to this records schedule for all VI Records disposition instructions. The schedule can be viewed at <http://www.dimoc.mil/resources/resourcesHome.html>.

Understanding the Visual Information Records Schedule

VI creators within DoD are responsible for documenting DoD activities, operations, exercises and the U.S. military Services. This imagery is an official record that must be managed and maintained, for which the VI Records Schedule provides guidance.

What is a records schedule?

A "records schedule" identifies records as either temporary or permanent. All records schedules must be approved by the National Archives and Records Administration (NARA). A records schedule provides mandatory instructions for the disposition of the records (including the transfer of permanent records and disposal of temporary records) when they are no longer needed by the agency. As part of the ongoing records life cycle, disposition should occur in the normal course of agency business. All Federal records must be scheduled (44 U.S.C. 3303) either by an agency schedule or a General Records Schedule (GRS). For more information visit <http://www.archives.gov/publications/general-info-leaflets/1-about-archives.html#mission>

Why are records schedules necessary?

Records schedules do the following:

- ◆ Ensure that the important records are organized and maintained in such a way as to be easily retrieved and identifiable as evidence of the program's activities, especially in the event of an audit, a Freedom of Information Act (FOIA) request, or a discovery in a lawsuit.
- ◆ Conserve office space and equipment by using filing cabinets to store only active paper records and conserves server space by using tapes, disks, and other off-line storage media for electronic records.
- ◆ Save money by moving inactive files to off-site storage areas until they are ready for final disposition.
- ◆ Help preserve those records that are valuable for historical or other research purposes.
- ◆ Control the growth of records in offices through the systematic disposition of unneeded records.

How should DoD photographers and Public Affairs offices use the DoD VI Records Schedule?

Refer to the guidance for creating visual information records and when your content should be sent to the DIMOC. Use the actual schedule of records to ensure you meet the scheduled requirements for each visual information item regarding the disposition of records as "permanent" or "temporary" and what should subsequently be done with either category of records.



The votes are in

2015 VI Awards Program Results

See the award winning work for this year's Military Photographer, Military Videographer, and Military Graphic Artist of the Year competitions online soon at DVIDS.

Viewers Choice Winners

MILPHOG - SSgt Larry E. Reid

MILVID - MC3 Doug E. Parker

MILGRAPH - Cpl Elize N. McKelvey

Military Photographer of the Year

Staff Sgt. Vernon Young Jr.

Master Sgt. Jeffrey Allen (Runner-Up)

Staff Sgt. Jodi Martinez (Runner-Up)

Thanks to our guest judges

Stephen R. Brown

Jeanne Modderman

Dudley M. Brooks

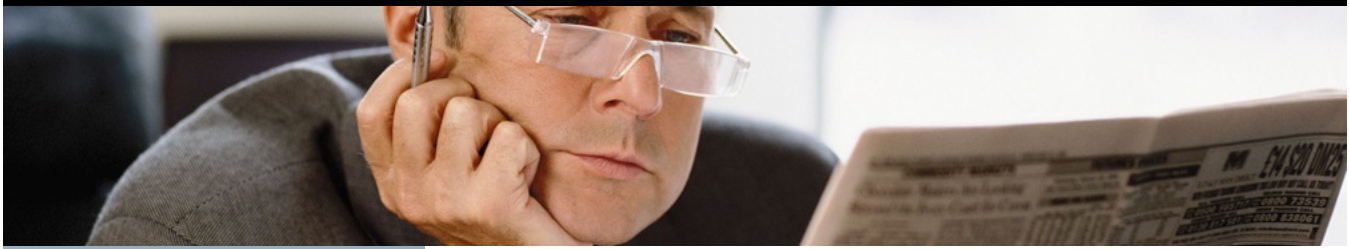


2015 Shoot Off Schedule

DC Video Shoot Off 30 April - 3 May 2015

San Diego Shoot Off 24-27 September 2015

http://visualmediaone.com/Shootoff/Shoot_Off_Workshops.html



CALENDAR

APRIL

28

Defense Visual Information
Steering Committee (DVISC)
Meeting at DMA HQ
30-3 May
DC Video Shoot Off

JUNE

I

Advanced VI Training portfolio
submissions due to DINFOS

II

DINFOS Basic Public Affairs
Specialist Course (BPASC) In-
Progress Review (IPR) at
DINFOS South

14-20

Worldwide Military
Photographers Workshop in
Riverside, CA

JULY

13-17

DINFOS Public Affairs
Qualification Course (PAQC)
Training Task Selection Board
(TTSB)

28

Defense Visual Information
Steering Committee Meeting at
Pentagon Conference Center

Defense Information School

Training and Professional Development Opportunities

Visual Information Management Course (2 weeks)

Class 040 – 6-17 July 2015 (last iteration for FY2015)

Class 010 – 7-18 Dec 2015

Combat Camera Leadership Course (2 weeks)

Class 010 – 1-12 June 2015 (*Note the only iteration offered in 2015)

Intermediate Photojournalism Course (8 weeks)

Class 030 – 11 May – 9 July 2015

Class 040 -- 27 July – 23 Sep 2015

Digital Multimedia Course (7 weeks)

Class 040 – 12 May – 2 Jul 2015

Class 050 – 28 Jul – 17 Sep 2015

Intermediate Videography Course (3 weeks)

Class 060 – 26 May – 30 Jun 2015

Class 070 – 27 Jul – 31 Aug 2015

Advanced Electronic Journalism Course (4 weeks)

Class 030 – 22 Jun – 27 Jul 2015 (last iteration for FY2015)

Class 010 – 1-30 Oct 2015

Intermediate Public Affairs Specialist Course (2 weeks)

Class 040 – 1-12 Jun 2015 (last iteration for FY2015)

Joint Expeditionary Public Affairs Course (2 weeks)

Class 020 – 27 Apr – 8 May 2015 (The last iteration offered in FY2015)

NOTE: In 2016, the course name changes to the Joint Contingency Public Affairs Course

Joint Intermediate Public Affairs Course (5+ weeks)

Class 020 – 28 Jul – 3 Sep 2015 (last iteration for FY2015)

Joint Senior Public Affairs Course (2 weeks)

Class 030 – 6 – 17 July 2015

Class 040 – 14 -- 25 Sep 2015

Public Affairs Qualification Course (PAQC) (9 weeks)

Class 030 – 15 Mar – 19 May 2015

Class 040 – 26 May – 6 Aug 2015

Advanced VI Course

Advanced VI Training portfolio submission deadlines are based on each Services requirements. Contact your assignments officer for guidance.

SUBMISSIONS: Email content to Barbara Burfeind, Chief, VI Plans & Integration, barbara.a.burfeind.civ@mail.mil, 301-222-6530.

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