

U.S. Department of Agriculture  
Washington, D.C.

<b>DEPARTMENTAL REGULATION</b>		<b>NUMBER:</b> 1480-001
<b>SUBJECT:</b> Photography Policy	<b>DATE:</b> February 7, 2003	
	<b>OPI:</b> Office of Communications, Photography	

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1      **PURPOSE**

This regulation establishes policies and procedures for the agencies of the USDA in matters pertaining to still photography, including its procurement, use, dissemination, and storage.

2      **SPECIAL INSTRUCTIONS/CANCELLATIONS**

These policies and procedures supersede any previous regulations and take precedence over any agency regulations that are in conflict with the policies and principles described here. This regulation adheres to provisions of OMB Circulars A-130 and A-76.

### 3 POLICY

- a The policy of USDA is to use mass and specialty media as well as other methods to report, explain, and interpret to the public and specific interest groups the policies, regulations, programs, and activities of USDA. The Secretary has delegated authority to OC, at 7 CFR 2.36, to determine policy and provide leadership and centralized operational direction for all USDA and agency information activities.
- b The Photography Center is OC's organizational unit to lead and serve USDA agencies on matters relating to still photography. The Photography Center:
  - (1) Provides standards and guidance for the acquisition, preparation, distribution, and storage of photographs about Departmental activities;
  - (2) Maintains the USDA's centralized photo library;
  - (3) Maintains and updates USDA's Photo Center website;
  - (4) Provides electronic images and guidance on photo selection and usage to USDA Web site;
  - (5) Coordinates and provides leadership in the effective preparation and distribution of prints, slides, audiovisual presentations, and photo features for public and media use; and
  - (6) Assigns photographers and procures photographic services.
- c Additional information on reimbursable agreements, use of the photo library, and how to obtain photographic services is available from the Photography Center.

### 4. PHOTOGRAPHY IN THE WASHINGTON, D.C., COMPLEX

Photography work performed in the Washington, D.C., complex, including Beltsville and surrounding areas, will be coordinated through the OC Photography Center. Work subject to this paragraph includes taking photographs, developing film, and ordering prints and supplies.

### 5 PHOTOGRAPHY OUTSIDE THE WASHINGTON, D.C., COMPLEX

There is a need for continuing photographic capability in field offices for agency employees to document research projects, construction compliance, cultural practices, news events, natural disasters affecting USDA programs and activities, and public information and education efforts.

It is the responsibility of the agency information director to insure that agency field activities relating to still photography operate within the guidelines of this regulation.

## 6 OFFICIAL REQUIREMENTS FOR PHOTOGRAPHIC WORK

No photographic work will be undertaken that is not essential for official use or necessary in furthering the official business of the USDA. Authorization for new photography work should take into account existing photographs available in the photo library and agency files.

## 7 OFFICIAL USE OF CAMERAS AND EQUIPMENT

Photographic equipment and supplies purchased with USDA funds are for official use and will not be used for personal or private purposes.

## 8 OWNERSHIP OF PHOTOGRAPHS

Any agreements pertaining to photographs taken with USDA equipment, and photographs taken of USDA work or subject matter by employees using private equipment on government time, should provide that the photographs are the property of USDA. Any agreements pertaining to photographic negatives and positives, and original work obtained through and processed at the expense of USDA funds, should provide that such items are property of the USDA.

## 9 USDA PHOTO LIBRARY

The OC Photography Center will maintain the centralized USDA photo library. All photography originating in USDA agencies is the property of USDA and under the jurisdiction of the OC Photography Center. Agencies may place their libraries of original material with the centralized USDA photo library.

## 10 REQUESTS FOR AUDIOVISUAL PRODUCTIONS

In accordance with the authority codified at 7 USC 2243 and 2245, slide sets and videotape conversions of slide sets will be sold at prices established by the Photography Center to cover the cost of reproduction.

## 11 FILING AND STORAGE OF ORIGINAL NEGATIVES AND SLIDES

Original negatives and positives shot by Photography Center staff, agency photographers in the Washington, D.C., area, and by contract freelancers will be filed in the Photography Center. Selected images will be digitized onto Photo CD's for electronic storage.

Agencies may file their original slides there, as well.

## 12 PROCUREMENT OF PHOTOGRAPHIC SERVICES AND EQUIPMENT

- a The OC Photography Division is organized to consolidate orders for photographic services in the interest of economy, quality, and services. Agencies in the Washington, D.C., complex will request photographic services through the Photography Center. A Form AD-271, Request for Photographic Services, will accompany each request.
- b Agencies will obtain prior approval from the Director, OC Photography Center for proposed purchases of photographic equipment costing \$1,000 or more. Proposed purchases by field offices will be routed through the agency's Audiovisual Control Officer for prior approval before forwarding to the Director, OC Photography Center.
- c Contractual agreement for photo coverage of a USDA event or activity should explicitly give all rights to reproduction and all original materials to the government.

## 13 PHOTO NUMBERS AND PHOTO CREDITS IN PUBLICATIONS

- a Photo numbers will be included in USDA publications to aid in identification and retrieval of photographs requested by the public. Credit lines also may include the photographer's name and agency abbreviation, as in the following example:

USDA photo no. 02CS1001, Lee Smith, FSA

- b For photographs used in non-USDA publications, request credit lines to acknowledge the U.S. Department of Agriculture and the photographer.

## 14 RESTRICTIONS

- a Promotion. Photographs shall not be used to promote USDA, its agencies, or individuals. USDA photographs that would be considered "puffery" or self-aggrandizement will not be produced or distributed. Also, USDA photographs will not be used to advance USDA, agency, or individual opinions on broad subjects without specific program reference.

- b Endorsements, commercial references, and use of brand names. USDA's policy is to avoid endorsements, directly or indirectly, of any commercial enterprise or product whenever possible. However, it is recognized that occasions may arise when photographing a specific commercial enterprise or product is in the public interest or is difficult, if not impossible, to avoid. The following statement may be used as needed in public information materials: "Photographs of a commercial product or enterprise do not constitute an endorsement by the USDA over products or enterprises not shown."

## 15 EXCEPTIONS

Any exception to this regulation must be agreed to in writing by the Director, OC Photography Center, and the agency information director. Any disagreement will be resolved by the OC Director.

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