

April 2018



# VIRIN Reflects a Century of Military Tradition

by Lee Thomas  
Chief VI Policy and Programs

Have you ever wondered where the unique number you're required to assign to your Visual Information (VI) products comes from? The Visual Information Record Identification Number, or VIRIN, as most know it, turns nineteen years old May 10, 2018. But the VIRIN is actually part of a 100-year history of assigning unique numbers to military visual records.

Unique numbers for military still and motion records can be traced to the establishment of the Army Signal Corps photographic division in August 1917. Starting with just five officers, the photographic division reached a strength

of 92 officers and 498 enlisted soldiers by the end of the war in November 1918. During that period, Army cameramen deployed to the front produced 589,197 feet of film while pictorial units in the States shot another 277,173 feet.

To ensure accurate identification, every piece of film used a fairly complicated numbering system. Every cameraman was assigned a group of consecutive scene numbers that were then perforated in the leader of every scene as the film was developed in the Army lab in Paris.

At the same time, separate index files were created containing the record number and captions written by the photographer. Film records were then categorized into more than a thousand different subjects arranged chronologically, fully captioned, and shipped to the central photographic records center at the Army War College at Fort McNair in Washington, D.C. Once film records arrived at the War College, the captions were verified and a detailed subject cross-reference was devised to make the entire collection easy to search.

CONTINUED ON PAGE 2, "VIRIN Reflects"

World War I members of the 12th Aero Squadron Photo Section pose for a unit self-portrait in an undisclosed location in France, 1918. During the war, the 12th usually stayed at one location no more than a week or two while taking air photos and gathering intelligence. Since activation in 1917, the 12th Reconnaissance Squadron (12 RS) has flown and fought in more than 25 major campaigns. (Army Signal Corps Photo courtesy of the National Archives, reference #111-SC-03928)



Today, the DoD centrally receives more than 1,200 digital VI records every day through the designated ingest point hosted by the Defense Visual Information Distribution Service (DVIDS). That's more than 438,000 records added to the DoD collection every year! Unlike the World War I system where record numbers were centrally controlled, the VIRIN was devised to empower any Public Affairs or VI professional to create a unique record number without the need for a centralized authority. The advantage of the VIRIN is that no two VI record identification

numbers are ever the same. And thanks to the addition of electronic embedded captions and metadata, all records can be easily searched and discovered online as soon as they are uploaded into DVIDS.

The next time you add a VIRIN to a new VI product, remember that unique number is part of a military tradition going back more than 100 years. And 100 years from today, that VI record and VIRIN will represent your contribution to the visual history of the United States.



PHOTO CAPTION: "79th. Division Photographic Unit; left to right : Sgt. 1st Cl., Morris Fineberg, Pvt. 1st. Cl., Henry W. Paschen, Pvt. Harry C. Rathburn. Location: Souilly, Meuse, France. Date: January 16, 1919. Taken by: Sgt 1st Cl., Morris Fineberg, SC. NARA Ref#: 111-SC-51879

## CALENDAR

April 25-26	National Guard Bureau Public Affairs Training	Fort Meade, MD
May 10	Military Visual Journalism Program Graduation Ceremony	Syracuse University, NY
June 17 -23	Visual Storytelling Workshop	San Diego, CA
Jul 17	DVI Steering Committee	Pentagon
October (TBD)	Visual Information Editorial Board	Fort Meade, MD

## DIMOC wants to preserve your historical media!

If your unit, ship or organization has DoD-produced physical imagery taking up valuable space (i.e. prints, slides, films, tapes, negatives, discs, etc.), DIMOC can digitize it and make it available to you through the [www.dimoc.mil](http://www.dimoc.mil) web portal at no cost!

Regardless of age, such imagery is still an official DoD record, and must be properly archived according to Federal law and DoD regulations. Please do not throw it away or attempt to send scanned items to DVIDS or DIMOC.

For more information on submitting imagery to DIMOC, go to: [www.dimoc.mil](http://www.dimoc.mil). Once you have inventoried your physical imagery, contact our archivists at [DIMOC-Archivists@mail.mil](mailto:DIMOC-Archivists@mail.mil).

### EYE ON VI SUBMISSIONS

If you have a story or idea you think should be included, please email us your content. All story submissions must follow these standards: 1) Typed in Microsoft Word; 2) All images must be in the original JPEG format, submitted separately from the Word document , with required caption, attribution and metadata; 3) No more than 350 words.

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### DIMOC Facebook Page

[www.facebook.com/DoD.Imagery](http://www.facebook.com/DoD.Imagery)



## 26th Annual DoD Visual Storytelling Workshop

### Staff Report

The Defense Imagery Management Operations Center (DIMOC) and the Defense Media Activity will host the 26th Annual DoD Visual Storytelling Workshop in San Diego June 17-23, 2018.

The workshop is designed to enhance visual communications skills in conjunction with photographic knowledge, proficiency and qualifications. An acclaimed faculty will provide professional instruction and critiques in assigned fast-paced, small group settings. Selectees' visual communication abilities will be challenged while working on a video

or photo story package during the week. Selection for attendance is competitive and limited to 30 photographers and 18 videographers. Applicants are required to have a strong background and working knowledge in still or motion photography. The selection committee will also select applicants for advanced team appointment that will provide an even more comprehensive and rigorous challenge by developing a visual story or theme as a team.

Portfolios were due to DIMOC by April 15 via the Defense Visual Information Distribution Service (DVIDS). Selection announcements will be posted on or about April 25 at <http://dodvsw.dodlive.mil/>.

For more information about the DoD Visual Storytelling Workshop, visit the link above, or contact Air Force Master Sgt. Chris Bevins at [Christopher.m.bevins2.mil@mail.mil](mailto:Christopher.m.bevins2.mil@mail.mil).



Illustration by: Maureen Stewart

## New VI Style Guide set for July; ePub in development

### Staff Report

The next edition of the Visual Information Style Guide is in production and set for release in early July. DIMOC Lead Writer-Editor Thomas Ruyle, the Guide's primary author, doesn't expect any major changes from the September 2017 edition.

Per a decision by the Visual Information Editorial Board (VIEB) last November, the Guide will now be published annually in July, starting this year. The VIEB comprises senior visual information personnel from each of the services, as well as the Defense Information School (DINFOS).

Ruyle attributes the new schedule to the general completeness of the Guide. "As the Guide was getting off the ground and gaining influence several years ago, we added a lot to it in a relatively short amount of time," he said.

"For a while, we did a couple editions per year, and the need for that has subsided."

Ruyle noted that overall, captioning and metadata in DoD Visual Information has improved greatly since the first official edition of the Guide in 2011.

"I recall seeing stills and video coming into the system with zero or very little metadata or descriptive information

on a regular basis. We rarely see that these days, and DINFOS has done a magnificent job using the Guide in its curriculum since 2011."

The Visual Information Style Guide mobile application that was set for release in 2017 has been transitioned to an interactive ePub format, which is in development now.

According to Ruyle, the goal is to make the Guide available for troops in the field and on the go.

"We're looking for the best way to make the Guide available quickly and easily without having to scroll through the entire PDF of the main document," he said.

DIMOC personnel are creating a searchable ePub that will be available for download on mobile devices using major platforms. The target date for the ePub is summer 2018, and it will be announced via Facebook and the new [www.dimoc.mil](http://www.dimoc.mil) website.

If you have an idea or suggestions for the VISG or the ePub contact Thomas Ruyle at [thomas.m.ruyle.civ@mail.mil](mailto:thomas.m.ruyle.civ@mail.mil).

Both products will be available for download from [www.dimoc.mil](http://www.dimoc.mil).



## DIMOC Unveiling New Website

The Defense Imagery Management Operations Center (DIMOC) will debut an all-new website in late April. The site will retain the familiar [www.dimoc.mil](http://www.dimoc.mil) URL.

The site has undergone a top-to-bottom content review, reorganization and complete redesign.

"I think our many customers will find the new Dimoc.mil webpage easier to use, cleaner and faster," said DIMOC Director Barbara Burfeind.

The webpage is a big part of our mission to make current and historic Visual Information, along with stories and policy, more accessible," she said.

The new site is hosted by the Armed Forces Public Information Management System (AFPIMS), a service of Defense Media Activity Public Web.

Among the features of the new dimoc.mil are a news feed, the ability to host videos, a social media feed, updated links to DoD and service-level policy documents and training materials, and updated instructions for submitting visual information for archiving.

An email subscription service has also been added, in order to push important updates to the field, such as the Visual

Information Style Guide, Eye on VI, and policy or procedural changes.

Future improvements will include more streamlined access to the Digital Visual Information Archive.

"Dimoc.mil links viewers to the great images produced by the many talented military photographers and videographers in the field," Burfeind said.

For more information, and to test out the new site, visit us at [www.dimoc.mil](http://www.dimoc.mil). Have a suggestion for the site? Email the Webmaster at [dma.meade.dvi.mbx.dimoc-webmaster@mail.mil](mailto:dma.meade.dvi.mbx.dimoc-webmaster@mail.mil).



DIMOC Website

## VI UPDATES

### VI POLICY

#### FY 2018 Policy Updates:

The following DoD Issuances of importance to VI and PA have been administratively changed in FY2018:

- DoDI 5120.04, "DoD Newspapers, Magazines, Guides, and Installation Maps"
- DoDI 5120.20 "American Forces Radio and Television Service"
- DoDI 5122.08 "Use of DoD Transportation Assets for Public Affairs Purposes"
- DoDI 5160.48 "DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T)"
- DoDI 8582.01 "Security of Unclassified DoD Information on Non-
- DoD Information Systems

#### Commercial Use of DoD VI:

We continue to receive regular inquiries regarding the commercial use of visual information. For the approved legal language addressing commercial use, please see "The Limitations for Public Use" page on the DIMOC website at: <http://www.dimoc.mil/resources/limitations.html>.

Posting of this commercial use information is mandated by DoDI 5410.20 "Public Affairs Relations with for Non-Profit Business and Business Industry Organizations" (Change 1), which is available for download here: <http://www.dtic.mil/whs/directives/corres/pdf/541020p.pdf>.

#### Under Development:

The upcoming revision of DoDI 5040.02 "Visual Information" adds new policy on the use of personal cameras, required VI documentation, VI as public information, and will incorporate and cancel DoDI 5040.07 "VI Productions."

### Social Media Imagery: Send it to DVIDS

Do you or your unit use official DoD photography or video on your social media site? Be sure to send it to DVIDS. Social Media is not an archive!

DoD Visual Information used in a social media setting is considered released, and therefore an official record that must be archived. DVIDS is the designated accession point for all released Visual Information.

Please also ensure that DoD Visual Information used on Social Media should still carry a proper caption, as you would anywhere else.

Remember that Visual Information Ethics concerns apply to social media imagery. For more on captions, metadata and VI ethics, please refer to the Visual Information Style Guide, available through [www.dimoc.mil](http://www.dimoc.mil).

### VI Ethics Alert: Command Photo Alterations are Prohibited

Any alterations to official DoD photos, such as the addition, removal or changing of elements within a photo, performed with the intent to mislead or deceive others, are explicitly prohibited.

As a Visual Information professional, if you are pressured to make such alterations by a senior-ranking person, your chain of command or legal officer, ensure they understand such actions are expressly prohibited under DoD Instruction 5040.02, Enclosure 10, the DoD Visual information Style Guide, Chapter 8; and Title 36 CFR.

In this era of enhanced scrutiny of information presented in the public sphere, there is no room for error. The DoD's reputation and credibility are paramount, and it's up to all of us to ensure DoD Visual Information meets the highest ethical standards 100 percent of the time.

### ARTICLES OF INTEREST

#### Men of Mason

The USS Mason was the first ship to have a predominantly African\American crew. <https://www.facebook.com/AllHandsMagazine/videos/1300173210083128/>

#### New York Times: A Photo That Changed the Course of the Vietnam War

Fifty years ago, the national police chief of South Vietnam calmly approached a prisoner in the middle of a Saigon street and fired a bullet into his head. <https://www.nytimes.com/2018/02/01/world/asia/vietnam-execution-photo.html>

#### Army approves fielding of tactical media kits

The Army's tactical PA and VI professionals will soon receive improved tools. <https://www.army.mil/article/201186>



## DINFOS TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

### **Broadcast Management Course**

*(2 weeks) 12 students*

Class 020 - 11 July - 26 July 2018

### **Content Management Course**

*(4 weeks) 16 students*

Class 030 - 30 May - 27 June 2018

### **Visual Information Management Course**

*(2 weeks) 24 students*

Class 010 - 28 Oct - 09 Nov 2018

### **Intermediate Photojournalism Course**

*(8 weeks) 18 students*

Class 030 - 14 May - 18 July 2018

Class 040 - 23 July - 19 Sept 2018

### **Digital Multimedia Course**

*(7 weeks) 24 students*

Class 020 - 17 Apr - 06 June 2018

Class 030 - 18 July - 07 Sept 2018

### **Intermediate Videography Course**

*(3 weeks) 8 students*

Class 050 - 21 May - 27 June 2018

Class 060 - 09 July - 10 Aug 2018

Class 070 - 13 Aug - 19 Sept 2018

Class 080 - 24 Sept - 01 Nov 2018

### **Advanced Electronic Journalism Course**

*(4 weeks) 12 students*

Class 030 - 26 Apr - 23 May 2018

### **Intermediate Public Affairs Specialist Course**

*(2 weeks) 24 students*

Class 030 - 07 May - 18 May 2018

Class 040 - 16 July - 27 July 2018

### **Joint Contingency Public Affairs Course**

*(2 weeks) 16 students*

Class 020 - 04 June - 15 June 2018

### **Joint Intermediate Public Affairs Course**

*(5 weeks) 24 students*

Class 020 - 09 July - 14 Aug 2018

### **Joint Senior Public Affairs Course**

*(2 weeks) 16 students*

Class 020 - 30 Apr - 11 May 2018

Class 030 - 10 Sept - 21 Sept 2018

### **Public Affairs Qualification Course (PAQC)**

*(9 weeks) 60 students*

Class 040 - 09 July - 12 Sept 2018

### **Combat Camera Leadership Course**

*(2 weeks) 24 students*

Class 010 - 04 June - 15 June 2018

Additional information available at:

<http://www.dinfos.dma.mil/StudentInfo/CourseCatalog.aspx>





## PHOTO HIGHLIGHTS



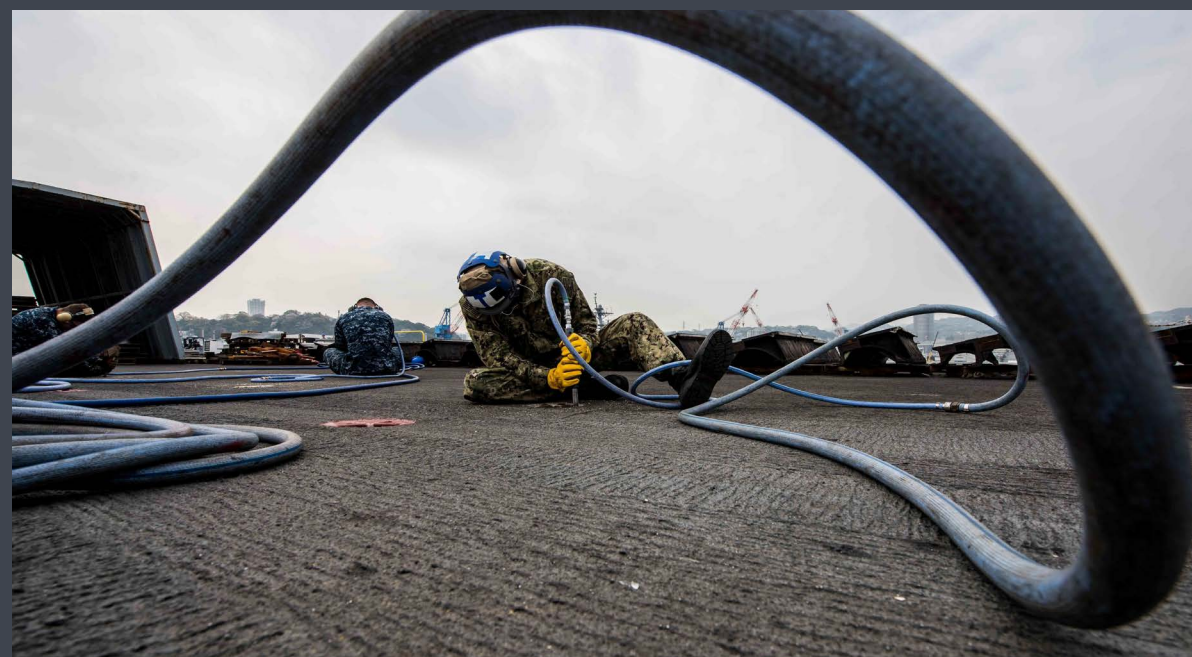
*U.S. Marines with Black Sea Rotational Force 18.1 deflect attacking simulated enemy role-players during the riot control portion of non-lethal weapons training at Mihail Kogalniceanu Air Base, Romania, April 5, 2018. The training taught Marines how to properly handle large crowds in hostile and non-hostile situations. (U.S. Marine Corps photo by Lance Cpl. Abrey Liggins)*



*U.S. Sailors render a rifle salute during a funeral for retired Navy Capt. Thomas J. Hudner Jr. at Arlington National Cemetery, Virginia, April 4, 2018. Hudner was awarded the Medal of Honor for his actions in trying to save the life of his wingman during the Battle of Chosin Reservoir during the Korean War. (U.S. Navy photo by Mass Communication Specialist 2nd Class Jackie Hart)*



*A U.S. Navy MH-60S Sea Hawk helicopter, attached to Helicopter Sea Combat Squadron (HSC) 9, prepares to offload ammunition from the aircraft carrier USS George H.W. Bush (CVN 77) in the Atlantic Ocean March 26, 2018. The ship was underway conducting sustainment exercises to maintain carrier readiness. (U.S. Navy photo by Mass Communication Specialist 3rd Class Matt Matlage)*



*U.S. Navy Airman Frederick Belz, from Jacksonville, Florida, performs corrosion control on the flight deck aboard the Navy's forward-deployed aircraft carrier USS Ronald Reagan (CVN 76) during the ship's selected restricted availability at Yokosuka, Japan, April 3, 2018. The Ronald Reagan, the flagship of Carrier Strike Group 5, provides a combat-ready force that protects and defends the collective maritime interests of its allies and partners in the Indo-Pacific region. (U.S. Navy photo illustration by Mass Communication Specialist 2nd Class Janweb B. Lagazo)*