

**U.S. DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C. 20250**

<b>DEPARTMENTAL REGULATION</b>		<b>NUMBER:</b> 1490-001
<b>SUBJECT:</b> Broadcast Media and Technology Policy	<b>DATE:</b> February 7, 2003	
	<b>OPI:</b> Office of Communications, Broadcast Media and Technology Center	

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**1 PURPOSE**

This regulation establishes policies and procedures for video, teleconferencing, multimedia, and broadcast activities for all agencies and staff offices in USDA. This regulation adheres to provisions of OMB Directives A-130 and A-76.

**2 SPECIAL INSTRUCTIONS/CANCELLATIONS**

This regulation supersedes DR-1490-001, "Video and Film."

### 3 POLICY

The policy of the USDA is to use video, teleconferencing, radio and new and emerging technologies, including, but not limited to, Web streaming, CD, DVD, etc., to communicate information about USDA and its programs to various audiences including farmers and ranchers, land-grant universities, agribusiness groups, the general public, and others.

The Broadcast Media and Technology Center (BM&T), Office of Communications, oversees, directs, coordinates and produces, or contracts for video, teleconferencing, multimedia and broadcast activities of national importance for USDA and its agencies.

The authority for video, teleconference, multimedia and radio regulations is established by the Secretary of Agriculture in conformance with existing Departmental directives and regulations.

### 4 DEFINITIONS

- a Teleconferencing. Electronic communication among three or more people at two or more sites. This can be either audioconferencing or videoconferencing either through telephone line or satellite transmission.
- b Videotape. A finished audiovisual product (including film) that can be in a variety of standard formats, including ½-inch VHS, Beta-cam, and digital video.
- c Multimedia. Audio, video, graphics, animation combined and distributed in many forms, including, but not limited to, CD, DVD, Flash, Web. Computer, etc., and emerging technologies.
- d Audiovisual Manager. USDA's chief officer to manage the Department's audiovisual production and to provide general oversight, leadership, and coordination of audiovisual activities. The Director of the Broadcast Media and Technology Center serves as the Audiovisual Manager.

### 5 RESPONSIBILITIES

- a The Director, OC, will:
  - (1) Determine policy for USDA and agency communication work.
  - (2) Provide overall leadership, coordination, and centralized operational direction for USDA and agency communication activities using video, teleconferencing, computer-based multimedia and radio media so that materials and messages effectively support USDA policies and programs.

b The Broadcast Media and Technology Center will:

- (1) Maintain a capability for in-house development of videotapes, radio/TV features, public service announcements (PSA's), multimedia content and teleconferences. Such capability includes, but is not limited to, producing, field directing, videography, sound recording, stock footage library, graphics, animation, music library, multimedia design/production and production studio. The center procures and maintains appropriate equipment to perform these tasks.
- (2) Maintain expertise to determine when contracting for audiovisual work is necessary. Such services include, but may not be limited to, script writing, directing, computer graphics, actors, narrators, original music, captioning, and specialized production services.
- (3) Provide services and equipment needed for production of live teleconferences and news conferences, including satellite uplinking and downlinking, compressed videoconferencing, audio and video Web streaming.
- (4) Recapture operational costs for hours worked on video productions, multimedia design and production, and teleconferences as prescribed for working capital fund units.
- (5) Be responsible for final clearance for agency acquisition of any video or audio production equipment costing \$10,000 or more.
- (6) Provide cost estimates for video, multimedia and teleconference projects and provide periodic updates on actual expenses.
- (7) Establish and maintain a library of master tapes representing every video produced by BM&T Center. A duplicate master may be kept by the sponsoring agency. After five years, the BM&T Center coordinates transfer to the National Archives.
- (8) Provide off-air monitoring of local and network TV news and informational programs to offer alternative viewing and permit effective response by the Office of the Secretary and OC.
- (9) Operate USDA's Video Network that includes an Employee Informational Channel and provides off-air and cable TV news channels for live viewing by selected locations throughout the USDA Washington downtown complex and Washington area offices connected to BM&T Center.

- (10) Operate and maintain the Department's on-line "streaming server" and provide leadership and guidance to the Department in such use.
- (11) Provide sufficient funding and adequate production time per information product to ensure the final product meets all applicable access requirements including, Uniform Federal Accessibility Standards; Rehabilitation Act, Section 508, of the Rehabilitation Act of 1973, as Amended; Electronic and Information Technology Accessibility Standards; and other access laws, standards, or guidelines.

c Agency Communications Directors will:

- (1) Provide oversight for videotape, multimedia, broadcasting, and teleconferencing activities in the agencies, assuring that such activities comply with USDA regulations.
- (2) Ensure that videotape, multimedia, broadcasting, and teleconference planning in agency field offices is done in cooperation with the agency communications director in Washington, D.C.
- (3) Work with the BM&T Director in complying with the policies for centralized leadership and acquisition.
- (4) Consult with Broadcast Media and Technology Center on the planning and production of all videos, multimedia productions, and teleconferences of national importance.
- (5) Meet with BM&T Center staff on each proposed project to formulate budget and to discuss project specifics such as medium, format, audience, purpose and message. Complete and submit form AD 845, Request for Video, Multimedia and Teleconference Services, to initiate work with BM&T Center.
- (6) Furnish qualified technical advisors or information experts to counsel BM&T Center regarding agency policies and technical accuracy of subject matter depicted in videos, multimedia productions, broadcasts and teleconferences.
- (7) Submit by October 1 of each year an estimate of video, multimedia and teleconference production needs for the following fiscal year, including the number of productions and the overall estimated production costs.
- (8) Obtain written prior approval from the OC Director on promotions and new appointments at any grade level in any video or broadcast positions before personnel action is initiated. Video positions are predominantly

those covered under Job Series 1071, television production specialist.

- (9) Assure that Government employees will not appear as actors in Government productions, except as permitted by OMB Circular No. A-130.
- (10) Obtain written prior approval from the USDA Audiovisual Manager for all proposed purchases of video and audio equipment costing \$10,000 or more. Proposed purchases by field offices shall be routed through the agency's Audiovisual Control Officer for prior approval from the USDA Audiovisual Manager.
- (11) Request an exemption from the USDA Audiovisual Manager to use grants or cooperative agreements for production of multimedia or broadcast items with a value of over \$25,000. Grants and cooperative agreements should not be used for creation of multimedia and broadcast materials. Requests for exemption should be made in writing.
- (12) Request an exemption from the USDA Audiovisual Manager to create multimedia or broadcast products with a value of over \$25,000 by using Government Schedules or other contracting mechanisms set up by USDA or other agencies such as GSA. Requests for exemption should be in writing.

## 6 RESTRICTIONS

- a Influencing Legislation. USDA video and broadcast materials may discuss the pros and cons of issues even after the issues have been introduced in bill form before either or both Houses of Congress. However, at no time will the materials produced be used to “lobby” by soliciting direct support of pending legislation. Also, care must be taken not to be in the posture of “selling” pending legislation. Every effort must be made to be sure content of video and broadcast materials provide information in as unbiased a manner as possible.
- b Endorsement, Commercial References, and Use of Brand Names. USDA’s policy is to avoid endorsement, directly or indirectly, of any commercial enterprise or product whenever possible. However, it is recognized that occasions may arise when mentioning or picturing specific commercial enterprises or products is in the public interest or is difficult, if not impossible, to avoid. These occasions must be fully justified.

7 USE OF PRIVATE SECTOR

- a Use of Private Commercial Sources. Broadcast Media and Technology Center will contract to the private sector as needed for overflow work or for services not available in-house.
- b BM&T Center will consult with agencies to determine when video productions need to be procured in total. Such services will be procured by BM&T Center in accordance with OMB Circular A-76 and Office of Procurement Policy guidance.

8 TAPE DUPLICATION

The USDA, operating through BM&T Center, will use Federal Supply Schedules and other approved sources for mass videotape, multimedia (CD, DVD's, etc.) duplication.

9 LETTER OF AGREEMENT

An agency's communications director may request an exception to any part of these regulations. Such a request should be made in writing to the Director, Office of Communications.

10 PLANNING OF INFORMATION MATERIALS

In planning videotapes, CD's, CD-ROM's, DVD's, and audiotapes for information purposes, agencies will confer with the BM&T Director or his/her designee. Consideration will be given to cost effectiveness of proposed venture, desired objectives, adaptability of subject matter to the medium at hand, distribution, length of life, audience size, and coordination with other forms of communication. Agencies will schedule production needs with BM&T Center with as much advance notice as possible.

11 EVALUATION

Agencies will evaluate the effectiveness of videotapes, CD's, CD-ROM's, DVD's, and audiotapes, whether for education, training or public information. Agencies will consider the following: objective, cost, audience, user cost, life span of the information, frequency of use, immediacy of the requirement, necessity of updating, method and cost of distribution, and compatibility with existing communication programs.

12 FIELD OFFICE VIDEO MATERIALS

Agencies whose field offices originate broadcast-quality videotape scenes will make this footage available to their agency's communications director in Washington, D.C., who will in turn make stock scenes available to BM&T Center for possible use in other USDA video efforts.

13 OWNERSHIP OF ORIGINALS

All original material and videotape or masters for which USDA and agency funds are used will become the property of the Federal Government. They will be under the care and management of BM&T Center.

14 RECORDS MANAGEMENT REQUIREMENTS

Nothing in this regulation will be construed as exempting the filing, controlling, and scheduling of official record copies of visual and audiovisual materials and documents from the Federal Information Resources Management Regulations of the General Services Administration which are incorporated in USDA directives.

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