

Reclamation Manual

Directives and Standards

Subject:	Audiovisual Media Management
Purpose:	This Directive and Standard provides the requirements for the organization and maintenance of official audiovisual media, i.e., film and digital-based photographs, video and audio tapes, and motion picture film collections for the Bureau of Reclamation. The benefits of this Directive and Standard are to ensure that Reclamation is in compliance with Federal laws relating to the creation and disposition of records and information which support its mission.
Authority:	44 USC, Chapter 31; 36 CFR 1228.266 and 1230.10 (a)(b); and Reclamation Manual Directive and Standard, <i>Information Management</i> , RCD 05-01
Approving Official:	Director, Information Resources Office (84-21000)
Contact:	Information Management Division (84-21300)

1. **Introduction.** An Audiovisual Media Management Program is mandated by law and essential for the creation and preservation of records necessary to document Reclamation's mission-related activities, and protect the legal and financial rights of the Government and of persons directly affected by the agency's actions. All audiovisual media are official records and require Reclamation-wide standardized procedures for effective handling and maintenance. This includes an evaluation to determine mission-related value of all audiovisual materials, including photographic prints, negatives, transparencies (slides), inter-negatives, videos, motion picture films and still captures, and digital images primary or scanned.
2. **Applicability.** This Directive and Standard applies to all Reclamation employees who capture, create, or handle Reclamation audiovisual media.
3. **Definitions.**
 - A. **Audiovisual Media.** Records in pictorial or aural form, regardless of format. This includes film or digital photographs, prints, negatives, transparencies, slideshows, presentations, graphic arts (posters and original art), motion pictures, motion picture still captures, video recordings, audio (or sound) recordings, digital image files and related records, and computer files associated with audiovisual products.
 - B. **Digital Image.** A photographic or motion picture image stored electronically in binary form and divided into a matrix of pixels, each consists of one or more bits of information that represent either the brightness, or brightness and color, of the image at that point. Digital images are typically created by a scanner or a

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camera that captures information not on film or tape, but on an electronic imaging sensor that takes the place of film or video tape. This also includes still photos captured by motion picture cameras.

- C. **Preservation.** (1) The act of controlling environmental conditions specified by National Archives and Records Administration (NARA) and used to enhance the longevity of information and data, including adequate facilities for the protection, care, and maintenance of records regardless of the media on which they are recorded. (2) Conservation measures, individual and collective, undertaken to maintain, repair, restore, or protect records.
 - D. **Record.** (1) According to 44 U.S.C. 3301, the term "includes all books, papers, maps, photographs, machine-readable materials, or other documentary materials, regardless of physical form or characteristics, made or received by an Agency of the United States Government under Federal law or in connection with the transaction of public business and preserved or appropriate for preservation by that Agency or its legitimate successor as evidence of the organization, functions, policies, decisions, procedures, operations, or other activities of the Government or because of the informational value of data in them. Library and museum material made or acquired and preserved solely for reference or exhibition purposes, extra copies of documents preserved only for convenience of reference and stocks of publications and of processed documents are not included." (2) Information and data created, received, and maintained which document activities of an organization and is retained as evidence of functional programs and business transactions.
4. **Responsibilities.**
- A. **Information Management Division.** Program management of records and information is the responsibility of the Information Management Division. This Division provides guidance and assistance, including the development and issuance of Reclamation-wide standards.
 - B. **Regional Offices.** Responsibility for implementation of this Directive and Standard is at the region and local office level. The designated regional photographer, regional records officer, and area managers are responsible for ensuring compliance with the procedures outlined in this Directive and Standard.
 - C. **Managers.** Managers are responsible for ensuring that all audiovisual materials in either film or electronic based mediums and formats are reviewed annually. Those selected as official records must meet or exceed quality assurance standards established by NARA. All official records must be transferred to the records management staff and then accessioned to NARA for permanent preservation as outlined in Volume II of the Information Management Handbook.

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- D. **Records Officers.** Records officers are responsible for the transfer of all audiovisual and electronic media designated for permanent retention in the NARA.
 - E. **Employees.** Employees who create audiovisual products, regardless of format or media, are responsible for designating the official record copy, dating, captioning, preserving, storing, and transferring these images to the appropriate records officer. Audiovisual images and products not declared an official record will be considered reference only, and will be destroyed without further review.
5. **Official Requirements.** Requirements for evaluating and preserving audiovisual media are available in Volume IV, *Photographic Media Management*, of the Information Management Handbook. Employees can access the handbook via the Information Management Division page on Reclamation's Intranet Web site. Audiovisual media deemed to be a record must be numbered, indexed, and filed as outlined in the Information Management Handbook.

RECLAMATION MANUAL TRANSMITTAL SHEET

Effective Date: _____

Release No. _____

Ensure all employees needing this information are provided a copy of this release.

Reclamation Manual Release Number and Subject

Summary of Changes

NOTE: This Reclamation Manual release applies to all Reclamation employees. When an exclusive bargaining unit exists, changes to this release may be subject to the provisions of collective bargaining agreements.

Filing instructions

Remove Sheets

Insert Sheets

All Reclamation Manual releases are available at <http://www.usbr.gov/recman/>

Filed by: _____

Date: _____