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VISUAL INFORMATION

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This instruction implements Air Force Policy Directive (AFPD) 35-1, *Public Affairs Management*; Department of Defense Instruction (DODI) 5040.2, *Visual Information*; DODI 5040.4, *Joint Combat Camera (COMCAM) Program*; DODI 5040.5, *Alteration of Official DOD Imagery*; DODI 5040.6, *Life-Cycle Management of DOD Visual Information (VI)*; DODI 5040.7, *Visual Information Production Procedures*; DODI 5040.8, *Visual Information Activity Management*; and DODI 5040.9, *Department of Defense Productions*. It identifies and describes Air Force Visual Information (VI) resources and functions, and tells how to manage and operate Air Force VI activities at all levels. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force. This instruction requires the collection and maintenance of personal information including the following systems notices: F035 AF SAFPA B (Hometown News Release Background Data File), F035 AF SAFPA C (Official Biographies), and F035 SAFPA A (Mobilization Augmentee Training Folders). This publication requires the collection and/or maintenance of information protected by the Privacy Act of 1974. The authorities to collect and/or maintain the records prescribed in this publication are referenced in the Privacy Act System Notices. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Manual (AFMAN) 33-363, Management of Records, and disposed of in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at **https://www.my.af.mil/gcss-af61a/afrims/afrims**/ . Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*, and route AF Form 847s from the field through the

appropriate functional chain of command. This instruction applies to the Air Force Reserve (AFR) and the Air National Guard (ANG) unless otherwise noted.

SUMMARY OF CHANGES

The information and most of the responsibilities included in this instruction transferred from SAF/XC to SAF/PA due to the Multimedia and Public Affairs merger in 2007. This document includes significant updates to information in the last version of AFI 33-117, dated 11 Apr 2004, as well as inclusion of the latest visual information technology. It deletes those activities that remained in the Communications career field after the movement of the multimedia activities to Public Affairs, such as information on video teleconference technology.

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Chapter 1

GENERAL INFORMATION AND CUSTOMERS

1.1. General. Visual Information (VI) is information in the form of visual representations of persons, places, and/or things. VI professionals create, develop record, assemble, and enhance visual and audio data into meaningful information. VI includes still photography, motion photography, audio, video, computer-based products, and graphics. VI excludes alphabetic, symbolic, or coded data. VI production is the process of structuring data from two or more media into a cohesive linear or non-linear format or product according to a plan or a script.

1.2. Combat Camera. Combat Camera is a rapid-deployment, aerial-qualified VI activity trained and equipped to perform visual documentation of wartime, contingencies, crises, and humanitarian missions.

1.3. Weapons System Video (WSV). WSV support includes copying and editing gun and bomb damage assessment video for collateral intelligence, training, historical, and approved public use. WSV includes traditional and non-traditional Intelligence, Surveillance and Reconnaissance (NTISR) collection. The ANG is the primary source for WSV support, and WSV UTCs are postured in the ANG. The ANG is responsible for WSV training and will ensure all billets assigned WSV missions are coded for a Top Secret clearance requirement. For more information on WSV and deployment operations, see AFI 35-111, *Contingency Operations and Wartime Readiness.*

1.4. Customers. VI is a powerful communication tool in a commander's arsenal. VI products can be used throughout the spectrum of operations (in garrison and deployed) from support of the medical field to anti-terrorism and force protection as outlined in Attachments 2 and 3.

1.5. Roles and Responsibilities. Refer to AFI 35-101, *Public Affairs Responsibilities and Management,* for additional roles and responsibilities.

1.5.1. The ANG is considered a major command for the purposes of this AFI.

1.6. Imagery and Documentation. In this publication, references to imagery refer to any visual product with documentation.

Chapter 2

AUTHORIZATION AND USE OF VI RESOURCES

2.1. Defense Visual Information Activity Number (DVIAN) Assignment. AFPAA is the approving authority for VI activities (see Attachment 4) and assigns DVIANs to requesting organizations. PA offices at the installation level and at the MAJCOMs will keep a copy of the current DVIAN authorization document on file.

2.1.1. Requests for new VI activities, VI changes of mission, or additional Functional Account Code (FAC) authorizations require MAJCOM PA approval and will use AFI 38-101, *Air Force Organization*, as a guide. The requesting agency's commander (or equivalent), with support from the organization's PA office, will certify that the VI activity request includes the purpose, deliverables, funding, manning, and sustainment source for the new activity.

2.1.2. For new DVIAN requests at installations where an approved VI activity already exists, the requesting agency forwards its request through the installation PA office to the MAJCOM PA office for approval or disapproval. If disapproved, the request is returned for final disposition or further justification. If approved, the MAJCOM PA office then forwards it to AFPAA's director of operations for final approval.

2.1.3. DVIANs are revalidated every five years. The installation PA office ensures that a revalidation request is completed and sent through the host installation commander and MAJCOM PA office to AFPAA. Requests for revalidation should include the following information:

2.1.3.1. Copies of previous and current mission/function statements.

2.1.3.2. A list of authorized functions performed.

2.1.3.3. A list of supported units, agencies, activities, or locations. Include copies of the host tenant and inter-service support agreements.

2.1.3.4. Wing commander certification that the function is still needed.

2.2. Official Visual Information Products and Services.

2.2.1. Air Force VI resources are government property for official mission support.

2.2.2. VI materials generated or acquired by Air Force members, employees, or contractors in conducting official duties are the property of the United States Air Force. As such, protect these materials and preserve as official records, according to public law. Personal use of VI materials for sale or any other reason not directly related to an official Air Force activity is prohibited. Contact the local staff judge advocate for guidance or clarification. This prohibition also applies when Air Force members or employees, by choice or agreement, use personally-owned equipment or supplies while performing official duties. **Note:** Use of personally-owned or self-help equipment requires users to adhere to operational security, PA, historical archiving, and information security guidelines.

2.2.2.1. Make contractual exceptions to ownership of products only when it best serves the Air Force. The MAJCOM PA office is the approval authority for exception requests.

2.2.3. The PA office may support historical events when the wing historian, or a designated equivalent, certifies the event on an AF Form 833, *Multimedia Workorder*, as historically significant. Accession created products in accordance with Attachments 2 and 3.

2.2.4. Do not use government-funded VI resources to:

2.2.4.1. Provide souvenirs, personal gifts, mementos, or farewell gifts.

2.2.4.2. Support or document farewell parties or social events unless certified as newsworthy or having historical significance by the base historian or chief of PA. Accession completed products in accordance with attachments 2 and 3.

2.2.4.3. Create products used primarily for entertainment during farewell parties or social events.

2.2.4.4. Support MWR- or services-sponsored recognition programs.

2.3. Alteration of Official Photographic Images.

2.3.1. Air Force PA offices (which includes PA specialists, photographers, videographers, and graphics artists) are trusted agents. Because PA professionals can create products that can be used in legal proceedings and for critical decision-making, absolute trust and confidence in the truthfulness of products they create is essential. Please see DODI 5040.05, *Alteration of Official DOD Imagery*, for correct and incorrect alterations of official imagery.

Chapter 3

GENERAL PHOTOGRAPHIC AND VIDEO GUIDELINES

3.1. Photography and video are essential elements of internal and external communication programs. Imagery conveys the mission of the Air Force internal and external audiences and helps achieve the PA core competencies of Airman morale and readiness, public trust and support, and global influence and deterrence.

3.2. Still photographers and videographers assigned to combat camera or installation-level PA offices are responsible for documentation of activities IAW DOD 5040.6-M-1, *Decision Logic Table Instructions for Recording and Handling of Visual Information Material*.

3.3. Imagery Release. Official images of military and civilian DOD employees generally are releasable. Images of Air Force activities and people are releasable. However, an image may not be releasable if it depicts matters that would constitute a clearly unwarranted invasion of personal privacy, compromise operational security, or negatively impact mission effectiveness. See AFI 35-104, *Media Operations,* for more information, and work with the installation PA office for approval to release the following types of imagery:

3.3.1. Fatalities or Injuries.

3.3.1.1. Release of official or stock news images of Air Force casualties is permitted after next-of-kin notification.

3.3.1.2. Release of visual imagery regarding the return of casualties to the United States, following DoD guidance and primary next of kin approval. Identifiable U.S. civilians who are injured must provide written consent before release of imagery. For more information, refer to the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and AFI 35-104.

3.3.2. Children/Minors.

3.3.2.1. When documenting children, a parent or legal guardian signs a DD Form 2830, *General Talent Release*, or DD Form 2831, *General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant*, allowing use of the minor's image. No exemption exists for documentation of 17-year-old military members, Reserve Officer Training Corps (ROTC) or Junior ROTC cadets.

3.3.3. Courtrooms/Accused Persons. Generally cameras aren't used in the courtroom even if media are in attendance.

3.3.4. Installations.

3.3.4.1. Unclassified images of installations are generally releasable. They will meet the guidelines on releasing unclassified information, including security and policy review requirements.

3.3.5. Live and inert weapons on aircraft. See AFI 35-104, *Media Operations*, for updated information on weapons imagery that is and is not releasable.

3.3.6. Prohibited Documentation. Prohibited documentation applies to official and unofficial (personal) documentation. Installation PA offices should document activities as

required, including classified missions. Just because an event is not releasable does not restrict Air Force PA personnel from documenting a scene to fulfill the mission. Clearance and release procedures apply after imagery acquisition and not during imagery acquisition.

3.3.6.1. Sensitive missions.

3.3.6.1.1. Sensitive missions include, but are not limited to, movement of detainees/enemy prisoners of war, special operations activities, detainee operations, handling of human casualties, and repatriations of remains.

3.3.6.1.2. Prior to any mission or activity, PA will ensure official public release IAW DODI 5040.04, *Joint Combat Camera (COMCAM) Program*, and AFI 35-101. This restriction applies to any mission, whether executed at home station or while deployed in support of contingency operations. Air Force members overseas must comply with status of forces agreements, the laws of the host nation, and other instructions of the combatant commander responsible for that area.

3.3.6.2. Potential privacy violation. Reference DOD 5400.11-R for definitions of privacy issues.

3.3.6.3. Detainees or Human Casualties in some situations.

3.3.6.3.1. Operational, internal-use-only documentation by Air Force photographers or videographers operating in their official capacity is exempt from this policy. Mission needs require Air Force public affairs personnel (which includes photographers and videographers) to act as trusted agents and cover the full spectrum of visual documentation. Existing Department of Defense (DOD) and Air Force policy governs their actions.

3.3.6.3.2. Documentation is permitted in the execution of official duties. All other documentation is prohibited.

3.3.6.3.3. These guidelines apply to all Air Force military, civilian, or contract personnel serving with, employed by, or accompanying the Air Force, except for personnel assigned to defense attaché offices, security detachments, and sensitive intelligence and counterintelligence activities that are conducted under the direction and control of the Chief of Mission/Chief of Station or other U.S. Government agencies and departments identified on a case-by-case basis. In these cases, personnel will abide by the policies of the appropriate organization or command.

3.3.6.3.4. The possession or unaltered distribution of open media (e.g., magazines and newspapers) visual images is not prohibited but subject to copyright laws and for official duties.

3.3.6.4. Suffering or mutilated persons.

3.3.6.5. Restricted areas, control points, or security measures.

3.3.6.6. Medical Personnel Bearing Arms.

3.3.6.6.1. Medical personnel may only carry arms for self-defense. Photographing or taking video of medical personnel with weapons may create the false impression that these personnel are violating the law of war and needlessly risk their safety.

3.3.6.7. Merchandise Endorsements. Do not release photographs of Air Force people with products or merchandise with trade names appearing in such a way they imply Air Force endorsement.

3.3.6.8. Signs and Posters. Photograph signs and posters only if they are in good taste.

3.3.6.9. Suggestive or Obscene Photographs.

3.3.6.10. Classified Information.

3.3.6.10.1. Do not photograph classified materials for public release. When taking photographs in operational areas, be conscious of classified weapons, maps, or charts that may be in the background.

3.3.6.10.2. When handling classified materials for official use, do so in accordance with AFI 31-401, *Information Security Program Management*, Chapter 5.

3.4. Appearance of Military Members in Imagery. Personal appearance will conform to AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*. Pay careful attention to Air Force safety standards for people and equipment, such as required wear of safety goggles or hearing protection. Wing commanders and chiefs of PA may waive the AFI 36-2903 guidelines when recent mission and operational duties result in imagery that shows Air Force people with worn uniforms.

3.5. Posting unauthorized photos, videos, or descriptions of missions, resources, or facilities on the Internet in any forum can aid an adversary. Therefore, possession, distribution, transfer, or posting, whether electronically or physically, of visual images resulting from any unauthorized photography or videos is prohibited.

Chapter 4

INSTALLATION-LEVEL SUPPORT

4.1. The installation PA office provides professional VI products and services. This includes photography, graphics, video, and other products.

4.1.1. Employment Plan. The chief of PA will ensure an annual employment plan is developed to properly prioritize all office activities, including VI tasks and workflow focusing on operational core tasks, urgency, mission impact, agencies supported, task complexity, and resources available. The plan should be reviewed on an annual basis and approved by the installation commander.

4.1.2. The installation PA office is not funded, equipped, or manned to replace services provided by the Document Automation Production Service (DAPS). According to DODI 5330.3, *Document Automation and Production Service (DAPS)*, the Air Force must obtain automated printing services from DAPS. Reproduction is limited to 30 tabloid size (11" x 17") or smaller copies of products and no more than five copies of products larger than tabloid size.

4.2. The installation PA office's photography function provides:

4.2.1. Professional photographers to support base-level photographic requirements for managerial, operational, training, educational, historical archiving, investigative, and administrative purposes.

4.2.2. Alert photographic services supporting security forces, Air Force Office of Special Investigations, civil engineer readiness, flying or ground safety offices, and other emergency response agencies.

4.2.2.1. The chief of PA will ensure there are established levels of service for alert photography support.

4.2.3. Engineering support for material deficiency reporting, government contracting investigations or support, or research and development programs.

4.2.4. Studio photography for official portraits as prescribed in AFI 36-2632, *Official Photographs of Air Force General Officers*, AFI 35-101, or AFI 36-2110, *Assignments*, special duty assignments, official passports, and citizenship applications.

4.2.4.1. Support to other services, DOD agencies, or federal departments using a host-tenant support agreement or memorandum of agreement that defines resource reimbursement to include manpower.

4.2.5. Prints to meet official organizational needs.

4.2.5.1. Photographic prints are not available for personal use IAW paragraph 2.2.2. Digital files may be made available to customers for printing at their own expense.

4.2.5.2. When photographers or photographic equipment resources are not available, the PA office may offer consumer-grade still photographic equipment for self-help use if the equipment is in the office inventory.

4.2.6. Other photographic support as outlined in Attachments 2 and 3.

4.3. If the installation PA office has a graphics function (civilian or contracted), the graphics function provides:

4.3.1. Professionally trained graphics artists to support installation-level graphics requirements for managerial, operational, training, educational, historical archiving, investigative, and administrative purposes.

4.3.1.1. Examples include 2D/3D graphic illustrations, posters, charts, signs, templates, VI productions, and Web page graphical design.

4.3.2. Products for consideration in the Air Force Art Program as defined in AFI 84-104, *Art Program*.

4.3.3. Locations without graphics support can use the U.S. Army's regional graphics centers on a fee-for-service basis.

4.3.3.1. Eastern United States. Visual Information Support Center, Fort Eustis, VA, DSN 826-4831.

4.3.3.2. Western United States. Visual Information Support Center, Fort Lewis, WA, DSN 357-7901.

4.3.4. Other graphics support as outlined in Attachments 2 and 3**.**

4.4. The installation PA office's video function provides:

4.4.1. Professionally trained videographers/broadcasters to support base-level video requirements for managerial, operational, training, educational, historical archiving, investigative, and administrative purposes. Refer to Chapter 6 of this instruction for specific information concerning the creation and management of video products.

4.4.2. Alert video services supporting security forces, Air Force Office of Special Investigations, disaster preparedness, flying or ground safety offices, and other emergency response agencies.

4.4.3. Senior leader communication videos such as drug and alcohol awareness, 101 critical days program, or other command interest programs.

4.4.4. Mission awareness videos such as those used to demonstrate resource needs required to support a mission.

4.4.5. Local training videos used to inform individuals on safety or operational concerns unique to a location such as the extreme cold of arctic locations or heat of desert locales.

4.4.6. Mission capabilities videos used to inform audiences of a unit's unique capabilities and contribution to Air Force and joint missions.

4.4.7. Scripting, storyboarding, and DD Form 1995, *Visual Information (VI) Product Request and Report,* creation support. Videographers / broadcasters also provide counsel on statutory and policy requirements for products such as music copyright and talent releases.

4.4.8. Limited retirements, promotions, or Change of Command ceremonies. Videographers and broadcasters are limited to documenting ceremonies honoring MAJCOM, Numbered Air Force, Wing and their Vice/Deputy Wing Commanders, General Officers and civilian

equivalents, important historical figures such as Medal of Honor winners, Order of the Sword recipients, or aerial aces for accessioning or for media dissemination.

4.4.9. Other video support as outlined in Attachments 2 and 3.

4.5. Self-help Services. The PA office may provide self-help graphics, non-professional still cameras, consumer-grade video recording, and other equipment to qualified users, depending on manpower and resources.

4.6. Defense Automated Visual Information System (DAVIS) Support. The installation PA office may provide customer support in using and locating products on the DAVIS Web site at **http://defenseimagery.mil**. The PA office can describe what the system provides, who can use it, and how to use it.

4.7. Work Orders. Customers request all work using AF Form 833, *Multimedia Workorder*. The PA office experts should help customers complete the request with all needed details.

4.7.1. Requests should include the following:

4.7.1.1. Detailed needs, including number, type, and size of products and services.

4.7.1.2. Description of the product's planned use and certification that the work is for official business. The customer's signature (electronic or physical) indicates that the request is for official purposes.

4.7.1.3. Any need for self-help equipment.

4.7.2. The PA office may accept electronic transmissions of work requests if local authentication procedures such as Common Access Cards, passwords, biometrics, etc., exist.

4.7.3. The PA office will log and track all resources, man-hours, and activities and populate the production report for their activity on the Automated Information Multimedia (AIM2) (**https://aim2.acc.af.mil**/) system on a monthly basis, no later than the 15th of the month. While the ANG is not required to complete this tasking, its use of the AIM2 system provides justification for budget estimates for future years based upon past years' activities.

4.7.3.1. The technician performing the delivery will annotate their name, date, time, and delivery method on the AF Form 833 to close the work request.

4.8. Support for Appropriated Fund Morale, Welfare, and Recreation (MWR) Activities. MWR and Services activities are authorized support for category A, "Mission Sustaining" and category B, "Basic Community Support Activities." Category A programs are essential to the military mission and are authorized all support. Category B activities are closely related to Category A activities and are essentially community support programs. The PA office can furnish support to these activities as long as the MWR activity does not generate revenue. For additional clarification of MWR activities, refer to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Nonappropriated Fund Instrumentalities*.

4.9. Contract Visual Information Capability.

4.9.1. Contract VI capabilities will operate under the terms and conditions developed for the most efficient organization in the cost-comparison study. See AFI 38-203, *Commercial Activities Program*, for more information.

4.9.2. Qualified QAEs evaluate contract support centers. QAEs are functionally qualified technical experts in AFSCs 35PX, 3N0XX, or civilian personnel in GS 1000 series with skill code “VSA”.

4.9.2.1. QAE functions are inherently governmental.

Chapter 5

VISUAL INFORMATION EQUIPMENT MANAGEMENT PROCEDURES

5.1. Allowance Standard (AS).

5.1.1. Use the Air Force Equipment Management System Allowance Standards (AS) to manage and control non-computer VI equipment. Include computer equipment that supports VI activities in the information processing management system, per AFI 33-112, *Information Technology Hardware Asset Management*. Limit all allowances for VI equipment to AS 629. According to AFMAN 23-110, Chapter 4, *Equipment Allowances*, "Air Force equipment allowance standards (AS) prescribe the items and quantities of equipment required to perform assigned peacetime and wartime missions, functions, and duties of Air Force organizations and individual specialists." **Note**: VI equipment requires an information technology/national security system (IT/NSS) when it is connected to a computer or network. Stand alone VI equipment falls under AS 629 but does not require an IT/NSS when not connected to a computer or network; i.e., a video/data projector to be connected exclusively to a videocassette recorder. The ASs in Table 5.1 may also apply, when appropriate.

5.1.2. Imagery equipment can be approved for use by units not supported by a fully operational PA office.

5.1.2.1. Nonprofessional or consumer-grade imagery equipment when approved by the servicing chief of PA.

5.1.2.2. Weather briefing and video surveillance equipment (child care centers and security police needs).

5.1.3. The following imagery equipment may be authorized in allowance standards other than AS 629 without AFPAA coordination:

5.1.3.1. AS 410, *Morale, Welfare, Recreation, and Physical Training*.

5.1.3.2. AS 538, *Security Police Activities, Organizational Small Arms Equipment, Military Dogs, Associated Equipment, Confrontation Management, Air Base Ground Defense Correction, and Detention Equipment*.

5.1.3.3. AS 758, *Aerial Port/Combat Control/Airlift Control Element*.

5.1.3.4. AS 742, *Air Force/Joint Air Intelligence Organizations*.

5.1.3.5. AS 789, *Air Force Weather Systems*.

5.1.3.6. Oscilloscope cameras included in maintenance support ASs.

5.1.3.7. Imagery equipment as part of a weapon system.

5.1.3.8. Maintenance equipment directly supporting airborne VI systems and included in maintenance ASs.

5.1.3.9. VI equipment included in war readiness materiel ASs.

5.1.3.10. VI equipment used in direct support of the RDT&E process. When an RDT&E effort concludes, equipment is turned over to the base PA office or repurposed into

another RDT&E project. RDT&E equipment cannot be used to duplicate PA imagery capabilities.

5.1.3.11. VI equipment used for presentations or video teleconferencing.

5.1.4. The installation chief of PA and the MAJCOM PA office identify changes to the AS for professional and industrial grade equipment. Send change requests through AFPAA to Warner Robins-Air Logistics Center (WR-ALC/LET), 295 Byron Street, Robins AFB GA 31098-1611.

Table 5.1. Allowance Standards.

AS NUMBER	TITLE
136	Special Electronic/Atmospheric Research Equipment
410	Morale, Welfare, Recreation, and Physical Training
538	Security Police Activities, Organizational Small Arms Equipment, Military Dogs, Associated Equipment, Confrontation Management, Air Base Ground Defense Correction and Detention Equipment
629	VI Support (Origination/Utilization Equipment)
742	Air Force/Joint Air Intelligence Organizations
758	Aerial Port/Combat Control/Special Tactics Group/Airlift Control Element
789	Air Force Weather Agency

5.2. Programming for the Visual Information Equipment Plan (VIEP).

5.2.1. The VIEP is a five-year programming document tied to the Future Years Defense Plan. It is used to identify, plan and budget for AFPAA-procured equipment to meet mission needs.

5.2.2. The installation PA office assesses the office's needs and prepares the VIEP using the AIM2 system and guidelines established by AFPAA.

5.2.3. The MAJCOM PA office will prioritize VIEP submissions in AIM2 by 1 May and 1 November annually. The May submission will set the baseline for end of year requests and the November submission will set the baseline for annual purchases.

5.2.4. Equipment inventories should be updated in AIM2 and inspected annually to ensure accuracy. Inventory inspections are completed NLT 1 October annually and used to justify the November VIEP submission.

5.2.5. ANG is not required to use the AIM2 system for equipment inventory and VIEP submission; however, AIM2 remains available as an optional tool for ANG equipment inventory and requirement programming.

5.3. Visual Information/Video Standards.

5.3.1. VI activities will comply with the Infrastructure Technology Reference Model (i-TRM) (**https://itrm.hq.af.mil**).

5.3.2. AFPAA is the approval authority for all new equipment submissions to the i-TRM.

5.3.3. The installation PA office will review and approve all procurement requests for film/digital photographic cameras, video cameras, and photographic printers to ensure compatibility with existing imagery infrastructure and to verify there is no duplication of imagery services available in the PA office. The PA office should coordinate with the designated Government Purchase Card Agency/Organization Program Coordinator and contracting office personnel to prevent unauthorized imagery equipment acquisition by unauthorized personnel.

5.4. Emission Security (EMSEC) Requirements.

5.4.1. Before working with classified information, the installation PA office will ensure an EMSEC assessment of PA facilities and equipment processing classified information is performed by the wing information protection office, according to AFI 33-203, *Emission Security*.

5.4.2. The Air Force Certified TEMPEST Technical Authority, located at HQ AFCA/TCBA-CTTA, 203 W Losey St, Scott AFB, IL 62225-2555, is the Air Force office of primary responsibility (OPR) for emission testing of PA facilities and equipment.

5.4.3. The chief of PA will ensure certification of imagery equipment for use aboard military aircraft, according to AFI 11-202, Volume 3, *General Flight Rules.* A list of equipment certified and approved for use aboard military aircraft is available from AFPAA.

5.5. Certification and Accreditation (C&A). Complete the C&A process, according to AFI 33-210, *Air Force Certification and Accreditation Program*, to the level specified by the designated approval authority.

Chapter 6

MANAGING VISUAL INFORMATION PRODUCTIONS

6.1. Purpose of the Visual Information Production Program. VI productions are video products which support the full range of Air Force training, education, corporate communications, and information requirements. They differ from video documentation in that VI productions are self-contained and complete, accomplished according to a plan or script, produced under controlled circumstances, and for an intended customer and audience. The DOD and Air Force manage VI products and productions for both historical and retrieval purposes. The process is designed to provide access to the information for all who require it. The process also ensures the removal of non-current products from inventory.

6.1.1. VI productions and products are permanent official records which are created and life-cycle managed as described in this instruction and in DODI 5040.2, *Visual Information,* DODI 5040.6, *Life-Cycle Management of DOD Visual Information (VI),* DODI 5040.07, *Visual Information Production Procedures,* and DODI 5040.09, *Department of Defense Productions.*

6.1.2. Each Air Force production contains a master production file IAW paragraph 6.6.3.

6.1.3. VI productions can be distributed on any format (videotape, CD-ROM, DVD, or Internet) or optically projected or displayed.

6.2. Visual Information Production Types. There are two types of VI productions: local productions and Air Force productions.

6.2.1. Local VI productions are for local (installation use) objectives and usually have a limited life span. Treat and manage local VI productions exceeding the specifications described in this paragraph as an Air Force VI production. The PA office may provide up to 70 total copies of the production. If there is a need for more than 70 copies, the request will approved by AFPAA. The installation PA office should maintain a distribution list of all productions reproduced and distributed for the life of the product.

6.2.1.1. The OPR and the requester of the local production should perform a periodic currency review. Recommended guidelines can be found in DODI 5040.07.

6.2.1.2. The producing PA office assigns a Production Approval Number (PAN), which consists of the letter F, the production center's DVIAN, the last two digits of the fiscal year, and a sequentially assigned four-digit number. A hyphen separates each element except F. An example is F3023-10-0053.

6.2.1.2.1. The PAN is annotated on the DD Form 1995 and appears electronically at the beginning of local productions.

6.2.1.3. The producing PA office maintains a PAN log with the PAN, production title, media format, and customer's name, organization and telephone number for all local productions produced at the installation.

6.2.2. Air Force VI productions are created for multi-base, command-wide, Air Force-wide, and DOD-wide requirements. For Air Force VI productions, the installation PA office provides guidance to the requestor to complete the DD Form 1995 and then sends the DD

Form 1995 to the appropriate MAJCOM PA office. The MAJCOM PA office validates the request, ensures the information is accurate and complete, and forwards the DD Form 1995 to AFPAA for certification and Production Identification Number (PIN) assignment.

6.2.2.1. DOD organizations requesting Air Force VI production support coordinate their DD Form 1995 with AFPAA.

6.2.2.2. Productions should be reviewed periodically for currency. Recommended guidelines can be found in DODI 5040.07. Air Force members who find a noncurrent production that meets their organization's requirements may request to become the OPR for the production.

6.3. Accessibility. VI productions will be made accessible to individuals with disabilities in accordance with DODI 5040.09 and Section 508 of the Rehabilitation Act of 1973 as amended.

6.3.1. The requesting organization determines the likelihood of hearing and/or visually impaired personnel accessing the VI production and must be prepared to fund for both captioning and audio descriptive copies of the product.

6.3.2. VI production centers can seek captioning support on behalf of the customer. The DOD Computer/Electronic Accommodations Program Office (CEAPO) provides caption support on a case-by-case basis. Requests for caption support are submitted to DOD Computer/Electronic Accommodations Program Office, Defense Medical Information Management, 511 Leesburg Pike, Suite 810, Falls Church VA 22041-3206. The DIMOC also provides these services at cost to the customer. Contact DIMOC only in cases where free services are not available from CEAPO.

6.4. Exemptions. Some products are not considered VI productions and do not require lifecycle management. In addition to exempted products listed in DODI 5040.07 and DODI 5040.09, the following Air Force items normally are normally exempt:

6.4.1. "Quick look" VI reports such as after-action reports, RDT&E technical reports, reconnaissance reports, and intelligence reports.

6.4.2. Television announcements, radio spot announcements, public service announcements (PSAs), news clips, and information programs funded by the Defense Media Activity (DMA) or its Air Force element.

6.4.3. Information programs funded and reported as recruiting advertising.

6.4.4. VI products resulting from criminal investigation and other legal fact-finding efforts.

6.4.5. Commercial VI productions or programs purchased, leased, or rented; include those intended for DOD dependent schools; MWR activities or education centers; and/or libraries under DODI 1015.15, *Establishment, Management, and Control of Nonappropriated Fund Instrumentalities and Financial Management of Supporting Resources*.

6.4.6. VI products about techniques, procedures, and management of DOD cryptological operations.

6.4.7. Photomechanical reproductions, cartography, and microfilm and microfiche productions.

6.4.8. Command and control information displayed with weapons systems and in command and control centers and posts.

6.4.9. VI products collected solely for intelligence, surveillance, and reconnaissance.

6.4.10. VI products and productions created for a specific course of instruction in an educational activity, unless the production is intended for distribution beyond the installation.

6.4.11. Weapon system video.

6.4.12. Exempted VI products that are used as part of or to create another VI production should be life-cycle managed using this instruction as a guideline.

6.5. VI Production Restrictions.

6.5.1. In addition to items listed in DODI 5040-09, Air Force VI productions should not contain material that:

6.5.1.1. Shows DOD personnel in an unfavorable or undignified situation unless doing so is essential to the production's message.

6.5.1.2. Is inaccurate or incompatible with Air Force policy or doctrine.

6.5.2. Customers must not cut, re-edit, or otherwise alter or reproduce copies of VI products without permission of the OPR. Requests for segments of VI productions for briefings or other productions must be coordinated through AFPAA and the OPR. This procedure precludes inadvertent violation of copyright or legal restrictions.

6.5.3. Proprietary Production. PA offices producing VI productions should coordinate and obtain content review and approval from the functional OPR. This may include, but is not limited to:

6.5.3.1. Security.

6.5.3.2. Safety.

6.5.3.3. Equal opportunity.

6.5.3.4. Human relations.

6.5.3.5. Chaplain, law enforcement, legal, and medical activities.

6.5.3.6. Fire protection.

6.5.3.7. Survival, Evasion, Resistance, and Escape.

6.6. Air Force Production Management and Distribution Program.

6.6.1. AFPAA develops policy and manages the Air Force Production Distribution Program. AFPAA will:

6.6.1.1. Process and coordinate joint interest VI production requirements and production support with other military departments and DOD.

6.6.1.2. Manage and update the Air Force portion of the DAVIS database to reflect new or non-current products.

6.6.1.3. Issue a PIN assignment letter that identifies and controls Air Force and DOD-use productions throughout their life cycle.

6.6.1.4. Coordinate with the DIMOC for replication and distribution. DIMOC replicates and distributes Air Force productions, according to a memorandum of agreement. Requesters may be required to fund replication and distribution costs for products.

6.6.2. In addition to the procedures outlined of DODI 5040.07, the OPR and the VI production activities will:

6.6.2.1. Initiate security and policy review and legal review for all productions unless release to the public is denied by the customer.

6.6.2.2. Track and record direct costs.

6.6.2.2.1. Costs incurred as a direct result of the production; e.g., labor for scripting, story boarding, production staff, animation, outside talent, technical crew, sets, music, equipment rental, purchases and services, travel, and subsistence.

6.6.2.2.2. Personnel costs, according to AFI 65-503, *U.S. Air Force Cost and Planning Factors.*

6.6.3. Keep a master production file for each VI production which contains all documents from initial production request and approval through completion and distribution. The production file should include:

6.6.3.1. a completed and signed DD Form 1995.

6.6.3.2. An approved script, as recorded.

6.6.3.3. Initial distribution plans.

6.6.3.4. Contracts, if applicable.

6.6.3.5. Production costs.

6.6.3.6. Talent and legal releases listed in paragraph 6.11, if applicable. These electronic forms are available at the Defense Visual Information web site.

6.6.3.7. Copyright licenses or a memo for record stating that no copyright material is used in the production.

6.6.3.8. Security and policy review clearance or exhibition requests and legal review certification.

6.6.3.9. Security documentation and downgrade instructions (if required).

6.6.3.10. AFPAA PIN assignment letter.

6.6.3.11. Memoranda for Record of significant events or pertinent incoming/outgoing correspondence.

6.6.4. The OPR and VI production activity will work with identified Subject Matter Experts (SMEs) to:

6.6.4.1. Ensure accuracy of the information a production conveys.

6.6.4.2. Provide any additional support needed to complete production.

6.6.4.3. Review and coordinate the script with Air Force organizations or other military and government agencies. Verifying the content of the script does not conflict with policies and objectives of the supported command or the Air Force.

6.6.5. Approve scripts before production begins.

6.6.5.1. Ensure personnel, facilities, and support are available from the organization and outside resources.

6.6.5.2. Ensure an initial, validated distribution list with the DD Form 1995 that includes current addresses.

6.6.6. Additionally, the SMEs will:

6.6.6.1. Ensure accuracy of technical information in the script and production, but not the technical quality, media selection, treatment, or other items that fall under the producer's or production activity's responsibilities.

6.6.6.2. Ensure procedures, concepts, and ideas reflect current Air Force and MAJCOM policies, plans, and objectives.

6.6.6.3. Give the production activity the technical data, directives, training aids and devices, and other equipment needed for the production.

6.6.6.4. Attend planning conferences, on-location surveys, recording sessions, approval screenings, and post-production events.

6.6.6.5. Review story boards and help select technically correct footage.

6.6.6.6. Determine the security classification, downgrading, and reviewing instructions for material. Inform the producer or project officer of the classification of all production elements such as story boards, research documents, scripts, still photos, slides, graphics, and props.

6.7. Contract VI Productions.

6.7.1. It is recommended that MAJCOM PA offices and installation PA offices periodically contact the appropriate installation contracting official, usually contracting squadron commanders, to ensure they know that the Air Force has in-house video production capability available to satisfy most official video production requirements. The MAJCOM or installation PA office should request the contracting squadron include a referral to the installation PA office in its instructions to customers regarding preparation of acquisition packages.

6.7.2. AFPAA can provide guidance on video production contracts and put customers in contact with a specialized VI activity to procure productions from commercial sources to support Air Force and DOD requirements.

6.7.3. The MAJCOM PA office reviews and approves VI production portions before the awarding of the contract to make sure the contractor follows this instruction and AFI 33-322, *Records Management Program*, that costs are reasonable, and that the contract does not duplicate existing capabilities. Existing capabilities include:

6.7.3.1. Research and development, weapon systems, and similar contracts when the production is a provision of the contract for status reporting and new equipment training.

6.7.3.2. Curriculum development contracts (such as interactive courseware and instructional systems development) when the project needs a qualified curriculum development contractor (rather than an audiovisual producer) unless the production costs more than 50 percent of the total.

6.7.4. VI production contracts funded by the Air Force should state that the materials and final VI products and productions are the property of the Air Force and the Air Force maintains authority over materials. Contracts will include unrestricted rights for the government to copy and distribute any portion or all of the production.

6.7.5. For contracts with another service or government agency, the contracting officer, via the installation PA office, should request AFPAA approval before providing support.

6.7.6. The installation contracting officer should write contracts with specific language that requires compliance with all the requirements in public law and DOD and AF policy.

6.8. Copyright License. Using copyrighted media requires a separate license or explicit permission. Generally, both music and programs recorded from broadcasts are copyrighted. Having the source recording or music score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded material, either as a whole or in part. The installation PA office should discuss with the installation JA office when use of copyright material is in question and receive specific clearance for each use from the copyright owner. A clearance may:

6.8.1. Give the government the perpetual right to duplicate, distribute, publish, exhibit, use, or transmit all or any part of the copyrighted material in the production that the Air Force received license to use or any future use incorporating part or all of the production. However, do not assume perpetual rights. The installation JA will certify each effort to invoke the fair use provision of the copyright law.

6.8.2. State that the conveyed License to Use benefits the U.S. Government and its officers, agents, servants, and employees acting in their official capacities and any other persons lawfully reproducing, distributing, exhibiting, or using a part or all of the production that the Air Force received the license to use.

6.9. Public Release. VI Productions produced or contracted for by the Air Force intended for public exhibition or public release (i.e., anyone outside the DOD) require a security and policy review and legal review before release or exhibition.

6.10. Air Force Personnel as Performers in Productions.

6.10.1. Air Force personnel, including active-duty military, only play dramatic roles or narrate in Air Force productions when:

6.10.1.1. They perform their jobs, and professional actors lack the skills or knowledge needed to do the jobs or

6.10.1.2. A VI production's sole purpose is internal communications or training, and Air Force personnel play roles developed to teach others to do their jobs.

6.10.2. AFPAA may waive these performance restrictions when doing so results in an effective and economic production.

6.10.3. Government personnel do not perform roles that are more hazardous than their jobs.

6.11. Legal Release From Persons Appearing in Air Force Productions. DODI 5040.07 lists the use of 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*, DD Form 2833, *Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations*.

6.11.1. The OPR and requesting organization should obtain signed releases from personnel:

6.11.1.1. Who appear or speak in a production.

6.11.1.2. Whose minor children, real estate, or other private property appear in a production. **Note:** No release is required from active-duty military personnel, including cadets or midshipmen of the United States military academies or DOD civilians performing official duties.

6.11.1.3. Who have an expectation of privacy, such as:

6.11.1.3.1. People shown in secluded situations.

6.11.1.3.2. Central figures in a scene regardless of its brevity.

6.11.2. A release is not needed from:

6.11.2.1. People involved in newsworthy and public events.

6.11.2.2. People who are part of a crowd.

6.12. Entering Air Force Products in Non-Department of Defense Visual Information Events .

6.12.1. Send requests for Air Force participation in non-DOD VI events through the MAJCOM PA office to AFPAA.

6.12.2. Entry of all Air Force VI productions into any awards competition requires the production have a PIN assigned by AFPAA.

6.12.3. SAF/PA will conduct the security and policy review process of all Air Force VI productions selected for film festivals and exhibitions to determine whether to release them.

6.12.4. Individuals, on their own and in an unofficial capacity, may not enter Air Force-funded VI products in festivals or other competitions.

Chapter 7

VISUAL DOCUMENTATION PROGRAM

7.1. Purpose of the Visual Documentation (VDOC) Program. The VDOC program ensures that Air Force wartime, contingency/humanitarian operations, historical, and newsworthy events are visually recorded. Joint Force Commanders, Commander of Air Force Forces (COMAFFOR), and Air Expeditionary Unit Commanders use VDOC imagery as a decision-making tool for critical operational assessment and their PA communication needs. Other mission-related uses can be training, battle damage assessment, post strike assessments, public information, intelligence, and providing an accurate record of Air Force operations. The use of PA personnel and tasking procedures in contingency operations are outlined in AFI 35-111, *Contingency Operations and Wartime Readiness*.

7.2. Shipping or Transmitting Visual Documentation Images.

7.2.1. Still Imagery.

7.2.1.1. Deployed PA personnel will expeditiously process, review for release, and transmit still imagery with captions to AFPAA's Air Force Media Center, which will forward all imagery to DIMOC. If electronic transmission isn't possible, send reviewed still images to AFPAA by the fastest means possible, after the theater's review for release is completed.

7.2.1.2. The DIMOC serves as the central DOD reception and distribution point for current imagery. The DIMOC makes imagery available to the Secretary of Defense (SECDEF), Chairman of the Joint Chiefs (CJCS), the military services, the Unified Combatant Commands, the defense agencies, and other DOD components.

7.2.2. Motion Imagery.

7.2.2.1. Deployed PA personnel will expeditiously process, review for release, and transmit motion imagery with captions to AFPAA's Air Force Media Center. If electronic transmission isn't possible, send reviewed motion imagery to AFPAA by the fastest means possible.

7.2.3. Installation-Level Imagery.

7.2.3.1. Some installation imagery may include home station resources departing to or arriving from deployments or high-visibility transient missions. After being reviewed and cleared for release by the installation PA office, significant imagery with proper caption information should be sent to AFPAA's AF Media Center.

Chapter 8

RECORDS LIFE-CYCLE MANAGEMENT PROGRAM

8.1. Archival of Records. According to Title 44 USC, *Public Printing and Documents*, the Air Force gathers, accessions, maintains, and archives VI records materiel. Because VI recordings produce a valuable and irreplaceable account of Air Force activities, personnel should properly archive and preserve these records. Use Air Force Manual (AFMAN) 33-363, *Management of Records*, and AFI 33-360, *Air Force Publications*, to archive records and dispose of records in accordance with Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS) located at **https://afrims.amc.af.mil/rds_series.cfm**.

8.2. Visual Information Records Materials.

8.2.1. Consider still and motion camera originals or designated masters on subjects specified in DODD 5040.6-M-1 as records materials. Submit all graphics products having universal interest, for example, approved unit emblems and shields or freehand artwork.

8.3. Public Release.

8.3.1. Clear all Air Force VI products and productions for possible public release, according to AFI 35-102, *Security and Policy Review*.

8.3.1.1. The originating installation's PA office will review images considered for public release. If cleared, captions should indicate the clearance and who performed the clearance. For imagery that is not cleared for public release, the caption will stipulate that the image is not cleared for public release and state the authority along with a short explanation of the reason for non-clearance (i.e., classified, doesn't follow uniform rules in AFI 36-2903, lack of safety equipment, host nation sensitivities, etc.) Provide contact phone numbers for the PA office's point of contact.

8.3.2. SAF/LL (Secretary of the Air Force Legislative Liaison office) through SAF/PA arranges the release of VI material when a member of Congress requests them for official use.

8.3.3. SAF/IAPD (Air Force Disclosure office) or, in some cases the MAJCOM Foreign Disclosure Office, authorizes release of classified and unclassified materials to foreign governments and international organizations or their representatives.

8.4. Lifecycle Management Responsibilities.

8.4.1. The MAJCOM PA office ensures VI materials with record value produced within the command are identified, collected, and submitted according to this instruction. This includes in-house or contractor activities.

8.4.2. The installation PA office will set up local procedures to identify, gather, and submit significant VI material that may have record value. The PA office works with representatives from operations, history, and others to identify these materials.

8.5. Visual Records Center. The Air Force Visual Records Center is the Defense Visual Information Center (DVIC). The DVIC address is 23755 Z Street, Building 2730, March ARB, CA, 92518-2717.

8.6. Local Collections of Visual Information Material.

8.6.1. The installation PA office may maintain a collection of official Air Force VI records, according to AFMAN 33-363 and AFRIMS.

8.6.2. Local collections will not substitute for collections at DVIC.

8.7. Identifying VI Record Material.

8.7.1. Camera operators will slate all still and motion camera originals at the beginning of each roll or electronic frame by using caption cards containing:

8.7.1.1. Classification.

8.7.1.2. Roll or videotape number.

8.7.1.3. Visual Information Record Identification Number (VIRIN).

8.7.1.4. Exercise or Operation or Project Number.

8.7.1.5. Last name, first name of the camera operator.

8.7.1.6. Date (of photography).

8.7.2. A VIRIN identifies each non-production motion media, still media, and other record material medium generated in documentation projects. The VIRIN is the life-cycle number of each unit of media. Refer to DODI 5040.06, *Life-Cycle Management of DOD Visual Information (VI)*, for detailed information on the development of VIRINs.

8.8. Submitting Visual Information Record Materials.

8.8.1. Each Air Force activity originating VI material, either in-house or by contract, is responsible for initially identifying, using DOD 5040.6-M-1, and transmitting or shipping records material to AFPAA's AF Media Center, according to established procedures provided in Attachment 5.

8.8.1.1. AFPAA oversees these efforts for its subordinate units.

8.8.1.2. The installation PA office manages this effort at the base level.

8.8.2. Frequency of Record Material Submission.

8.8.2.1. MAJCOM and installation PA offices will transmit electronic photographs and graphic media at least monthly to AFPAA, if not done more frequently. Immediately transmit images to AFPAA if they represent fast-breaking news or contain information that would be of interest Air Force wide.

8.8.3. For still imagery and graphics submissions, the AF Media Center of AFPAA:

8.8.3.1. Receives, screens, and evaluates materials to decide whether they meet accessioning criteria.

8.8.3.2. Identifies particularly significant images with potential for further use by the Office of the Assistant Secretary of Defense for Public Affairs (OASD/PA), SAF/PA, the Air Staff, and other agencies.

8.8.3.3. Keeps material for at least six months for access and marketing.

8.8.3.4. Transmits all imagery to DIMOC.

8.8.4. PA offices will send motion media records to DVIC (DVIC/OM-PA, 1363 Z Street, Bldg. 2730, March AFB CA 92518-1508) within 120 days of the event or completion of the record, ensuring the records are releasable via the security and policy review process. Units completing Air Force VI productions will send the original materials directly to DIMOC after AFPAA's approval.

8.8.4.1. All raw documentary/production footage consisting of camera originals or master motion media, (mini DV, 1/2-inch Beta, DVCAM, DVC PRO, DVC PRO 50), and audiotapes. Include a matching print if the original is on negative film stock.

8.8.4.2. Additionally, PA offices will:

8.8.4.2.1. Ensure that all media are labeled with VIRIN, title, security classification, date recorded, and running time if applicable. Make the front cover of the media container identical to the media label.

8.8.4.2.2. Number containers of one subject and media related to that subject and ship in consecutive order.

8.8.4.2.3. If the shipment is a part of an ongoing project and there are additional shipments, note that on the transmittal documents.

8.8.4.2.4. Prepare DD Form 1149, *Requisition and Invoice/Shipping Document,* for each shipment and identify separate shipping boxes (for example, 1 of 4, 2 of 4).

8.8.4.2.5. Alter original motion media materials only:

8.8.4.2.5.1. To remove poor quality imagery.

8.8.4.2.5.2. To remove repetitious coverage of a subject from the same camera angle.

8.9. Captions. Include captions on all VI material sent to AFPAA. Use the DD Form 2537, *Visual Information Caption Sheet,* to caption motion media material, graphics, and still photographs that are not digital images. Use International Press Telecommunications Council (IPTC) header fields to caption digital still images. Captions explain the significance of the material depicted (who, what, when, where, and why) and identify the originating unit and persons pictured who are important to the event.

Chapter 9

REQUESTING VISUAL INFORMATION PRODUCTS

9.1. Exceptions. This chapter does not apply to:

9.1.1. VI materials made for the Air Force Office of Special Investigations for use in an investigation or a counterintelligence report. See AFI 90-301, *Inspector General Complaints Resolution*, for more information.

9.1.2. VI materials made during Air Force investigations of aircraft or missile mishaps according to AFI 91-204, *Safety Investigations and Reports*.

9.2. Requests for Air Force VI Productions or Materials.

9.2.1. Organizations can send requests or inquiries for VI products or productions to DVIC/OM-PA at 1363 Z Street, Bldg. 2730, March AFB CA 92518-1508. The request should include:

9.2.1.1. Descriptions of the images needed, including media format, dates, etc.

9.2.1.2. VIRIN, production, or RDT&E identification numbers, if known.

9.2.1.3. Intended use and purpose of the material.

9.2.1.4. The date needed and a statement of why products are needed on a specific date.

9.3. Selling Visual Information Materials.

9.3.1. Air Force VI activities cannot sell materials.

9.3.2. AFPAA may approve the loan of copies of original materials for federal government use.

9.3.3. Organizations should send requests to buy VI materials to the following centers:

9.3.3.1. For completed cleared productions, send requests to the National Technical Information Service/National Audiovisual Center, Audiovisual Services Division, 5285 Port Royal Road, Springfield VA 22161.

9.3.3.2. For non-production motion media and still media, send requests to DVIC. The center may sell other Air Force motion picture and television materials, such as historical and stock footage. When it sells motion media, the DVIC assesses charges.

9.3.3.3. Customers pay fees, per DOD 7000.14-R, *Financial Management Regulation Volume 5 – Disbursing Policies and Procedures*.

9.3.3.4. The DVIC usually collects fees in advance. Exceptions are sales where actual costs cannot be determined until work is completed (e.g., television and motion picture services with per-minute or per-footage charges).

9.3.4. Customers Exempt From Fees. Title III of the 1968 Intergovernmental Cooperation Act exempts some customers from paying for products and loans. This applies if the supplier has sufficient funds and if the exemption does not impair its mission. The requesting agency certifies that the materials are not commercially available. When requests for VI material do

not meet exemption criteria, the requesting agency pays the fees. Exempted customers include:

9.3.4.1. DOD and other government agencies asking for materials for official activities (see DODI 4000.19, *Interservice, and Intragovernmental Support*, and DODI 5040.02, *Visual Information (VI).*)

9.3.4.2. Members of Congress asking for VI materials for official activities.

9.3.4.3. DVIC media materials or services furnished according to law or executive order.

9.3.4.4. Federal, state, territorial, county, municipal governments, or their agencies for activities contributing to an Air Force or DOD objective.

9.3.4.5. Nonprofit organizations for public health, education, or welfare purposes.

9.3.4.6. Armed Forces members with a casualty status, their next of kin, or authorized representative, if request relates to the member and does not compromise classified information or an accident investigation board's work.

9.3.4.7. The general public to help the Armed Forces recruiting program or enhance public understanding of the Armed Forces when AFPAA determines that VI materials or services promote the Air Force's best interest.

9.3.4.8. Incidental or occasional requests for DVIC materials or services, including requests from residents of foreign countries, when fees would be inappropriate. AFMAN 16-101, *International Affairs and Security Assistance Management*, tells how a foreign government may obtain Air Force VI materials.

9.3.4.9. Legitimate news organizations working on news productions, documentaries, or print products that inform the public about Air Force operations and programs.

9.4. Official VI Product/Material Loans.

9.4.1. Individuals or organizations should contact the installation PA office for assistance in searching DAVIS. Requests for unclassified copies are accepted online. Request unclassified and classified copies of current Air Force productions and loans of DOD and other Federal productions from DOD/AFIS, DIMOC, Bldg. 3, Bay 3, 11 Hap Arnold Blvd., Tobyhanna Army Depot PA 18466-5102.

9.4.1.1. For classified products, organizational commanders or security managers use organizational letterhead to provide the subject title, PIN, format, and quantity of the requested AF product.

9.4.2. Request other VI materials such as still images and motion media stock footage from DVIC/OM-PA.

Chapter 10

AERIAL PHOTOGRAPHIC/VIDEO DOCUMENTATION OPERATIONS

10.1. Purpose. DODI 5040.04, *Joint Combat Camera (COMCAM) Program,* specifies the requirement for Air Force aircrew-qualified personnel to support operational missions. This chapter establishes guidance to ensure the identification of combat aircrew requirements and availability of qualified aircrew photographers and videographers to support Air Force and DOD operations worldwide. This chapter is written specifically for aerial photographic and video management and applies to all 3N0X2 and 3N0X4 personnel performing aircrew and operational support duties. The AFPAA manages this activity for all 3N0X2 and 3N0X4 personnel in the Air Force. These duties are to perform photographic or video documentation in flight as part of an authorized aircrew complement, according to AFI 65-503,*US Air Force Cost and Planning Factors*, and AFI 11-402, *Aviation and Parachutist Service, Aeronautical Ratings and Badges,* or as non-aircrew operational support.

10.1.1. The expense of initially and continually qualifying aerial photographers and videographers mandates cost-effective program management. AFPAA will ensure the training and qualification of only the number of 3N personnel needed to support operational mission requirements.

10.1.2. Two programs provide differing qualification levels: aircrew and operational support.

10.1.2.1. Aircrew (9D). The purpose of aircrew-qualified positions is to provide aerial photographers and videographers qualified at the same level as aircrew members. Two factors drive the authorization: frequency and nature of duties. Individuals should be trained and qualified when they perform aerial duties at least once a month and those duties expose them to extreme danger; i.e. high altitude events, ejection seat aircraft, and open door operations. Examples of aircrew programs include Combat Camera-type duties or test and evaluation aerial positions.

10.1.2.2. Operational Support (9C). This program provides leadership with minimal aerial photographic or video mission capability for infrequent, non-combat, or non-hazardous missions when an aircrew-qualified individual is unavailable due to cost or time factors. This program uses man-month authorizations provided by HQ USAF to the MAJCOMs and distributed to Host Aviation Resource Management (HARM) offices.

10.1.2.3. Reference AFI 11-401, *Aviation Management,* and AFI 11-202 V1, *Aircrew Training,* for generic training requirements and the HARM office for location-specific training.

10.1.3. Only Air Force military or civilians with a photographer or videographer AFSC or occupational series and identified by their HARM office as meeting program qualification requirements can participate in the aerial imagery program.

10.2. AFPAA Roles and Responsibilities. AFPAA will:

10.2.1. Ensure the availability of qualified personnel to support worldwide aerial photographic or video operations.

10.2.1.1. Coordinate with AF/A3O to establish program policies, aerial photographic and video positions, and revalidate existing aircrew positions annually.

10.2.2. Designate the executive agent for the Air Force Aerial Photographic and Video Program for all aerial documentation issues.

10.2.2.1. Develop aerial photographic and video Job Qualification Standards (JQS) and Qualification Training Packages (QTP) to ensure standardized training.

10.2.2.2. Draft and periodically review aerial photographic and video program AFI 11-series training and evaluation policy.

10.2.3. Identify and coordinate requirements for aircrew authorizations or operational support within the AF.

10.2.4. Annually justify and coordinate aircrew position requirements IAW AFI 11-402, 8.3.3.

10.2.5. Ensure the program is only applied to valid mission requirements through management review and inspection procedures.

10.2.6. Fund all needed training and equipment through the program objective management process.

10.2.7. Coordinate training quotas (i.e., life support and survival school).

10.2.8. For aircrew positions (9D), appoint by letter aircrew flight examiners and instructors to manage the overall aircrew standardization/evaluation program.

10.2.9. Ensure all designated personnel can perform aircrew duties, according to the appropriate AFI 11- series.

10.2.10. Refer to AFI 11-401 for authorization to perform in-flight duties in non-US Air Force aircraft.

10.3. Subordinate Unit Roles and Responsibilities. Subordinate units will:

10.3.1. Ensure flight hours are logged only when they support valid mission and training requirements. Logging flight hours for the sole purpose of receiving flight pay is unauthorized.

10.3.2. Appoint training managers, flight examiners, and instructors to manage the unit aircrew training programs, according to AFI 11-202, Volume 1.

10.3.3. Ensure the qualification of aerial photographers/videographers in accordance with guidance provided by the Air Force aerial photographic and video program and the local HARM office.

10.3.4. Ensure only tested and approved photographic/video equipment as approved IAW AFI 11-202 Volume 3, *General Flight Rules*, is used for aerial documentation. Contact AFPAA for the most recent list of approved equipment.

10.3.5. Coordinate host base support for all aircrew or operational support requirements.

10.3.6. Develop and maintain aerial documentation operating instructions in coordination with local units and/or HARM offices.

10.3.7. Generate an AF Form 833 for each instance an aerial photographer or videographer performs aerial duties. Each quarter subordinate units will provide electronic copies AF Form 833s to the MAJCOM PA office.

10.3.8. Control costs by ensuring qualification of only the minimum number of people necessary to meet mission needs.

10.3.9. Ensure a qualified aircrew member provides an aircraft orientation/emergency procedures/egress/BOLD FACE on an airframe that is not the aerial photographer or videographer's primary airframe.

10.4. Organizational Requests for Aerial Photographic Support. For all units who request Combat Camera support outside of a Request for Forces or Unit Type Code, organizations will:

10.4.1. Request COMCAM aerial documentation support through AFPAA via the MAJCOM PA office**.**

10.4.2. Request non-COMCAM aerial documentation support through the installation PA office if aerial qualified personnel are available.

10.4.2.1. If local aerial qualified personnel are not available or cannot support the request, the installation PA office will send the request to AFPAA via the MAJCOM PA office.

10.4.2.2. AFPAA coordinates and requests aerial support from the nearest unit possessing qualified personnel within their organization. The requesting agency is responsible for funding travel costs associated with the request.

10.5. Public Affairs Aerial Photography.

10.5.1. Media Relations. Because the purpose of media orientation flights and media travel is to cover the Air Force mission, media reporters, videographers, and photographers will be authorized to perform aerial photography. Coverage of the mission is on a non-interference with mission basis. News media representatives (NMRs) will observe all safety regulations and follow the directions of the flight crews at all times. Use of electronic recording equipment on aircraft is at the discretion of the aircraft commander IAW AFI 11-202, Volume 3. All such equipment will be turned off if directed by the aircraft commander. Wireless or digital media equipment may require an electromagnetic analysis and approval prior to use on aircraft in flight. Submit requests for analysis and approval IAW AFI 11-202, Volume 3.

10.5.2. Community Relations. Part of what makes an Air Force tour a memorable experience are the photographic memories captured by the tour participants. Air Force tour participants will be allowed to take personal pictures/video within the bounds of safety and security. They will observe all safety regulations and follow the directions of the flight crews at all times. Use of electronic recording equipment will be granted at the discretion of the aircraft commander. Such equipment will be turned off if so directed by the aircraft commander.

Chapter 11

ADVANCED STILL AND MOTION MEDIA PROGRAM

11.1. Purpose.

11.1.1. The Advanced Still and Motion Media Program provides the Air Force with a capability to communicate with visual, written, and broadcast products in a comprehensive manner. Enlisted Airmen trained by DOD or Air Force organizations understand how to create products. Graduates of this program not only understand how to create products, they understand why. They are educated, not trained, in the art of communication. Their ability to create products that communicate at levels far more thoroughly than their peers makes them invaluable in communicating to internal and external audiences. Graduates of the program receive the Special Experience Identifier (SEI) 332 for photojournalists and 333 for motion media journalists.

11.2. Responsibilities.

11.2.1. AFPAA will:

11.2.1.1. Manage the program and ensure the most effective use of SEI 332 and 333 Airmen.

11.2.1.2. Develop and publish program selection criteria and notify the field when criteria is updated or changed.

11.2.1.3. Appoint qualified field representatives to review and rank order submission packages. Provide the selection list with alternates to AFPC/DPAA no later than 15 Jan.

11.2.1.4. Develop the SEI 332/333 assignment priority roster using inputs from the field and provide the roster to AFPC/DPAA. Review the list annually and provide updates to AFPC.

11.2.2. AFPC/DPAA applies personnel policy to the selection list provided by AFPAA to determine the most eligible Airmen and provides AFPAA with rationale on non-selection of individuals and waiver guidance if possible or necessary.

11.2.3. MAJCOMs/FOAs/DRUs will:

11.2.3.1. Provide AFPAA with comprehensive justification for each SEI 332/333 position within their command annually. The justification states why a base-level photographer or broadcaster cannot meet requirements, the individual's primary duties, position number, grade, organization, office symbol, and contact information.

11.2.3.2. Ensure SEI 332/333 individuals' primary duties do not mirror base-level photographers or broadcasters but are instead used for developing critical communication products, mentoring, or training.

11.2.4. Advanced Still and Motion Media Students will:

11.2.4.1. Present professional images at all times whether in uniform or not, complying with the standards as referenced in AFI 36-2903. Airmen in student status will comply with Air Force customs, courtesies, and directives. Wearing of the uniform is optional unless directed otherwise by the ROTC detachment commander. Compliance with all

directions or orders provided by the ROTC detachment is mandatory. Failure to do so will lead to disciplinary action.

11.2.4.2. Obtain a letter of "student status" for the academic year from the ROTC detachment before departing and provide it to their next servicing military personnel flight (MPF) for entry into their official records. Failure to do so will lead to delays in follow-on enlisted performance report (EPR) processing and could affect promotion testing.

11.2.4.3. Maintain at least a "C" grade average in all courses. The highest-ranking student is responsible in ensuring individuals having academic difficulties receive help meeting the "C" grade standard. Students are responsible in notifying the ranking student when they have difficulties.

11.3. Selection Process.

11.3.1. Nominations to attend the Advanced Still and Motion Media Courses should arrive at AFPAA no later than 30 November the year prior to the academic year.

11.3.2. Criteria.

11.3.2.1. AFSC. 3N0X1, 3N0X2, or 3N0X4.

11.3.2.2. Skill Level. 5 or 7.

11.3.2.3. Grade. E-4 thru E-6 (E-6s having fewer than 15 years Time In Service (TIS)).

11.3.2.4. Assignment Limitations. AFPC will consider Time on Station (TOS) waivers and DEROS curtailments on a case-by-case basis. When in doubt, a person should submit the nomination.

11.3.2.5. Assignment Preference. Include the state of New York included in assignment preferences.

11.3.2.6. Retainability. Eligible to reenlist and meet a three-year Active-Duty Service Commitment (ADSC) upon class graduation (obtain retainability prior to class start).

11.3.2.7. Candidates should be in compliance with AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel,* and AFI 10-248, *Fitness Program*.

11.3.2.8. Member are eligible for worldwide deployment.

11.3.3. Application Procedures.

11.3.3.1. Packages should arrive at AFPAA no later than 30 November and include:

11.3.3.2. Enlisted performance reports. Copies of last five, unless the nominee doesn't have five EPRs.

11.3.3.3. Letter of recommendation. The organization's public affairs officer or equivalent should address individual's reliability, initiative, adaptability, personal appearance, personal conduct, and financial responsibility. The recommendation also validates that the applicant does not have a current UIF or control roster or received one in the current enlistment. In addition, the candidate's and immediate family's history is reviewed and a statement included that no known condition exists that would preclude

the applicant from being tasked with short-notice TDYs for extended periods following completion of the program.

11.3.3.4. Portfolio submission rules. Rules are the same as military photographer of the year and military videographer of the year as stipulated by the rules defined in the DOD Visual Information Awards Program, which includes PA review and clearance. Video entries are submitted on DVD-R and be playable in the North America DVD region and, unlike the annual award, need only include one controlled and uncontrolled sequence created from video captured by the videographer/broadcaster within the past 18 months. Photographic entries should be fully captioned JPEGs IAW DOD and AF standards and submitted on a CD or DVD-R. Besides image quality, caption quality will also factor into selection.

11.3.4. Selection.

11.3.4.1. Selection will occur in December with selection notifications being delivered after AFPC has reviewed the selectee's PCS eligibility (estimated completion date is February). Four photographers and four broadcasters/videographers will be selected annually. Runners up should be prepared to serve as alternates.

Chapter 12

INFORMATION COLLECTIONS, RECORDS, AND FORMS OR INFORMATION MANAGEMENT TOOLS (IMT)

12.1. Information Collections. RCS: HAF-SCM(A)8901 is mandated by this publication. See paragraph 5.2 for guidance. Monthly production reporting of VI activities is mandated by this publication (see paragraph 4.8.3.)

12.2. Records. Manage administrative and visual records according to instructions on the AF Records Information Management System (**https://afrims.amc.af.mil**/).

12.3. Prescribed and Adopted Forms.

12.3.1. Prescribed Forms.

12.3.1.1. AF Form 833, *Multimedia Workorder*

12.3.2. Adopted Forms.

12.3.2.1. AF Form 847, *Recommendation for Change of Publication*

12.3.2.2. DD Form 1149, *Requisition and Invoice/Shipping Document*

12.3.2.3. DD Form 1995, *Visual Information (VI) Production Request and Report*

12.3.2.4. DD Form 2537, *Visual Information Caption Sheet*

12.3.2.5. DD Form 2830, *General Talent Release*

12.3.2.6. DD Form 2831, *General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant*

12.3.2.7. DD Form 2832, *Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property*

12.3.2.8. DD Form 2833, *Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations*

LES A. KODLICK, Colonel, USAF
Director of Public Affairs

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

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Abbreviations and Acronyms

ACC—Air Combat Command

ADSC— Active-Duty Service Commitment

AETC—Air Education and Training Command

AFI—Air Force Instruction

AFIADL—Air Force Institute for Advanced Distributed Learning

AFMAN— Air Force Manual

AFPAA— Air Force Public Affairs Agency

AFPC— Air Force Personnel Center

AFPD—Air Force Policy Directive

AFRIMS— Air Force Records Information Management System

AFSC— Air Force Specialty Code

AIM2— Automated Information Multimedia

AMC—Air Mobility Command

ANG— Air National Guard

AS—allowance standards

ATN—Air Technology Network

BRAC— Base Realignment and Closure

C&A—Certification and Accreditation

CEAPO—Computer/Electronic Accommodations Program Office

CFETP— Career Field Education and Training Plan

CFR—Code of Federal Regulations

CJCS—Chairman of the Joint Chiefs of Staff

COMAFFOR—Commander of Air Force Forces

COMCAM—Combat Camera

CONPLAN—concept plan

DAPS—Document Automation Production Service

DAVIS—Defense Automated Visual Information System

DIMOC— Defense Imagery Management Operations Center

DITIS—Defense Instructional Technology Information System

DL—distance learning

DVIC—Defense Visual Information Center

DOC—designed operational capability

DOD—Department of Defense

DODD—Department of Defense directive

DODI—Department of Defense instruction

DRU—direct reporting unit

DV—distinguished visitor

DVIAN—Defense Visual Information Activity Number

EMSEC—Emission Security

FAC—Functional Account Code

FIPS—Federal Information Processing Standard

FOA—field operating agency

FOUO—for official use only

FTP—file transfer protocol

FTS—Federal Telecommunications System

HARM—Host Aviation Resource Management

HIPAA— Health Insurance Portability and Accountability Act

HQ— Headquarters

HUMRO— Humanitarian relief operations

IAW— In accordance with

IG— Inspector General

IO— Information operations

IPTC—International Press Telecommunications Council

ISOPREP— Isolated Personnel Report

IT/NSS— Information technology/national security system

TRM—Infostructure Technology Reference Model

JPEG—Joint Photographic Experts Group

JROTC— Junior Reserve Officer Training Corps

JQS—Job Qualification Standards

LOAC— Law of Armed Conflict

LOGDET—logistics detail

MAJCOM—major command

MISCAP— mission capability

MWR—Morale, Welfare, and Recreation

MPF— military personnel flight

NAF— Numbered Air Force

NARA—National Archive and Records Administration

NGB/PA— National Guard Bureau Public Affairs

NMR—news media representative

NSI— Nuclear Surety Inspection

NTISR—non-traditional Intelligence, Surveillance, and Reconnaissance

OASD/PA—Office of the Assistant Secretary of Defense for Public Affairs

OPLAN—operation plan

OPORD—operations orders

OPR—office of primary responsibility

ORI— Operational Readiness Inspection

PA—Public Affairs

PAN—Production Approval Number

PAO—Public Affairs office, Public Affairs officer

PDLT—Production Decision Logic Table

PIN—Production Identification Number

POC—point of contact

POM— Program Objective Management

PPI— pixels per inch

PSA—Public Service Announcements

QAE— Quality Assurance Evaluator

QTP—Qualification Training Packages

RDT&E—research, development, test, and evaluation

RDS— Records Disposition Schedule

ROTC—Reserve Officer Training Corps

SAF—Secretary of the Air Force

SAF/LL— Secretary of the Air Force Office of the Legislative Liaison

SAV— Staff Assistance Visit

SECDEF—Secretary of Defense

SEI— Special Experience Identifier

SME—Subject Matter Expert

SORTS—Status of Resources and Training System

TDY— Temporary Duty

UCI— Unit Compliance Inspection

UCMJ—Uniform Code of Military Justice

UIF— Unfavorable Information File

UMD— Unit Manning Document

UTC—unit type code

VDOC—Visual Documentation

VI—visual information

VIEP— visual information equipment plan

VIRIN—visual information record identification number

Attachment 2

IN-GARRISON CORE IMAGERY GLOSSARY

A2.1. In-Garrison Core Services - Products and services that directly relate to mission accomplishment.

A2.2. Managerial – Products and services used to define resource requirements and/or used to improve processes and procedures in mission accomplishment.

A2.2.1. Construction Projects – Products to demonstrate construction requirements. Examples include decomposing asphalt tarmacs, aircraft hangar structural deficiencies, condemned facilities, new mission requirements, roads and grounds, asbestos, and environmental concerns or compliance. Customers can be congressional briefers, service leadership at all levels, civil engineers, and space utilization boards.

A2.2.2. Resources and Program Objective Management (POM) – Educating resource offices on mission needs for funds, people, or space. Examples include new program requirements such as F-35 bed down, base population increases due to mission realignments caused by Base Realignment and Closure (BRAC) activities, graphical depictions of aircraft mission changes, and operational tempo needs. Customers normally are leadership and resource offices at all levels.

A2.2.3. Mission Briefings – VI products that communicate the classified or unclassified mission capabilities of a unit or organization. Examples include VI presentation of total story to provide a corporate overview of capabilities using graphics products (fliers, posters and slide) with photographs and video all designed with a singular design theme. Customers normally are AF, MAJCOM, installation, wing, or unit leadership.

A2.2.4. Assessments – IG, UCI, ORI, NSI, SAV, exercises. Products that inform audiences of assessment results. Examples include outbrief photos, findings/best practices photos/videos, inbrief/outbrief graphics, scenario development illustrations/photos/videos. Customers are normally the IG team; Exercise Evaluation Teams; and MAJCOM, wing, group, or squadron leadership.

A2.2.5. Command Communications – Products and/or services to aid the Commander's Action Group or protocol office in support of senior leader taskings. Examples include a 101 Critical Days of Summer safety video or a senior leader handout describing sexual harassment or equal opportunity issues. Customers are normally senior leaders at all levels.

A2.3. Operational – Products and services used to support/enhance mission readiness and decision makers' situational awareness of organizational activities.

A2.3.1. Airfield surveys – Products and/or services that provide pilots with critical situational awareness of existing geographical, environmental conditions, and other safety of flight issues. Examples include runway approach videos, videos depicting areas of concern such as power lines, local civilian air flow and etc. Customers are normally the director of operations and flying units.

A2.3.2. Operational Plans – Products that aid wing operational planners in preparing to deploy forces. Examples include deployment procedures documentation and training products, warfighter tactics, techniques and procedures, to include palletization configuration

and procedures, cargo prep, and mobility line processing. Customers are normally wing planners, unit deployment managers, and senior decision makers.

A2.3.3. Contingency planning/management – Products that help the AF more effectively respond to contingencies. Examples include weapon systems video, wartime documentation, force bed downs, natural disaster aftermath, non-combatant evacuation order response, humanitarian relief operations (HUMRO), man-made disasters, battle damage assessment, repatriation, and first responder documentation. Customers are normally the executive branch, State Department, Department of Homeland Security, Secretary of Defense, Joint Chiefs of Staff, AF leadership, judge advocate, AF Crisis Action Team, and information operations. Guidance for contingency operations is in AFI 35-111, *Contingency Operations and Wartime Readiness*.

A2.3.4. Force protection – Products and services used by security forces to maintain and improve protection of mission resources and assets. Examples include exercises, documentation of threat and vulnerability assessment, after-action reports, training videos, briefings, local visual information productions, and situational awareness imagery of force protection assets and areas. Customers are normally security forces, AF Office of Special Investigation, wing safety, etc.

A2.3.5. Flying and ground safety – Products and services that improve the safety of mission resources. Examples include products and services that support the training and execution of operational risk management policies and procedures. Customers are normally the safety office, flying units, maintenance squadrons, and airfield operations.

A2.3.6. Research and development – Products and services supporting test and evaluation of weapon system testing, equipment concepts, conceptual design, weapon system development support, media release, or missile/satellite launch documentation. Examples include congressional briefing and test review videos, chase maps, laboratory or proof of concept report photos. Customers are normally Congress, AF Office of Technology, AF Research Lab, and test wing program offices.

A2.4. Medical – Documentation or rendering for medical staffs or criminal investigators. Examples include forensics, resident education slide shows, autopsy, pathology, criminal investigation, assault, training, abuse, reconstructive surgery documentation, and casualty identification. Customers are normally the AF Office of Pathology, resident course students and instructors, medical personnel and units, security forces, AF Office of Special Investigation, the judge advocate, and area defense counsel.

A2.5. Education / Training – Products and services that enhance teaching capabilities and improve retention. Examples include visual aids for service-wide, regional, or location-specific programs (not available via DAVIS). Customers are normally units with a training requirement and all technical schools.

A2.6. Historical – Products and services used to document historically significant events such as new mission establishment, unit activation/deactivation, DV support (e.g. Visiting Air Chief Program), and international relations. Customers are normally the National Archives, Defense Visual Information Center, and AF historians at all levels.

A2.7. Investigative – Products and services supporting agencies requiring documentation to aid in fact finding. Examples include alert photography/videography, time-sensitive documentation

of natural disasters, mishaps, crime scenes, material deficiency reports, and other investigations. Customers (direct and indirect) are normally the Department of State, Department of Homeland Security, Federal Emergency Management Agency, the National Traffic Safety Board, state and local governments, unified and joint commands, and local AF units.

A2.8. Administrative – Products and services supporting requirements for personnel and administrative actions. Examples include visas, passports, chain-of-command portraits, quarterly or annual awards, special duty, AF/organizational/base-level awards, and unit mission briefings. Customers are individuals at all echelons.

Attachment 3

DEPLOYED CORE IMAGERY GLOSSARY

A3.1. Deployed Core Services – Products and services that directly relate to mission accomplishment. The Mission Capability Statements (MISCAP) for the Unit Type Codes (UTC) describe the capability of deployed UTCs. This guidance is used as a starting point; component planners at the Component NAFs may supplement this as needed. All imagery can support Public Affairs needs.

A3.2. Managerial – Products and services used to define resource requirements and/or used to improve processes and procedures in mission accomplishment.

A3.2.1. Bare Base Build Up/Sustainment – Products to communicate resource requirements for a deployed base infrastructure. Examples include photos and videos to document flightline construction/conditions, ramp configuration, facility requirements/conditions, roads and grounds, environmental, quality-of-life conditions, site surveys, host nation limiting factors and location maps. Customers are normally Red Horse, Commander of Air Forces (COMAFFOR), deployed commanders, Joint Chiefs of Staff, combatant commands, and DIMOC.

A3.2.2. Command Communications – Products and/or services to aid the COMAFFOR, deployed wing commander in support of senior leaders' taskings. Examples include DV briefing charts, informational VI products for international media, and status of forces briefing slides. Customers are normally deployed wing leadership.

A3.3. Operational – Products and services used to support/enhance mission operations and decision makers' situational awareness in the execution of wartime mission.

A3.3.1. Airfield Surveys – Products and/or services that provide critical situational awareness of existing geographical, environmental conditions, threat conditions, and other safety of flight issues. Examples include photos/videos/illustrations of runway approaches, terrain, and ramp configuration. Customers are normally aircrew, war planners, civil engineers, Red Horse, security forces, and airfield managers.

A3.3.2. Operational Plans – Products and services that support mission planning and execution. Examples include maps, weapons system video, non-traditional Intelligence, Surveillance and Reconnaissance, battle damage assessment, battle damage repair, and predictive battle space awareness products. Customers are normally combatant commanders, senior decision makers, Air Operation Centers, Intelligence, and deployed commanders.

A3.3.3. Information Operations (IO) – Products and services that supports the IO campaign. Examples include documenting HUMRO, products that counter misinformation and products that counter propaganda. Customers are normally combatant command leadership, information operations, and public affairs.

A3.3.4. Force Protection – Products and services used by security forces to ensure protection of mission resources. Examples include documentation of threats and vulnerabilities, after action reports, just-in-time training products, briefings, local Visual Information productions, and situational awareness imagery of force protection assets and areas. Customers are normally deployed commanders and security forces.

A3.3.5. Flying and Ground Safety – Products and services that improve the air and ground safety. Examples include products and services that support the training and execution of operational risk management policies and procedures such as educational products of environmental hazards or location-specific safety videos. Customers are normally deployed safety offices, operational units, maintenance units, and security forces.

A3.3.6. Research and Development – Documentation of successes and failures of newly fielded systems and platforms. Examples include comprehensive briefings using graphics, photographs, and videos to highlight system successes or concerns. Customers are normally design engineers, AF Office of Technology, AF Research Laboratory, and test squadrons supporting requests from higher headquarters, Congressional committees, etc.

A3.4. Medical – Documentation that aids deployed medical forces in communicating resource requirements or location-specific concerns. Examples include documentation of medical activities supporting the treatment and evacuation of casualties, HUMRO, abuse, surgery documentation, and casualty identification. Customers are normally deployed medical functions and possibly the Air Force Surgeon General's office.

A3.5. Education/Training – Products and services that support just-in-time training for local procedures. Examples include imagery depicting environmental conditions, driving conditions, health conditions, threat conditions, and host nation relations. Customers are normally deployed units with a training requirement.

A3.6. Historical archiving – Visual documentation of historically significant events for preservation. Examples include unit bed down, deployed unit crest or emblem designs, unit activation/deactivation videos, and international relation briefings. Customers are normally the National Archives, DIMOC, DVIC, and combatant command or service historians.

A3.7. Investigative – Products and services supporting agencies requiring documentation to aid in fact finding.

A3.7.1. Alert Photography/Video – Time-sensitive documentation of disasters, mishaps, crime scenes, material deficiency reports, investigations. Examples include imagery of incident site, damage to equipment or graphical depictions of the incident scene. Customers are normally deployed legal offices, security forces, safety, special investigating offices, host nation governments, the Department of State, DOD, combatant commands, or the Joint Chiefs of Staff.

A3.7.2. Fratricide – Products and services that support the investigation of friendly force casualties. Examples include incident site photographs and video, weapons employed photography, graphical scene recreation, weapon effects video, photos or graphics. Customers are normally the State Department, DOD, international tribunals, convening authorities, combatant commands, deployed leadership, judge advocate office, and defense councils.

A3.7.3. LOAC – Products and services which support Law of Armed Conflict violations. Examples include incident photographs and video, graphical depictions of weapons employed or charts recreating incident scenes. Customers are normally the State Department, DOD, international tribunals, convening authorities, combatant commands, deployed leadership, judge advocate office, and defense councils.

A3.8. Administrative – Products and services supporting requirements for personnel and administrative actions. Examples include visa, passport, Isolated Personnel Report Photos (ISOPREP), senior leader identification photos, significant individual and organizational awards, special duty, or unit mission briefings. Customers are normally deployed personnel of all echelons.

Attachment 4

VISUAL INFORMATION ACTIVITIES

Table A4.1. Authorized VI Activities.

TYPE	Primary Function	Description
A	Common Support	Provides VI support services to all organizations on an installation or within a defined geographical area. Services may include photography, graphics, video services, VI authoring and production, and may provide support for the Commander's Access Channel. When tasked by an authorized organization, may be required to support UTC taskings. Installation PA offices approve VI systems for use by other installation agencies.
B	Local and Dedicated VI Production	Includes production, reproduction, and local distribution of VI production to support an individual organization or installation.
C	VI Production	Includes production, reproduction, and distribution of up to 70 copies to support Air Force-wide and DOD requirements for video and VI productions.
D	VI Productions (Contracting)	Includes contracting for production and reproduction through SAF/PA.
F	Component Accessioning Point	Air Force Media Center's mission is to receive, screen, process, and accession still and motion imagery to the Defense Visual Information Center (DVIC).
G	Combat Camera	Photographic or video documentation covering air, sea, and ground actions of combat, combat support operations, and related peacetime operations.
H	Technical Documentation	Photographic or video documentation events for evaluation. Includes medical, intelligence, and criminal documentation and optical instrumentation.
K	Dedicated VI support via the installation PA office	Installation PA office provides specified VI support services to a specific organization or organizational element only. Supports no other organizations on the installation.

Attachment 5

PROCEDURES FOR ACCESSIONING ELECTRONIC IMAGES INTO THE AIR FORCE MEDIA CENTER

A5.1. What to Submit. Determine images to send using DOD 5040.6-M-1 guidelines. Immediately send significant imagery to AFPAA's Air Force Media Center.

A5.1.1. Categories are HIGH, NORMAL, FILE, SAMPLE, SELECT, SAMPLE/SELECT and LOCAL. AFPAA's AF Media Center will accession representative images from all categories except LOCAL.

A5.1.2. Installation PA offices are responsible for judicious submissions that eliminate duplicate or repetitive submissions, demonstrate professional quality with proper composition, exposure, sharpness/acutance, depth of field / focus, color balance, and graphics color standards (Pantone).

A5.2. Format.

A5.2.1. Raster files. Joint Photographic Experts Group (JPEG) – Minimum (7), maximum High (10). Minimum resolution – 3,008 x 1,960.

A5.2.2. Vector files – Adobe Illustrator with PDF file compatibility selected. File is saved in Adobe Illustrator. Exports from other applications are not acceptable. Convert all text to outlines.

A5.2.3. Unit emblems or shields comply with AFI 84-105, *Organizational Lineages, Honors, and Heraldry*. Emblem and shield colors will use cable color cross references provided by the Air Force Historical Research Agency.

A5.3. METADATA Specifications.

A5.3.1. JPEG files. Complete IAW with DOD 5040.6-M-4, using Camerabits Photo Mechanic or SCC MediaGrid.

A5.3.2. Vector files. Caption files using the "FILE INFO…" menu selection in Adobe Illustrator using Table A7.1 as reference.

Table A5.1. METADATA C

Field Name		Field Contents for DOD Images
IPTC Header Name	DOD Required Information	
Document Title	VIRIN	Enter the Visual Information Record Identification Number
Author	Artist Rank and Name	The artist's rank and name (first and last names).
Description	Caption	Do not repeat information gathered elsewhere in this header. Identify recognizable equipment and weapons systems. Captions will be no more than 100 words. Example: "ELMENDORF AIR FORCE BASE, Alaska --

		3rd Communications Squadron shield/emblem. (U.S. Air Force artwork by Master Sgt Derek Smith, 3rd Communications Squadron.)(Released)"
Description Writer	Caption Writer	The name of the individual writing the caption. This applies if the caption was edited by someone other than the photographer.
Keywords		Single word entries. Please leave this blank under normal circumstances. However, when images show Multi-Service subjects, please note the Services shown as individual keywords.
Copyright Status	Copyright	Select "Copyrighted" if necessary
Copyright Notice	Copyright Notice	Enter "YYYY, United States Air Force" where YYYY is the 4-digit current year, if necessary.
Copyright Info URL	Not used	
Category	Service Shown	Enter the code for the service Branch of the subjects in the image. The codes are: Code Meaning A Army C Coast Guard D DOD Civilian F Air Force J Multi-Service (more than one service shown in photo, such as Army troops boarding an Air Force Aircraft) K Foreign (troops or subject matter from one nation – not multinational) L Multi-national (troops or subjects from more than one nation shown in photo) M Marine Corps N Navy O Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture
Supplemental Category (NOTE: Some digital imagery software allows many entries in this area. Please limit your entries to these four).	Classification	Normally this will be Unclassified but may be FOUO. The DIMOC can handle up to Secret; however, make arrangements prior to transmitting. Classified files are not handled in the same system.
	Classification Authority	The authority cited authorizing the classification of an image. Normally left blank.
	Email/Phone	The Email address of the photographer, or a phone number, at the TDY location. This is for DIMOC use so they may contact the photographer/editor in case there are questions about the images. The number is expected to become invalid quickly.

	Photographer's Home Unit	The Email address of the photographer, or a phone number, at home station. This is for DIMOC or AFPAA use so they may contact the photographer in case there are questions about the images.
	Date of image	The date the image was taken. This date should match the date in the VIRIN's date. The format is: YYYYMMDD.
Date Created	Base/Locale	The base or locale of the shoot.
City	State/Province	The state or province of the shoot: use the two letter codes.
State / Province	Country/Area	The country or area of the shoot. Use the three-letter code. For ocean areas enter the area, (i.e., Indian Ocean Region (IOR)); for aerials, use either the country code for the country being flown over or the ocean area code for the ocean being flown over.
Country	PH TDY Unit	The unit the photographer was temporarily assigned to during the shoot (on official orders). If not assigned, then leave blank.
Credit	Application	Software application last saved in.
Source	Operation or Exercise	The name of the operation or exercise. If not part of an operation or exercise, leave blank.
Headline	Public Release Instructions	Enter the name and rank of the releasing authority for images approved for release by a field Public Affairs Office.
Instructions	Command Shown	Enter the Major Command of the unit photographed. For example: Air Mobility Command, Atlantic Fleet, FORSCOM, or EUCOM.
Transmission Reference	Not Used	Make no entry in this field
Urgency	Not Used	Make no entry in this field

A5.4. Transmission to Air Force Media Center.

A5.4.1. If help is needed with obtaining approved file transfer protocol (FTP) software and properly configuring it for use, transmitter should contact the unit's workgroup administrator.

A5.4.2. Use the following addresses and passwords:

A5.4.2.1. FTP server address: URL vicenter.bolling.af.mil. If the URL does not work then use the following IP Address: 162.24.10.05. **Note**: The AFPAA's Air Force Media Center is the AF accessioning point.

A5.4.2.2. Login: Anonymous

A5.4.2.3. Password: e-mail address

A5.4.2.4. Folder creation and use: Place all files into a folder using the following naming convention: yymmddbase (example 100107bolling).

A5.4.2.5. Routine imagery should also be sent through this process or through normal distribution channels.

A5.5. Digital imaging standards. The following imagery standards guidelines are established. These standards are consistent with Defense Visual Information and Combat Camera requirements for satisfying image quality standards.

A5.5.1. Digital camera images. Do not alter the file size in any way. Don't crop the image. If necessary, rotate the image accordingly.

A5.5.2. Film images (scanned).

A5.5.2.1. Scanner controls. Ensure that all color or brightness/contrast options are set at zero or in their default neutral position.

A5.5.2.2. Sharpening. Ensure "sharpen" control is off.

A5.5.2.3. Resolution. Optimum resolution is 2000 pixels per inch (PPI), which will result in a 15 MB file when cropped to the edges of the image area. Minimum resolution is 1350 PPI, which results in approximately 8 MB file when cropped to the edges of the image area. Use best judgment. If the connection is to a LAN with high bandwidth and moderate saturation, then send the higher resolution file. If your connection is to a 28.8 modem or less, then balance the file size with transmission time.

A5.5.2.3.1. Color correction. Do not adjust color on scanned or digital photographs. Until such time as all color monitors, scanners, and printers can be profiled (all systems certified) to the International Color Consortium color standards, it would be inappropriate to perform color adjustments of any imagery sent to the Air Force Image Records Accessioning Center.

A5.5.2.3.2. File compression. JPEG compression will not exceed 15:1.

A5.5.2.3.2.1. For Photoshop, select a value no less than 9 on the sliding scale.

A5.6. The FTP server, worldwide web browsers, and many other software require a three-letter extension at the end of a file YYMMDD-X-0000X-000.JPG (VIRIN.JPG), but do not include the .JPG extension in the VIRIN field in the IPTC header data.