



# New Look for DVIDS

by Scott Betts,  
DVIDS Program Manager

You may have seen the new and much needed redesign of the Defense Video and Imagery Distribution System web site rolled out in June. If not, what are you waiting for?

We have dropped the “widget-like” design and introduced a responsive modern design, focused on improving the interface and experience of all our registered members. With more than 275,000 members registered on the site, who search and download a variety of VI assets and stories about the U.S. military, it was important to streamline a design and user interface that accommodates their needs.

The new rejuvenated site features many improvements, and while it may look different, it maintains all the same functionality, processes and features. Most notably, we’ve implemented a responsive design on both the public site and the content management system (CMS). This change allows for a much-improved and efficient mobile experience. Your view will change based on the device you are using, putting the ability to upload, search and download content from the field in the palm of your hand. You may also notice a few user interface improvements when viewing assets in search. A user can now view assets in

the traditional list view or a grid view for quick scans of content. Our video player has also been updated to automatically choose video resolution based on your available bandwidth, so no matter how slow your connection, you and your commander can review content in real time.

But we’re not done. In the coming months, as your DMA/DVIDS team continues to identify efficiencies, we will seek to make your job as VI and public affairs professionals more effective.

**Above Photo:** A U.S. Army Reserve military police gunner from the 341st MP Company, of Mountain View, California, shoots at target with an M240B machine gun during a mounted crew-served weapon night fire qualification table at Fort Hunter-Liggett, California, May 3. The 341st MP Co. is one of the first units in the Army Reserve conducting a complete 6-table crew-serve weapon qualification, which includes firing the M2, M249 and M240B machine gun both during the day and night. (U.S. Army photo by Master Sgt. Michel Sauret)

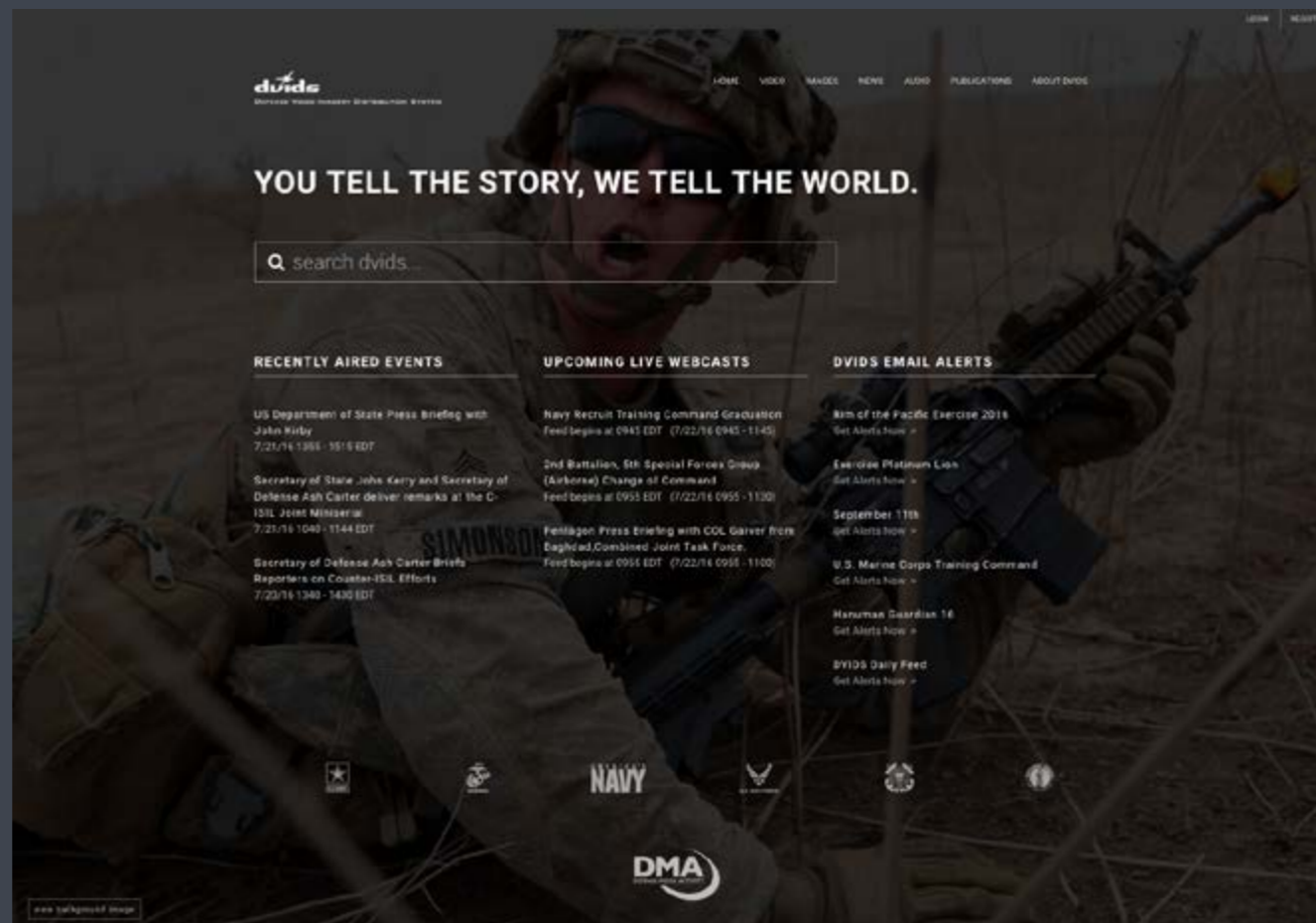




## STORY CONTINUED...

Some of what we are currently developing includes; a social media scheduler integrated with our CMS to quickly post messages to Twitter and Facebook, a social reporting tool that will return metrics on all DVIDS content posted to numerous social networks, a social listening tool allowing a user to live track conversations on Twitter and an integrated editorial calendar with tasking tool to manage work assignments and projects from a one-stop-shop solution. We will also be working closely with DVI to improve our metadata fields to ensure that what flows through us is mapped correctly for storage in the DOD archive. We will also institute DVI's controlled vocabulary that should dramatically improve our search results.

We are excited about what we've done and can't wait to improve even more. Your feedback is helpful and extremely welcome. Please send all concerns and feed back to the DVIDS military team at [dvidsmilitary@dvidshub.net](mailto:dvidsmilitary@dvidshub.net).



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## SUBMISSIONS

If you have something you think should be included, please email content for EYE on VI to:

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## CALENDAR

9-10 Aug.	Joint Combat Camera Center Planning Group (JCCCCPG)	Dobbins AFB
30-31 Aug.	BPJC-USAF Trainig Task Selection Board	DINFOS
29 Sept. - 2 Oct.	Norfolk Shoot-off	Norfolk, VA
7-10 Oct.	Eddie Adams Workshop	Jeffersonville, NY
25 Oct.	Defense Visual Information Steering Committee (DVISC)	DMA Ft. Meade



## 2016 DoD Visual Storytelling Workshop

by Tech. Sgt. Chris Bevins  
DIMOC

Service members and civilians from all branches took part in the Department of Defense (DoD) Visual Storytelling Workshop in Anchorage, Alaska, from June 26 to July 2, 2016. The workshop is designed to pair visual storytelling industry professionals with DoD service members and civilians, in an effort to help further develop their photo and video journalism talents.

For the past 24 years, the DoD Visual Storytelling Workshop has been pushing journalists to step out of their comfort zones and learn to better communicate the DoD mission through their imagery.

“This is a workshop that breaks boundaries and brings storytellers together from all military branches, backgrounds and levels of experience,” said Army Master Sgt. Michael Sauret, a member of the Advance Team. “To be able to attend this workshop as a senior NCO was especially a blessing to me because it reminded me of the talent we have across the DoD and the level of quality we must uphold and encourage our storytellers to produce. The staff, editors and mentors were true servant leaders, driven to share their talent and vision for our DoD’s benefit.”

This year, 30 still photographers and 18 videographers were selected, based on the portfolios they submitted. Those 48 individuals received invaluable training from their team leads and mentors throughout the week, which they will bring back to their home units.

“With the unique mission the Defense POW/MIA Accounting Agency (DPAA) has, it is our job to effectively show to the families and the public how we conduct recovery operations, which many would never have a chance to see,” said Air Force Staff Sgt. Erik Cardenas, a DPAA photojournalist. “The DOD workshop has enhanced my ability to be a better storyteller and communicate to the public the recovery efforts my joint command is accomplishing.”



Participants and faculty of the 2016 DoD Visual Storytelling Workshop pose for a group photo in Anchorage, Alaska on June 27, 2016. DoD military and civilian visual journalists spent several days honing their skills with industry professionals. (DoD photo illustration by Maureen Stewart)

It is imperative to understand the importance and value of opportunities like the DoD Visual Storytelling Workshop. Opportunities like this help grow visual communicators into elite storytellers, which in turn, helps them better inform the public.

“We can’t simply publish photos because they’re cool or they look good,” said Master Sgt. Sauret. “We must produce images that serve a greater purpose. That purpose is conveyed through the power of story. A good story will always carry forth a message far and wide because as human beings we are wired to enjoy the human narrative. Stories become part of us. If we want to be better communicators and public informants of our military, then we need to start shaping our command messages through the power of storytelling.”

To view the stories from the 2016 DoD Visual Storytelling Workshop, visit:

Youtube: <https://www.youtube.com/channel/UCIrJwLZ5W2vKk4wH5xtZkAQ>

Flickr: <https://www.flickr.com/photos/143793332@N07/albums>



## VI UPDATES

### VI POLICY

#### NEW ACTIONS

- \* Change 1 to DoDI 5040.02 “Visual Information” published 8 July 2016
  - Establishes DVIDS as the official means of sending imagery to DIMOC
  - Changes the VIRIN by adding a forth digit to the sequence field
  - Eliminates use of the old “ZZ999” catch-all VISION ID by instead authorizing the use of an organizational-level Defense Visual Information Activity Number (DVIAN) in place of the photographer-level VISION ID
  - Changes the use of VIRIN numbers to identify products like productions where more than one individual worked on it from selecting the VISION ID of the most involved person to instead using the organizational DVIAN.

#### UNDER DEVELOPMENT

- \* DoDI 5040.02 “Visual Information” (Full Revision)
  - Multi-Service working group providing input to pre-coordination draft
  - Incorporates DoDI 5040.07 “Visual Information Productions” as an enclosure
- \* DoDI 5410.19 “Public Affairs Community Relations Policy Implementation” has been drafted as 4 volumes
  - Volume 1, , “DoD Community and Public Outreach Activities: Policy Overview and Evaluation Procedures”
    - Contains new policy on commercial use of DoD Visual Information, including mandatory Government Website Public Use Notice of Limitations

### CAPTIONING STYLE GUIDE

The newest version of the DoD Captioning Style Guide is now online! Get the word out, especially to the Public Affairs, Combat Camera and VI communities. The document is available via DVIDS and [www.dimoc.mil](http://www.dimoc.mil).

Goodbye caption sheets.

Goodbye video slates.

Goodbye release status in captions. Farewell. May we never see you again.

Of note:

- Chapter 3: Removes requirement for slates and form DD2537 with motion assets (captions and metadata must be embedded with the imagery file). Release status is no longer required in the caption credit.
- Chapter 5: Revised guidance on metadata fields and properly entering release status.
- Chapter 6: New chapter on submitting released imagery to DVIDS or DIMOC, depending on release status.

Other good news includes an effort to make the DOD Captioning Style Guide available via a mobile app. Target date is by the end of 2016.

Questions or comments? Email Thomas Ruyle at [thomas.m.ruyle.civ@mail.mil](mailto:thomas.m.ruyle.civ@mail.mil).

### ARTICLES OF INTEREST

DoD Worldwide Workshop: Story telling is powerful no matter the platform  
<http://www.msauet.com/dod-worldwide-workshop-story-telling-is-powerful-no-matter-the-platform/>

Go Beyond the Grade Sheet

Youtube: <https://www.youtube.com/watch?v=m5e-N6dLJRA&feature=youtu.be>

When the Camera Speaks

<http://www.12news.com/news/special-reports/when-the-camera-speaks/214921486>



## Military Photojournalists and Motion Media Graduation

by Barbara Burfeind  
DIMOC Director

The Military Visual Journalism program for 2015-2016 recently graduated 32 students in the Military Photojournalism (MPJ) and Military Motion Media (MMM) programs. The military photojournalism program began at S.I. Newhouse School of Communications, Syracuse University, in 1963. The early days of the program only involved the U.S. Navy and the first curriculum was designed to help active-duty sailors sharpen their photography and storytelling skills. Other military Services joined the program in later years. Students come to Newhouse for 10 months of classes.

“You are now responsible for knowing the strategic potential of every shot, for knowing the story that needs to be told and then getting on with the hard work of pushing yourself, your team and your equipment to bring out the very best,” said COL Martin Downie, DINFOS Commandant, and the graduation keynote speaker. “You are now among our nation’s best visual warriors.”

The graduates will go on serving as mass communication specialists, combat photographers and military journalists at such jobs as the White House TV, All Hands Magazine, Stars and Stripes, Combat



The 32 graduates of the Military Photojournalism (MPJ) and Military Motion Media (MMM) programs stand for a photo at S.I. Newhouse School of Communications, Syracuse University, Syracuse, N.Y., May 12, 2016. (Photo Courtesy of Drew Osumi)

Camera or as instructors at the Defense Information School. View their work at: <http://Newhousemilitary.syr.edu/2016>

### The Class of 2016 graduates:

1. Leonard Adams MPJ
2. Kelly Agee MPJ
3. Andrew Brame MMM
4. Brigitte Brantley MPJ
5. Allison Beiswanger MMM
6. Gregory Boyd MMM
7. Matthew Callahan MMM
8. Roidan Carlson MMM
9. Gustavo Castillo MPJ
10. Bounome Chanphouang MMM

11. Jeffrey Curtin MMM
12. David Devich MMM
13. Joseph DiGirolamo MPJ
14. Phillip Elgie MMM
15. Alexander Farver MMM
16. Daniel Hinton MPJ
17. Kenneth Holston MPJ
18. Sean Hurt MMM
19. Jodi Martinez MPJ
20. James McCann MPJ
21. Abraham McNatt MPJ
22. Jonathon Pankau MPJ
23. Timothy Parish MPJ
24. Ignacio Perez MPJ
25. Diana Quinlan MPJ

26. David Salanitri MPJ
27. Russ Scalf MPJ
28. Jacob Sisco MMM
29. Amber Smith MMM
30. Jonathon Spencer MPJ
31. Benjamin Wilson MPJ
32. Aneshea Yee MPJ

See the 13 Military Motion Media portfolios at:  
<http://newhousemilitary.syr.edu/2016/team/mmm/>

And the 18 Military Photo Journalism portfolios at:  
<http://newhousemilitary.syr.edu/2016/team/mpj/>



## DINFOS TRAINING AND PROFESSIONAL DEVELOPEMENT OPPORTUNITIES

### Broadcast Management Course (2 weeks) 12 students

Class 010 - 1 Dec - 16 Dec 2016  
Class 020 - 14 Jul - 30 Jun 2017

### Content Management Course (4 weeks) 16 students

Class 010 - 17 Oct - 15 Nov 2016  
Class 020 - 3 Apr - 28 Apr 2017

### Visual Information Management Course (2 weeks) 24 students

Class 010 - 6-17 Feb 2017  
Class 020 - 3-14 Apr 2017

### Intermediate Photojournalism Course (8 weeks) 18 students

Class 050 - 26 Sep - 23 Nov 2016  
Class 010 - 5 Jan - 3 Mar 2017

### Digital Multimedia Course (7 weeks) 24 students

Class 010 - 17 Oct - 8 Dec 2016  
Class 020 - 1 Feb - 23 Mar 2017

### Intermediate Videography Course (3 weeks) 8 students

Class 070 - 27 Jul - 31 Aug 2016  
Class 080 - 8 Sep - 13 Oct 2016



### Advanced Electronic Journalism Course (4 weeks) 12 students

Class 040 - 26 Sep - 24 Oct 2016  
Class 010 - 31 Oct - 30 Nov 2016

### Intermediate Public Affairs Specialist Course (2 weeks) 24 students

Class 010 - 5 Dec - 16 Dec 2016  
Class 020 - 20 - 31 Mar 2017

### Joint Contingency Public Affairs Course (2 weeks) 16 students

Class 010 - 20 - 31 Mar 2017  
Class 020 - 10 - 21 Jul 2017

### Joint Intermediate Public Affairs Course (5 weeks) 24 students

Class 010 - 10 Apr - 16 May 2017  
Class 020 - 21 Aug - 28 Sep 2017

### Joint Senior Public Affairs Course (2 weeks) 16 students

Class 030 - 12 - 23 Sep 2016  
Class 010 - 28 Nov - 9 Dec 2016

### Public Affairs Qualification Course (PAQC) (9 weeks) 60 students

Class 050 - 1 Aug - 6 Oct 2016  
Class 010 - 11 Oct - 16 Dec 2016

### Combat Camera Leadership Course (2 weeks) 24 students

Class 010 - 27 Feb - 10 Mar 2017

## PHOTO HIGHLIGHTS



A U.S. Army crew chief assigned to the 16th Combat Aviation Brigade, 7th Infantry Division, scans his sector as the sun sets near Joint Base Lewis-McChord, Wash., June 21, 2016. Aircraft with the 16th CAB were supporting day and night air assault training. (U.S. Army photo by Capt. Brian H. Harris)



Members of the U.S. Navy's Ceremonial Guard Drill Team conduct training outside their facility at Joint Base Anacostia-Bolling in Washington, D.C., May 19, 2016. Members of the Navy Ceremonial Guard participate in some of the nation's most prestigious ceremonies, including presidential inaugurations and arrival ceremonies for foreign officials. In addition, the Navy Ceremonial Guard serves as the funeral escort and conducts all services for Navy personnel buried in Arlington National Cemetery. (U.S. Air National Guard photo by Staff Sgt. Christopher S. Muncy)



U.S. Army Sgt. 1st Class Desmond Burgess, an Army Reserve information technology professional assigned to the 200th Military Police Command headquarters, completes a set of push-ups during an Army Physical Fitness Test at Fort Meade, Md., May 14, 2016. (U.S. Army photo by Master Sgt. Michel Sauret)



A U.S. Air Force B-52 Stratofortress leads a formation of aircraft including two Polish air force F-16 Fighting Falcons, four U.S. Air Force F-16 Fighting Falcons, two German Eurofighter Typhoons and four Swedish Gripens over the Baltic Sea, June 9, 2016. The formation was captured from a KC-135 Stratotanker aircraft assigned to the 434th Air Refueling Wing, Grissom Air Force Base, Indiana, as part of exercise BALTOPS 2016. (U.S. Air Force photo by Senior Airman Erin Babis)