



Department of Defense INSTRUCTION

NUMBER 5040.07
August 30, 2005

ASD(PA)

SUBJECT: Visual Information Production Procedures

References: (a) DoD Instruction 5040.7, "Visual Information (VI) Production Procedures," September 7, 2001 (hereby canceled)
(b) DoD Directive 5040.2, "Visual Information (VI)," December 7, 1987
(c) Executive Order 12951, "Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems," February 24, 1995
(d) through (h), see enclosure 1

1. REISSUANCE AND PURPOSE

This Instruction:

- 1.1. Reissues reference (a) under the authority of reference (b).
- 1.2. Establishes procedures and assigns responsibilities under reference (b) for the creation or acquisition and life cycle management of DoD productions.
- 1.3. Authorizes DD Form 1995, "Visual Information (VI) Production Request and Report," enclosure 3.

2. APPLICABILITY

- 2.1. This Instruction applies to the Office of the Secretary of Defense, the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizations within the Department of Defense (hereafter referred to collectively as "the DoD Components").
- 2.2. This Instruction does not apply to the productions or entities provided at enclosure 4 or covered by Executive Order 12951 (reference (c)).

3. DEFINITIONS

Terms used in this Instruction are defined in enclosure 2.

4. POLICY

It is DoD policy that:

4.1. DoD productions shall be created or acquired and managed through their life cycle according to the policies contained in DoD Directive 5040.2 (reference (b)), Executive Order 12951 (reference (c)), DoD Instruction 5230.29 (reference (d)) and the procedures contained in this Instruction.

4.2. With the exception of productions intended for local use only, the initial screens of DoD productions shall conform to enclosure 5.

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs shall:

5.1.1. Establish, monitor the implementation of, and serve as the Office of the Secretary of Defense Principal Staff Assistant for policies and procedures related to the creation, acquisition, and life cycle management of DoD productions.

5.1.2. Ensure the Director, American Forces Information Service:

5.1.2.1. Periodically and randomly screens productions created or acquired by the DoD Components to maintain awareness of the subject matter, quality, appropriateness, and other characteristics of such productions.

5.1.2.2. Advances initiatives designed to foster excellence in the creation and acquisition of DoD productions.

5.1.2.3. Appoints a DoD Productions Manager who shall assist, guide, and support organizations within or under the cognizance of the Office of the Secretary of Defense in the creation, acquisition, and life cycle management of DoD productions.

5.1.2.4. Periodically seeks Office of Primary Responsibility (OPR) review of productions held in the DoD inventory to determine if those productions for which the OPR is responsible:

5.1.2.4.1. Reflect current policies and procedures.

5.1.2.4.2. If not cleared for release to the public, may be cleared.

5.1.2.4.3. If classified, may be declassified or downgraded.

5.2. The Heads of the DoD Components shall:

5.2.1. Create, acquire, and life cycle manage productions according to this Instruction.

5.2.2. Provide to the Director, Joint Visual Information Services Distribution Activity (JVISDA), a means of centrally satisfying reorders for Defense Inventory Productions.

5.2.3. When requested by the Assistant Secretary of Defense for Public Affairs, conduct production currency reviews.

6. PROCEDURES

With the exception of productions intended for local use only, DoD productions shall be created or acquired and life cycle managed according to the following procedures:

6.1. Defense Automated Visual Information System (DAVIS) and Defense Instructional Technology Information System (DITIS) Search.

6.1.1. Before formally requesting creation or acquisition of a new Defense Inventory Production, the OPR shall determine, by conducting a search of the DAVIS and DITIS databases, whether a production satisfying the OPR's communication requirement already exists.

6.1.2. DAVIS and DITIS can be accessed and searched via the Defense Visual Information website at <http://dodimagery.afis.osd.mil/>.

6.1.3. All productions listed in DAVIS can be ordered online. Some productions listed in DITIS can be ordered online. Online orders are submitted directly to JVISDA.

6.2. Production Decision Logic Table (PDLT) Completion.

6.2.1. The OPR shall complete a PDLT if there is no existing production satisfying the OPR's communication requirement. The PDLT is an online aid to discriminate between appropriate and inappropriate use of the production medium. It is used to determine whether the unique communicative properties of the production medium are required to convey particular types of messages, under particular circumstances. PDLT completion does not apply to Compilations.

6.2.2. The PDLT can be accessed and completed online via the Defense Visual Information website at <http://dodimagery.afis.osd.mil/>.

6.2.3. OPRs may print (for later use with the paper DD Form 1995) or save (for later use with the online DD Form 1995) a PDLT Report after completing the PDLT. This report is a mandatory attachment to DD Form 1995, "Visual Information Production Request and Report."

6.3. DD Form 1995, "Visual Information Production Request and Report".

6.3.1. If the PDLT indicates use of the production medium is appropriate, the OPR shall complete a DD Form 1995. This online and paper form is used to initiate productions and manage their life cycle. An alphanumeric "access key" protects existing online records. An automated process creates the key and provides it to the initiator when a new online record is established.

6.3.2. Examples of completed DD Forms 1995 are at enclosure 6. Blank forms are available through normal publication channels. The DD Form 1995 can also be accessed and completed online via the Defense Visual Information website at <http://dodimagery.afis.osd.mil/>.

6.3.3. The OPR shall:

6.3.3.1. Complete Section I of DD Form 1995.

6.3.3.2. Determine and document, in Block 14, Comments, whether or not the production must be accessible, and, if not, which specific exception(s) applies. The OPR should consult with the Supporting VI Activity in reaching this accessibility determination.

6.3.3.3. Prepare a distribution plan to include the total number of copies required, the distribution format(s), and the proposed distribution of each copy.

6.3.3.4. Attach a PDLT Report and submit the form to the Supporting VI Activity.

6.3.3.5. For the Office of the Secretary of Defense, the Supporting VI Activity is the Defense Visual Information Directorate under the Office of the Assistant Secretary of Defense for Public Affairs. Send email to dvi@hq.afis.osd.mil.

6.3.4. The Supporting VI Activity shall:

6.3.4.1. Complete Section II of DD Form 1995.

6.3.4.2. Calculate Projected Production Cost in accordance with the rules at paragraphs 6.3.5. and 6.3.6.

6.3.4.3. Request a Production Identification Number (PIN). The PIN is a six-digit number issued by a Component's VI Management Office. Example of a PIN: 505117.

6.3.4.4. If notified by the OPR that the production is no longer needed, cancel it by annotating the date of cancellation in Section III, block 27, of the online or paper DD Form 1995. In the case of the online form, no further action is necessary. In the case of the paper form, notify the Component VI Management Office that the production was canceled.

6.3.4.5. In conjunction with the OPR, revalidate, or cancel a production requirement when the production is not completed within one year of the initial production request or within one year of the last revalidation.

6.3.5. Projected and Final Production Cost, Sections II and III, DD Form 1995, shall include:

6.3.5.1. All those commitments and obligations wholly and solely attributable to a production's creation or acquisition. Examples include the costs of storyboarding, scriptwriting, travel by the production crew to shooting locations, set or scenery construction, video stock, animations, graphics, and the costs of contracts and rights for specific products and services related to the production.

6.3.5.2. The costs of any presentation services, equipment, or facilities purchased or leased to exhibit a specific production.

6.3.6. Projected and Final Production Cost, Sections II and III, DD Form 1995, shall not include:

6.3.6.1. All those commitments and obligations that typically benefit more than one production, such as for military and Federal civilian pay and benefits; operation and maintenance of an in-house studio and related equipment; and sets, costumes, props, or scenery used for more than one production.

6.3.6.2. The costs of reproduction and distribution.

6.4. DD Forms 2830-2833. The following forms document rights releases: DD Form 2830, "General Talent Release;" DD Form 2831, "General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant;" DD Form 2832, "Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property;" and DD Form 2833, "Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations." The Supporting VI Activity shall execute these forms (or their equivalent) in accordance with DoD Directive 5040.2 (reference (b)) and add them to the production folder. These forms may be accessed via the Defense Visual Information website at <http://dodimagery.afis.osd.mil/>.

6.5. Clearance for Public Release. The OPR shall seek clearance for public release immediately upon a production's completion. Clearance for public release shall be sought in accordance with DoD Instruction 5230.29 (reference (d)).

6.6. Reproduction and Initial Distribution.

6.6.1. The Department of Defense established JVISDA to provide efficient, cost effective reproduction and distribution support to all DoD organizations. The use of JVISDA for reproduction and distribution, while recommended, is not mandatory. The Defense Visual Information website at <http://dodimagery.afis.osd.mil/> contains detailed guidance on obtaining reproduction and distribution support from JVISDA.

6.6.2. The Supporting VI Activity shall:

6.6.2.1. Reproduce the production or arrange for its reproduction, for example, at JVISDA.

6.6.2.2. Distribute or arrange for distribution of the production.

6.6.2.3. Forward each Defense Inventory Production to JVISDA immediately following its initial distribution. The complete package shall consist of the production master, the master production folder, and a representative one- or two-minute digital video clip for use with its DAVIS listing.

6.7. Post-Distribution Effectiveness Evaluation.

6.7.1. After the intended audience has seen a Defense Inventory Production, and preferably no more than 120 days after initial distribution, the OPR shall conduct an effectiveness evaluation. This evaluation shall assess, either through measurements or anecdotally, the extent to which the production achieved its communication objectives.

6.7.2. Random pre- and post-screening survey is generally an appropriate effectiveness evaluation methodology. However, in selecting a methodology, the OPR should ensure the complexity and cost of evaluation is in proportion to the cost of creation or acquisition, and to program impact.

6.7.3. The online Post-Distribution Evaluation Instrument (PDE) may be used to guide post-distribution effectiveness evaluation, and to record the results. The PDE can be accessed and completed via the Defense Visual Information website at <http://dodimagery.afis.osd.mil/>.

6.7.4. OPR's are encouraged to send any lessons learned through post-distribution effectiveness evaluation to the Defense Visual Information Directorate, Office of the Assistant Secretary of Defense for Public Affairs, at dvi@hq.afis.osd.mil.

6.8. Maintenance and Currency Review.

6.8.1. Completed Defense Inventory Productions shall be maintained in accordance with DoD Instruction 5040.6 (reference (e)) and any instructions or records schedules issued under its authority.

6.8.2. Maintenance shall include periodic currency review. Periodically reviewing a production is the responsibility of the OPR that created or acquired the production, or the successor office that assumed the function. The purpose of currency review is to determine:

6.8.2.1. If a production's content reflects policies and procedures that are current.

6.8.2.2. If an unclassified production may be cleared for release to the public.

6.8.2.3. If a classified production may be declassified or downgraded.

6.8.3. Initial currency review shall be conducted no more than three years after a production's completion. Subsequent currency reviews shall be conducted no less often than every three years thereafter, until the production has been declared not current. Productions bearing a declassification or reclassification date shall additionally be reviewed not later than that date.

6.8.4. The Director, JVISDA, shall notify the OPR when a production for which the OPR is responsible is due for currency review. The OPR shall then conduct a currency review. The OPR shall declare the production current if it reflects current policies and procedures, or not current if it does not.

6.9. Production Procedure Checklist: See enclosure 7.


7. INFORMATION REQUIREMENTS

7.1. The DD Form 1995, "Visual Information Production Request and Report," is assigned Report Control Symbol DD-PA(AR) 1381, and shall be used to initiate, justify, and validate DoD production requirements, other than those for telecasts that are not recorded for later editing and/or redistribution. It is used to document production information and events as they occur and provides a source document to VI records management.

7.2. The online PDLT and PDE referred to in this Instruction are exempt from licensing in accordance with DoD 8910.1-M (reference (f)).

8. EFFECTIVE DATE

This Instruction is effective immediately.



Lawrence Di Rita
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for Public Affairs

Enclosures - 7

- E1. References
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Attachments-5

- E5.A1. Example of DoD-Standard Initial Screen 1, Security Classification
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- E5.A5. Example of DoD-Standard Initial Screen 5

E1. ENCLOSURE 1

REFERENCES, continued

- (d) DoD Instruction 5230.29, "Security and Policy Review of DoD Information for Public Release," August 6, 1999
- (e) DoD Instruction 5040.6, "Life Cycle Management of DoD Visual Information (VI)," April 10, 2001
- (f) DoD 8910.1-M, "DoD Procedures for Management of Information Requirements," June 30, 1998
- (g) DoD Directive 1015.14, "Establishment, Management, and Control of Nonappropriated Fund Instrumentalities and Financial Management of Supporting Resources," July 16, 2003
- (h) DoD Instruction 1322.20, "Development and Management of Interactive Courseware (ICW) for Military Training," March 14, 1991

E2. ENCLOSURE 2

DEFINITIONS

E2.1.1. Accessible. Containing either open or closed captions, and/or audio description.

E2.1.2. Audio Description. Speech, synchronized with the picture, describing a production's visual content. Audio description is specifically designed for visually impaired and blind persons. Typically, appropriate portions of the audio description are narrated during what would otherwise be natural silences in a production.

E2.1.3. Captions. Display of spoken dialogue as printed words on a television, computer, projection, or other type of screen. Unlike subtitles, captions are specifically designed for hearing impaired viewers. They may include information regarding on- and off-screen sound effects, such as music or laughter. Captions come in two forms: open and closed. Open captions are displayed automatically as part of the video, without selection by the user. Closed captions normally do not appear unless the user has selected them to appear.

E2.1.4. Clearance for Public Release. The determination by responsible officials that a DoD production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public.

E2.1.5. Compilation. A type of DoD production that includes a selection of discrete items of imagery and/or audio, text, and graphics arranged according to a common theme or subject and organized as a single deliverable product. Compilations are usually viewed non-linearly. Examples are the DoD CD-ROM products, "Allied Force" and "War and Conflict."

E2.1.6. DD Form 1995, "Visual Information Production Request and Report". The primary authorization and reference document used for the life cycle management of DoD productions. For example, all production, distribution, and clearance instructions are derived from the information on the form.

E2.1.7. Defense Automated Visual Information System (DAVIS). An online, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control, and other data on the productions in the DoD inventory.

E2.1.8. Defense Instructional Technology Information System (DITIS). A standard DoD-wide database containing content-descriptive information about Interactive Multimedia Instruction (IMI) products typically used in military training.

E2.1.9. Defense Inventory Production. A production created or acquired at any level within the DoD Components that has a target audience broader than the audience at the creating or acquiring installation or activity. Defense Inventory Productions are held at a central DoD inventory point, from which they can be easily ordered. Discovery of such productions, as well as ordering, is through DAVIS, which can be searched at <http://dodimagery.afis.osd.mil>. Local-Use-Only Productions expected to have long-term informational or other value may be declared Defense Inventory Productions to facilitate long-term discovery and ordering, even if only by users at the creating or acquiring installation or activity. See also Local-Use-Only Production.

E2.1.10. Defense Visual Information Activity Number (DVIAN). A unique identifier assigned to each authorized DoD VI activity.

E2.1.11. Distribution. In VI, the process of supplying an end product to its intended end users, by any means.

E2.1.12. DoD Production. Any production a DoD Component creates or acquires. See also: Production.

E2.1.13. DoD-Standard Identifying Number. In VI, a DoD-wide uniform designator assigned to a VI record for identifying, tracking, and/or controlling inventory. The standard identifying number for Defense Inventory Productions is the Production Identification Number (PIN); and for all other VI records except Local-Use-Only Productions is the Visual Information Record Identification Number (VIRIN). There is no standard DoD identifying number for Local-Use-Only Productions.

E2.1.14. Initial Screen(s). The first visual information an audience or user sees when viewing a production.

E2.1.15. Joint Visual Information Services Distribution Activity (JVISDA). The Department of Defense's central distribution point for joint-interest VI end products. It is responsible for receiving, documenting, replicating, controlling quality, controlling inventory and life cycle managing Defense Inventory Productions and other VI end products.

E2.1.16. Local-Use-Only Production. A production created or acquired for use at a single installation or activity and assumed to be of no interest or value to audiences beyond the creating or acquiring installation or activity. See also Defense Inventory Production.

E2.1.17. Medium. In VI, any physical object, such as drawing paper, film, videotape, drive or disc, which contains or can contain visual information. VI media are typically transportable, to facilitate dissemination of the visual information they contain.

E2.1.18. Office of Primary Responsibility (OPR). Generally, the organization that requires a DoD production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly.

E2.1.19. Post-Distribution Evaluation Instrument (PDE). An online questionnaire used to capture specific post-production evaluation data compiled by OPR's on the VI productions they create or acquire. The data gathered from the Instrument is used to evaluate the effectiveness of the DoD Production Program, rather than the effectiveness of individual OPR productions.

E2.1.20. Production. In VI, a complete, linear or non-linear presentation, sequenced according to a plan or script, that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

E2.1.21. Production Decision Logic Table (PDLT). An online instrument used to help determine the appropriateness of using the production medium to achieve a given communication objective under a given communication scenario. The PDLT's determinations are based on research findings in the fields of instructional technology, learning theory, and other fields.

E2.1.22. Production Folder. The textual record pertaining to a production. A production folder usually includes scripts, contracts, talent releases, copyright releases, and related material.

E2.1.23. Production Identification Number (PIN). The DoD-standard identifying number for Defense Inventory Productions. It is a six-digit number issued by a DoD Component's VI Management Office. Example of a PIN: 505117.

E2.1.24. Random Survey. A statistical study of a sample population in which every person in the population has an equal chance of being selected.

E2.1.25. Visual Information (VI). Information in the form of visual or pictorial representation of person(s), place(s), or thing(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand- or computer-generated graphic art and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes three-dimensional, alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic art that depicts abstractions or abstract relationships, i.e., objects other than persons, places, or things (such as organization charts, symbols, process flows, quantitative data, or logical relationships).

E2.1.26. VI Management Office. A staff office at the headquarters level that typically prescribes VI policies and procedures and supervises or oversees VI functions.

E3. ENCLOSURE 3

DD FORM 1995

E4. ENCLOSURE 4

EXCLUSIONS

E4.1. ORGANIZATION-RELATED EXCLUSIONS

This Instruction does not apply to the American Forces Radio and Television Service and the broadcasting services of the Military Departments.

E4.2. PRODUCTION-TYPE EXCLUSIONS

This Instruction does not apply to:

E4.2.1. Productions acquired from commercial sources by or for:

E4.2.1.1. Department of Defense Educational Activity (DoDEA).

E4.2.1.2. Morale, Welfare, and Recreation activities.

E4.2.1.3. Education centers.

E4.2.1.4. Non-VI libraries controlled by DoD Directive 1015.14 (reference (g)).

E4.2.2. Productions funded and reported as an integral part of a recruiting advertising contract.

E4.2.3. Productions created or acquired as Interactive Multimedia Instruction (IMI) products in accordance with DoD Instruction 1322.20 (reference (h)), and documented on DD Form 2568, "Defense Instructional Technology Information System (DITIS) Report."

E4.3. EXCEPTIONS

This Instruction applies, without regard to the exclusions above, to DoD productions which are historical accounts or documentaries of:

E4.3.1. News events reported in the media.

E4.3.2. Combat operations.

E4.3.3. The physical and environmental effects of combat, terrorist activities, or natural disasters.

E4.3.4. The physical environment in which military operations took place.

E4.3.5. The activities, visits, or presence of distinguished visitors at sites of military operations.

E4.3.6. War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.

E4.3.7. Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that:

E4.3.7.1. Involved distinguished visitors.

E4.3.7.2. Resulted in deaths or life-threatening injuries.

E4.3.7.3. Resulted in significant damage to DoD property or facilities, or to a large number of vehicles.

E4.3.7.4. Resulted in major courts martial, civilian criminal prosecutions, or lawsuits for significant property damage.

E4.3.7.5. Attracted the non-routine attention of local or national news media.

E4.3.8. Ceremonies, parades or other events that marked significant:

E4.3.8.1. Changes of command or retirements.

E4.3.8.2. Presentations of honors or awards.

E4.3.8.3. Aircraft or other major equipment rollouts.

E4.3.8.4. Ship launchings, christenings, commissionings, or decommissionings.

E4.3.9. International-level sporting events (including DoD support of or participation in such events).

E4.3.10. Celebrity entertainment events (including DoD support of or participation in such events, or events that took place at DoD facilities, bases, installations, or field sites).

E4.3.11. Professional conferences, meetings, or seminars, or other presentations that involved:

E4.3.11.1. Present or former flag rank officers or senior civilian officials.

E4.3.11.2. Recognized authorities in a field of military interest.

E4.3.11.3. Participants in or eyewitnesses to historically important events within DoD or relating to subjects of major DoD or national news media interest.

E4.3.11.4. Present or former DoD personnel who achieved media fame or notoriety.

E4.3.12. First launches, flights, or other uses of major pieces of equipment, major mishaps or malfunctions involving such equipment, or the appearance of phenomena of scientific importance.

E4.3.13. Other events or activities of historical significance.

E5. ENCLOSURE 5

DoD-STANDARD INITIAL SCREENS

E5.1.1. The initial screens of Defense Inventory Productions shall

E5.1.1.1. Conform to DoD-standard formatting as provided in the examples at attachments 1 through 5.

E5.1.1.2. Contain the following information, in this order:

E5.1.1.2.1. Screen 1: Security classification (if classified). See attachment 1. If the production is classified, the security classification shall also be displayed as the production's final screen. Screen 1 shall be displayed for approximately five (5) seconds.

E5.1.1.2.2. Screen 2: Accessibility (if accessible). See attachment 2. Screen 2 shall be displayed for approximately three (3) seconds.

E5.1.1.2.3. Screen 3: See attachment 3. Screen 3 shall be displayed for approximately three (3) seconds and shall contain:

E5.1.1.2.3.1. The DoD Seal.

E5.1.1.2.3.2. Calendar year of release.

E5.1.1.2.3.3. DoD-standard identifying number.

E5.1.1.2.4. Screen 4: See attachment 4. Screen 4 shall be displayed long enough for each word to be read aloud, quickly, and shall contain:

E5.1.1.2.4.1. Title.

E5.1.1.2.4.2. Running time (if linear).

E5.1.1.2.4.3. Purpose, i.e., what the OPR intended to accomplish by creating or acquiring the production. For example: "To inspire outstanding high school students to apply for admission to the US Naval Academy," or, "To reduce motor vehicle accidents involving military personnel."

E5.1.1.2.5. Screen 5: See attachment 5. Screen 5 shall be displayed long enough for each word to be read aloud, quickly, and shall contain:

E5.1.1.2.5.1. Intended Audience, i.e., the audience the OPR had in mind when the production was created or acquired. For example: "Noncommissioned medical personnel at Walter Reed Army Medical Center," or, "Students in MOS 31S, satellite-communications systems operator-maintenance training."

E5.1.1.2.5.2. Presentation Scenario, i.e., the context in which the OPR intended that the production be employed. Presentation Scenario should include:

E5.1.1.2.5.2.1. Setting. In what setting(s) is the production meant to be viewed or used? Classrooms? Operational environments? Unit common areas? Auditoriums? Offices? On an individual basis? In small groups? By large numbers of viewers simultaneously?

E5.1.1.2.5.2.2. Delivery Methodology. What method(s) of delivery is the production designed for? Closed-circuit television? Large-screen projector? Rollabout video cassette recorder or CD/DVD player and monitor? Video wall? Computer workstation?

E5.1.1.2.5.2.3. Supplementation. Is viewing or use intended to be a complete, stand-alone communication experience, by itself capable of achieving the production's purpose? Or is viewing or use meant to be externally augmented? If yes, before viewing or use, and/or after? By instructor-led training or discussion? By reading a manual? Reviewing a checklist? Practice? A brochure?

E5. ECLOSURE 5

EXAMPLES OF DOD-STANDARD INITIAL SCREENS

E6. ENCLOSURE 6

[Sample DD Forms 1995](#)

<http://dodimagery.afis.osd.mil/>

E7. ENCLOSURE 7DEFENSE INVENTORY PRODUCTION
PROCEDURE CHECKLIST

| When | Who | What | See |
|--|------------------------|---|-------------------------|
| Upon identification of the requirement for a production | OPR | Develop requirement | Section I, DD Form 1995 |
| Before requesting creation or acquisition of a production to satisfy the requirement | OPR | Search the Defense Automated Visual Information System (DAVIS) and Defense Instructional Technology Information System (DITIS) | 6.1. |
| If the DAVIS/DITIS search does not yield a production that can satisfy the requirement | OPR | Work through the Production Decision Logic Table (PDLT) ¹ | 6.2. |
| If the PDLT indicates use of the production medium is appropriate to the requirement | OPR | Complete Section I, DD Form 1995 | 6.3.3.1. |
| Upon determination that an accessible version of the production is or is not required | OPR | Document, in DD Form 1995, Section I, Block 14, Comments, whether or not the production must be accessible, and, if not, state the specific applicable exception(s) | 6.3.3.2. |
| Before submitting the DD Form 1995 | OPR | Prepare distribution plan to include total number of copies required, the distribution format(s), and the proposed distribution of each copy | 6.3.3.3. |
| Upon completion of Section I of DD Form 1995 | OPR | Attach a PDLT Report ¹ and submit the form to the Supporting VI Activity | 6.3.3.4. |
| Upon receipt of DD Form 1995 from the OPR | Supporting VI Activity | Complete Section II, DD Form 1995 | 6.3.4.1. |
| As necessary during the production process | Supporting VI Activity | Complete DD Forms 2830-2833 or equivalent to document rights release | 6.4. |
| Upon completion of the production | OPR | Seek clearance for public release | 6.5. |
| As required | Supporting VI Activity | Cancel the production requirement upon notification from the OPR that a production is no longer required | 6.3.4.4. |
| 120 days after distribution | OPR | Conduct Post-Distribution Effectiveness (PDE) Evaluation | 6.7. |
| When notified | OPR | Conduct currency review | 6.8. |

¹ Does not apply to Compilations.