

Reclamation Manual

Directives and Standards

Subject: Audiovisual, Multimedia, Still Photography, and Related Equipment

Purpose: Prescribes requirements and responsibilities for Bureau of Reclamation photographic and visual imagery products and equipment used to produce them.

Authority: As defined in 36 CFR 1222.12 and 1228.266 (National Archives & Records Administration, Creation and Maintenance of Federal Records); 471 DM 1 (Departmental Manual, Audiovisual Media and Publications); 380 DM 1 (Departmental Manual, Information Resources Management – Records Management Program and Responsibilities); 382 DM 11 (Departmental Manual, Information Resources Management – Managing Records in Electronic Form); 384 DM 2, 3, and 4 ((Departmental Manual, Information Resources Management)

Contact: Public Affairs Office, W-1540

1. **Introduction.** Photographic and audiovisual imagery products in either film or electronic based media play a critical role in documenting Reclamation's mission. All imagery products must be created, maintained/used, and archived in accordance with accepted practices which enhance the ease of retrieval and long term preservation.
2. **Scope.** This Directive and Standard applies to all audio and video tape recordings, slide shows, multi-media (including CDs and DVDs), and public service announcements, and still film or digital photography, whether that product is produced by Reclamation employees, contractors, consultants, third parties, or volunteers, using Government or personal equipment or contracted services, to document or officially represent events, activities, processes, or conditions in the normal course of agency business.
3. **Audio and Video Tape Recordings, Slide Shows, Multimedia, and Public Service Announcements.** This section applies specifically to products such as audio and video tape recordings, motion pictures, sound-synchronized slide shows, digital audiotapes (DAT), CD programs and DVDs, digitally-generated presentations (such as PowerPoint), and any other audiovisual products used for public showings or purchased with appropriated funds, including digital audio and video products and any multimedia programs.
 - A. **Definitions.** Multimedia, as described in this section refers to the use of a computer to present multiple types of media simultaneously in an integrated manner, such as Flash or PowerPoint products, whether by a Reclamation office or in cooperation with a private entity or another public agency. Such products can include sound, graphics, video, text, animation, and any other form of information representation.
 - B. **Content.** Reclamation photographic and audiovisual products will, where appropriate, strive to achieve a racial, ethnic, age and handicap balance in depiction and content. Materials produced also will avoid the use of sexist language or characterizations. Consideration will be given to producing materials in languages other than in English

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with appropriate outreach efforts to minority media. Reclamation products or equipment purchased must be in compliance with current accessibility standards and guidelines for both information technology and physical access. These standards and guidelines are available at www.access-board.gov.

- C. **Visual Identity.** All products and services covered by this Directive and Standard, including their labeling and packaging must comply with the Visual Identity Guidelines as outlined in the Visual Identity Online Manual at <http://intra.usbr.gov/vip/>.
- (1) Each product must identify Reclamation as part of the U.S. Department of the Interior.
 - (2) Visual identification of the U.S. Department of the Interior, either in text or by display of the Departmental Seal, or both, must be shown at the beginning or end of all audiovisual products.
 - (3) Each Video/DVD must begin with either the 15- or 30-second animated introduction that is available through Commissioner's Office and Regional Public Affairs offices.
- D. **Technical Standards.** All photographic products used for either internal or external uses, including publications, audiovisual presentations, reports, etc., will meet or exceed requirements of the National Archives and Records Administration, U.S. Department of the Interior, Bureau of Reclamation, or other accepted Standards as defined in Volume IV of the Information Management Handbook as outlined in 36 CFR or subsequently-issued guidance.
- E. **Rights and Ownership.** All photographic or audiovisual products created for, or by employees of, Reclamation are Government property, regardless of the funding source used to create them. This includes the ownership and copyrights to all products, including scripts, storyboards, and multimedia finals, produced under contract or agreement using reimbursable funds. Contracts for audiovisual, multimedia and still film and digital photography produced by others with Government funds must include a stipulation for Government retention of ownership, including any copyright. All works produced by the Federal Government are in the public domain, unless explicitly indicated to be otherwise.
- F. **Availability to the Public.** Products prepared by Reclamation may be available for public viewing provided that:
- (1) Use of the material does not imply U.S. Department of the Interior or Bureau of Reclamation endorsement of a commercial product or service or of a particular viewpoint espoused by a commercial firm or a special-interest organization;

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- (2) The public is not charged a fee expressly and exclusively for the purpose of viewing the audiovisual product;
- (3) The public is not required to purchase any specific vendor's software in order to view them; or
- (4) Printed materials should be readily accessible to all publics, and be compliant with ADA standards. These standards and guidelines are available at www.access-board.gov.

G. Approval Process.

- (1) Audiovisual products of all kinds that are intended for public distribution and feature details of Reclamation dams and powerplants and other critical infrastructure must be reviewed by the issuing office for compliance with Reclamation's Information Security policies, directives and standards, and guidance to ensure that appropriate security considerations have been addressed.
- (2) Prior to the development, or contracting for services for the development, of a video, motion picture or audio production, a [Form DI-551, Audiovisual Authorization Request](#), must be completed, initialed by the Regional Public Affairs Officer, and submitted for approval by the Chief, Public Affairs (W-1540).
 - (a) The Chief, Public Affairs, will review the DI-551 for cost-effectiveness and to ensure that products produced will be of acceptable technical quality, procured at the most advantageous rates to the Federal Government, and consistent with overall Department and Bureau goals.
 - (b) No funds may be expended on a project until an approved DI-551 has been returned to the requesting office.
 - (c) Audiovisual products produced entirely with in-house production capabilities, including personal desktop computers, and without outside contracting for production or post-production services, require a Form 7-551A, Audiovisual In-House Authorization Request. The process for a 7-551A is identical to that for a DI-551.
 - (d) All DI-551s and 7-551As must include a statement of why the communication product chosen is correct for the intended audience, anticipated life of product, a detailed distribution or viewing plan, and evidence that funding is available, including for anticipated duplication.

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H. Reporting, Review, Storage, and Archiving Requirements.

- (1) One copy of each completed video, DVD, audio, film or multimedia product must be provided to the Chief, Public Affairs.
- (2) Original numbered and captioned still or digital photographs, and the master of each completed audiovisual product, must be provided to the Regional Records Officer or the Information Management Division, D-2230, for transfer to the National Archives in accordance with Volume II and IV of the Information Management Handbook.
- (3) Regional Public Affairs Offices and the Technical Services Center will provide the Chief, Public Affairs, an annual list of new video and motion picture products that are available to the public for viewing and/or purchase, and where the product is available. This report is due by the second Friday in December each year.
- (4) All currently-available audiovisual products will be reviewed by the Regional Public Affairs Officers and/or the Commissioner's Public Affairs Office annually. The master of those deemed unsuitable for further circulation will be forwarded to the Regional Records Officer for transfer to the National Archives. All remaining copies will be disposed of in accordance with Volume II of the Information Management Handbook. Audiovisual products exempted by [471 DM 1.3](#) will not be considered for permanent retention by the Archives and may be disposed of in accordance with the records schedule. A report on current products will be sent out to all interested Reclamation offices following this review; this report will include a list of those products to be removed from circulation.
- (5) All film, video or audio products designated as Official Record or master should be stored in accordance with standards set forth in 36 CFR 1228, Subpart K of the National Archives and Records Administration. In lieu of these standards the original or master will be sent to the Regional Records Officers or the Information Management Division, D-2230, for accessioning to the National Archives annually. Copies will be retained for reference at local discretion. The organization, maintenance, and transfer of photographic media is governed by [Reclamation Manual RCD 05-01, Volume II and IV](#) or the Information Management Handbook.
- (6) Contracts for all commercial film, video or audio products must include provisions for transfer of the master to the Regional Records Officer or the Information Management Division, D-2230, for storage and accessioning to the National Archives.

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4. **Purchase of Video and Multimedia Editing Equipment.** This section applies only to the purchase of free-standing or network-connected special-use computers intended for the purpose of creating, capturing, and/or editing video and other multimedia, and/or software purchased specifically for that purpose. This policy excludes video playback software such as media players, including Windows Media Player, QuickTime, or Real Player Networks.

A. **Approval Process.**

- (1) Before committing to the purchase of equipment and software covered by this policy, offices must obtain the approval of the Chief, Public Affairs, or the appropriate Regional Public Affairs Officer. The request for approval must contain the following information:
 - (a) Justification for the need for such equipment, including why existing equipment and expertise elsewhere in the bureau cannot be used;
 - (b) Identification of the employee who will be the primary user of the equipment;
 - (c) Training requirements
- (2) No acquisition of such equipment by credit card or purchase order may commence until an approval has been returned to the requesting office.

5. **Delegations of Authority.**

- A. The Chief, Public Affairs, Office of the Commissioner, has oversight and advance approval authority for all audiovisual policies, directives and standards, and for audiovisual products within Reclamation.
- B. **Exceptions.** The only audiovisual or multimedia products exempted from advance approval by the Chief, Public Affairs, are:
- (1) Training programs or documentation of internal events for employee use and not intended to be shown to the public.
 - (2) Video news releases (VNRs) dealing with fast-breaking news stories.
 - (3) Radio news actualities, reports and other time-critical news stories.
 - (4) Digital imagery such as PowerPoint presentations, collections of slides or transparencies, or video footage when used as visual accompaniments to speeches or other oral presentations by Reclamation employees, unless contracted for with appropriated funds.

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- (5) Stock footage specifically for use by broadcast news organizations – known as “B-roll”-- minimally edited, and not intended for use in a specific audiovisual presentation.
 - (6) Audiotapes, CDs and DVDs intended for data storage and distribution.
 - (7) Raw, unedited footage for internal use only.
 - (8) Still photography.
- C. The responsibility for advance approval of purchase of video or multimedia equipment and/or software intended for use by a regional office and any of that region’s area or field offices is delegated to the Regional Public Affairs Officer. Advance approval for purchases of such equipment by the Commissioner’s or Denver Offices remains with the Chief, Public Affairs.