

ARS □ CSREES □ ERS □ NASS

Policies and Procedures

Title: Videotapes

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This P&P states the responsibilities and procedures for producing videotapes as one part of ARS' public information, education, recruiting, and training efforts to support its program objectives.

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1. Introduction

The need for videotapes for public information, education, recruiting, or other external uses will be determined through discussions among the Information Staff (IS) and appropriate Headquarters Managers (HM), Areaa Directors (AD), Center Directors (CD), and Research Leaders (RL).

2. Statement of Policy

The Agency will produce videotapes to inform the general public about the nature and progress of ongoing research. Neither ARS nor its employees may produce or cooperate in the production of video materials that could be used to lobby Congress or to endorse the sale of commercial products.

3. Authorities

OMB Circular A-130
Department Regulation 1490-1

4. Procedures

Video News Releases and Documentary Videotapes Issued By Headquarters for External Audiences

- Director, IS, approves all videotapes for external audiences.

Note: Laboratories or units may produce scientific videotapes for external research meetings without formal approval.

- IS will coordinate the production of all videotapes for external audiences. IS will arrange meetings to include representatives from the appropriate headquarters, AD, CD, RL, or scientist staffs and Department's Video, Teleconference, and Radio Center (VTRC) or contract producers (when necessary). These meetings will be used to discuss the message, audience, costs, and other production plans.
- IS will oversee script preparation and production of the videotape. The script must be approved by the Director, IS, and the appropriate HM, AD, CD, RL, or scientist before production of the videotape begins.

- The HM, AD, CD, RL, or scientist will provide assistance on technical content as needed in the production of the videotape for external audiences.
- IS will collaborate with Department's VTRC and/or contract producers (when necessary) to plan and develop the type of presentation and techniques used in each videotape.
- The HM, AD, CD, RL, or scientist reviews edited videotape and script for technical accuracy and content.
- In order to preserve script integrity through the editing process, the final videotape must have the approval of the Director, IS, and the appropriate HM, AD, CD, RL, or scientist before release.
- Department's VTRC reviews for USDA policy and technical broadcast quality.
- Department's VTRC distributes to stations and other users including National Audiovisual Center. IS distributes to appropriate user groups, such as schools, libraries, and industry groups.

Training Videotapes for Internal Audiences

- Director, IS, approves all videotapes for internal audiences.
- After the Director, IS, approves, IS will work directly with Department's VTRC.

Note: Area and location personnel who feel there is a need for an internal research oriented videotape, need to obtain approval through normal clearance procedures already established at their location before contacting IS.

Non-USDA Video and Film Producers

- IS will give guidance and assistance to video and film producers on ARS subjects.
- IS has the authority to approve and provide appropriate assistance to video and film producers requesting the use of ARS-controlled lands and facilities.

5. Summary of Responsibilities

Video News Releases and Documentary Videotapes Issued By Headquarters for External Audiences

- **Director, IS**
 - Approves the need for the videotape.
 - Approves the script for the videotape.
 - Approves release of the videotape.

- **IS**
 - Assists HM, AD, CD, RL, or scientist in determining need for a videotape for external audiences.
 - Arranges meetings among IS, the appropriate HM, AD, CD, RL, or scientist, and Department's VTRC or contract producers (when necessary).
 - Coordinates activities between appropriate ARS offices (HMs, ADs, CDs, RLs, or scientists) and Department's VTRC.
 - Oversees script preparation and production of videotapes.
 - Collaborates with Department's VTRC and contract producers (when necessary) on presentation and techniques to be used.

- **HM, AD, CD, RL, Scientist**
 - Contacts IS regarding need for videotape for external audiences.
 - Meets with IS and Department's VTRC or contract producers (when necessary) regarding content of videotape.
 - Provides assistance in the preparation of the script and production of the videotape.
 - Provides assistance on technical content in preparing the videotape.
 - Reviews edited videotape and script for technical accuracy and content.

Training Videotapes for Internal Audiences

- **Director, IS**
 - Approves the need for the training videotape.
 - Approves the training videotape for release.

- **Scientist, HM, AD, CD, RL**

- For training videotapes for internal audiences, obtains approval through normal clearance procedures established at the location and contacts IS for approval and coordination with Department's VTRC.

6. Glossary

AD. Area Director

CD. Center Director

External audience. The general public, including various trade organizations, user groups of a non-research nature, and non-USDA agencies.

HM. Headquarters Manager

IS. Information Staff

Internal audience. Employees within the Department. (ARS staffs, such as the Human Resources Division, might produce videos for all of REE.)

RL. Research Leader

Scientific videotapes for external research meetings. A visual aid that summarizes or demonstrates technical procedures to user groups, including researchers, farmers, industry associations.

VTRC. Video, Teleconference, and Radio Center

EDWARD B. KNIPLING
Acting Administrator
Agricultural Research Service