



New media awards competition unveiled

by Julie Briggs
Defense Media Activity

Military members and civilians working in the visual information and public affairs fields will compete in a new media awards competition starting this year.

The new program, called the Defense Media Awards, replaces the Thomas Jefferson, Visual Information and Visual Information Production – the TJ, VIAP and VIPA – awards programs.

The program, administered by the Defense Media Activity, standardizes and streamlines the awards process with each award category representing the most relevant work PA and VI professionals do today, said Ray Shepherd, DMA director.

“Like the legacy contests, the new program honors the excellent work DoD communication professionals produce for their commands while at the same time providing feedback to competitors so they may improve their craft,” Shepherd said.

The new contest comprises 34 categories: one new Defense Communicator of the Year, five graphic arts, nine photo, nine print and 10 video.

For the first time, there are also civilian graphic artist-, photographer-, journalist- and videographer-of-the-year categories, and nearly all categories are open to civilians.

Nomination guidance, including eligibility and entry criteria, was sent to the military services in late September so they may make adjustments to their Service-specific competitions.

More information about the Defense Media Awards can be found at: <https://www.dma.mil/Services/Defense-Media-Awards/>. Those desiring more information on how to enter their Service’s contest should contact their respective Service point of contact.

A U.S. Navy F/A-18C Hornet assigned to Strike Fighter Squadron (VFA) 131 taxis toward a bow catapult on the flight deck of the aircraft carrier USS Dwight D. Eisenhower (CVN 69) (Ike) in the Arabian Gulf Oct. 16, 2016. The Dwight D. Eisenhower was deployed in support of Operation Inherent Resolve, maritime security operations and theater security cooperation efforts in the U.S. 5th Fleet area of operations. (U.S. Navy photo by Seaman Christopher A. Michaels)





DVI welcomes Col. John Benedict

by Thomas Ruyle
Lead Writer/Editor, DIMOC

U.S. Army Col. John A. Benedict assumed leadership of Defense Visual Information Aug. 8, 2016. He succeeded Col. Bernard F. Koelsch, who became the Deputy Director of Defense Media Activity.

Benedict comes to DVI after a two-year assignment as the Chief of the National and Nuclear Command, Control and Communications Division of the Joint Staff J-3 at the Pentagon.

“My vision for DVI is to see a better

integrated, relatively seamless team across all aspects of VI and DIMOC,” Benedict said. “Coordination across the organization, coupled with effective workflows, will enable us to better serve our customers and provide them with timely and accurate visual information support.”

He sees streamlining of the VISION ID process as a crucial goal in the short-term.

“Starting at initial training at DINFOS, all VI professionals should have a VISION ID established that will follow them through training out to their units and will serve as their digital portfolio from the beginning of their VI career,” Benedict said. “Right now we have students leaving DINFOS without a VISION ID until they arrive at their first unit.”

In his 24 years as an Army Signal Corps officer, Benedict has served in a number of command and staff positions, including assignments as a platoon leader, company commander, brigade signal officer and division G-6. His career has also included several overseas deployments.

Benedict also completed the Signal Officer Advanced Course and the Army Command and General Staff College.

He graduated from Virginia Tech with a bachelor of arts in Communication Studies. He earned a master’s degree in Telecommunications Management from Webster University as well as a masters in National Resource Strategy from the National Defense University.

DIMOC wants to preserve your Imagery!

If your unit, ship or organization has DoD-produced physical imagery (i.e. prints, slides, films, tapes, negatives, discs, etc.) taking up valuable space, DIMOC can digitize it and make it available to you through the DIMOC.mil web portal at no cost!

Regardless of age, such imagery is still an official DoD record, and must be properly archived according to Federal law and DoD regulations. Please do not throw it away or attempt to send scanned items to DVIDS or DIMOC. DIMOC will process your physical content using archival handling processes, digitize your physical medium, add it to the online searchable DoD archive. Once the digitization process is complete, DIMOC will offer your original records to the National Archives as a permanent Federal Record, thereby preserving your visual legacy! For more information on submitting imagery to DIMOC, go to www.dimoc.mil/quick/physicalimagery.html. Once you have inventoried your physical imagery, contact our archivists at DIMOC-Archivists@mail.mil.

Our team is ready now to turn your physical imagery into the high-quality digital formats you need today, while preserving the DoD’s visual history for future generations.

EYE ON VI SUBMISSIONS

If you have something you think should be included, please email content for EYE on VI to:

Tom Ruyle
Lead Writer/Editor, DIMOC
Email: thomas.m.ruyle.civ@mail.mil
Phone: 301-222-6209

Brandon Spragins
Visual Information Specialist, DIMOC
Email: brandon.a.spragins.civ@mail.mil
Phone: 301-222-6530

CALENDAR

9 NOV.	Visual Information Editorial Board	DMA
7-10 NOV.	PACOM Regional IO Symposium	Honolulu
15 NOV.	Defense Visual Information Steering Committee (DVISC)	DMA Ft. Meade



Documenting History: Inauguration 2017

by Tech. Sgt. Chris Bevins
Plans and Operations, DIMOC

Every four years, military photographers and videographers have an opportunity to capture history with their imagery. On Jan. 20, 2017, more than 60 joint-service military visual information (VI) specialists will document the largest celebration and peaceful transfer of power in the world, which is no small feat. And as with all large-scale operations, it takes a team.

Joint Force Headquarters – National Capital Region stood up the Joint Task Force – National Capital Region, 58th Presidential Inauguration and with that formed a joint public affairs team in September. The team is charged with conducting external media operations, internal communication, and documentation.

Documentation captures moments of time so future generations can benefit. Such an important mission requires planning, and Army 1st Lt. Okan Scott is the lead for the 2017 Inauguration.

“Planning for this high visibility joint service mission is challenging but also exciting,” said Scott. “There is a great opportunity to draw from each service’s experiences and expertise, while also expanding our own.”

The documentation team comprises members of all Services, including the Coast Guard, working together to get the right image, at the right time, in the right place. The VI specialists come from Service’s combat camera units, Army Public Affairs Detachments, Mobile Public Affairs Detachments and members augmented from all the Services.

One important step for documenting a large-scale movement like this is the involvement of interagency partners like the Defense Media Activity (DMA).

“DMA and DIMOC’s support to our mission is invaluable,” said Scott. “The training they will provide to our visual information teams for captioning and metadata will help us not only for this mission, but is something these VI service members can use for the rest of their careers.”

The main focus for the documentation team after securing the imagery is to quickly transmit photos and video to the Defense Video and Imagery Distribution Service (DVIDS) and the Joint Combat Camera Center to ensure the records are properly accessioned and archived.

“Using DVIDS as the single ingest point is very efficient in streamlining our processing time,” said Scott. “It’s mutually beneficial for VI and public affairs, and gives us more time and opportunities to help tell our story.”

When the Inauguration comes to a close, the work isn’t done.

Most of the team will dismantle and photographers/videographers will return to their units. However, a small group of team members will remain to catalogue imagery and create continuity for the team to replace them in four years.

“Reading the past Inaugural team’s after-action reports and continuity binders really helped us get a head start,” said Scott. “We took the suggestions and lessons learned and implemented them into our plans this year. We will return the favor and pass on valuable feedback for the next team.”



Members of the Joint Task Force-National Capital Region, listen to a briefer during Map Exercise One, Oct. 12, 2016, at Fort Lesley J. McNair, Washington. The 60-by-40-foot planning map helps the JTF-NCR plan with partner agencies for the upcoming 58th Presidential Inauguration. (U.S. Air Force photo by Senior Airman Dylan Nuckolls)



The U.S. Navy Band marches on Pennsylvania Avenue in Washington, D.C., during the 57th Presidential Inauguration, Jan. 21, 2013. More than 2,100 service members from each of the five branches are marched in the Inaugural Parade, with approximately 5,000 supporting the inauguration. (U.S. Navy photo by EJ Hersom)

VI UPDATES

VI POLICY

New Actions

DoDI 5420.20 "Public Affairs Relations with For-Profit Businesses and Business Industry Organizations," published 29 September 2016

- Replaces outdated policy from 1974
- Includes new policy and procedures on handling the commercial use of DoD VI
- All DoD Component website VI galleries (including social media websites), regardless of domain, are required to prominently display the official DoD "Notice of Limitations"

Reminder

Change 1 to DoDI 5040.02 "Visual Information" was published 8 July 2016

- Establishes DVIDS as the official means of sending imagery to DIMOC
- Changes the VIRIN by adding a forth digit to the sequence field
- Eliminates use of the old "ZZ999" catch-all VISION ID by authorizing the use of an organizational-level Defense Visual Information Activity Number (DVIAN) in place of the photographer-level VISION ID.
- Changes the use of VIRIN numbers to identify products like productions when more than one individual worked on the product, to use the organizational DVIAN, (i.e. no longer authorizes the use of the VISION ID of the most involved person).

Under development

DoDI 5040.02 "Visual Information" (Full Revision)

- Incorporates and cancels DoDI 5040.07 "Visual Information Productions" as an enclosure (effective upon publication)
- Internal coordination process completed September 2016 (Stage 1)
- Entering Pre-coordination review (Stage 2)

DoD Captioning Style Guide Updates

The updated DoD Captioning Style Guide is now available online! Get the word out, especially to the Public Affairs, Combat Camera and VI communities at:

http://www.dimoc.mil/documents/styleGuide/DoD_Captioning_Style_Guide.pdf

https://static.dvidshub.net/training/DoD_Captioning_Style_Guide.pdf

Guidance on Navy ranks and ratings in captions

Thomas M. Ruyle, Lead Writer-Editor, DIMOC-JCCC

In late September, the Navy issued guidance ending the long tradition of addressing Sailors by a hybrid of their rate and rank, such as "Gunner's Mate 2nd Class John Smith," in favor of the straightforward rank-only construction, as in "Petty Officer 2nd Class John Smith."

In coordination with the Navy, DIMOC has determined caption writers should:

- Use the rank-only style and add a lower-case rating description when relevant, as in "Petty Officer 2nd Class John Smith, a gunner's mate."
- Do not use Navy Occupational Specialty codes.
- In caption credit lines, spell out the new rank-only version, as in (U.S. Navy photo by Petty Officer 3rd Class Bob Morgan).
- In the Photographer Name block of metadata, use the appropriate rank-based abbreviation, such as SN Jim Johnson or PO1 Jane Powell.

These changes will be incorporated in the next edition of the DoD Captioning Style Guide. Questions or comments? Email Thomas Ruyle at thomas.m.ruyle.civ@mail.mil.

ARTICLES OF INTEREST

221st COMCAM during Vietnam

"It's the powerful images of the Vietnam war that help document the so-called conflict of American troops, fighting on foreign soil in South East Asia." -- Tram Mai, 12 News , Phoenix, AZ.

<http://www.12news.com/news/local/valley/when-the-camera-speaks-combat-photographers-capture-history-1/218612979>

A further look into the 221st

"Literally, they saw it all, and some of what they viewed through an eyepiece while bullets flew and shells exploded around them..." -- Mark Casey and Chad Bricks.

<http://www.12news.com/news/special-reports/when-the-camera-speaks/214921486>

Photographer Looks Back on 9/11 Memories

"In the immediate aftermath of 9/11, one 30-year-old combat camera sailor took a photograph that leapt out of news coverage to deliver a needed jolt of hope: A huge American flag draped down the side of the damaged Pentagon." -- Karen Parrish, DoD News

<http://www.defense.gov/News/Article/Article/938492/photographer-looks-back-on-911-memories>



DINFOS TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Broadcast Management Course

(2 weeks) 12 students

Class 010 - 1 Dec - 16 Dec 2016

Class 020 - 14 Jul - 30 Jun 2017

Content Management Course

(4 weeks) 16 students

Class 020 - 3 Apr - 28 Apr 2017

Class 030 - 1 Jun - 29 Jun 2017

Visual Information Management Course

(2 weeks) 24 students

Class 010 - 6-17 Feb 2017

Class 020 - 3-14 Apr 2017

Intermediate Photojournalism Course

(8 weeks) 18 students

Class 010 - 5 Jan - 3 Mar 2017

Digital Multimedia Course

(7 weeks) 24 students

Class 020 - 1 Feb - 23 Mar 2017

Class 030 - 15 May - 19 Jul 2017

Intermediate Videography Course

(3 weeks) 8 students

Class 020 - 4 Jan - 8 Feb 2017

Class 030 - 13 Feb - 21 Mar 2017

Advanced Electronic Journalism Course

(4 weeks) 12 students

Class 010 - 31 Oct - 30 Nov 2016

Class 020 - 15 Feb - 15 Mar 2016

Intermediate Public Affairs Specialist Course

(2 weeks) 24 students

Class 010 - 5 Dec - 16 Dec 2016

Class 020 - 20 - 31 Mar 2017

Joint Contingency Public Affairs Course

(2 weeks) 16 students

Class 010 - 20 - 31 Mar 2017

Class 020 - 10 - 21 Jul 2017

Joint Intermediate Public Affairs Course

(5 weeks) 24 students

Class 010 - 10 Apr - 16 May 2017

Class 020 - 21 Aug - 28 Sep 2017

Joint Senior Public Affairs Course

(2 weeks) 16 students

Class 010 - 28 Nov - 9 Dec 2016

Class 020 - 5 Jun - 16 Jun 2017

Public Affairs Qualification Course (PAQC)

(9 weeks) 60 students

Class 020 - 4 Jan - 9 Mar 2017

Class 030 - 22 Mar - 23 May 2017

Combat Camera Leadership Course

(2 weeks) 24 students

Class 010 - 27 Feb - 10 Mar 2017

Additional information available at:

<http://www.dinfos.dma.mil/StudentInfo/CourseCatalog.aspx>

PHOTO HIGHLIGHTS



U.S. Marine Corps Drill Instructor Staff Sgt. Nathan S. Miller, Platoon 3048, Lima Company, 3rd Recruit Training Battalion, evaluates a recruit May 7, 2016, on Parris Island, S.C. Miller, 27, is from Marion, Ohio. Lima Company was scheduled to graduate July 8, 2016. Parris Island has been the site of Marine Corps recruit training since Nov. 1, 1915. Today, approximately 19,000 recruits come to Parris Island annually for the chance to become United States Marines by enduring 12 weeks of rigorous, transformative training. Parris Island is home to entry-level enlisted training for approximately 49 percent of male recruits and 100 percent of female recruits in the Marine Corps. (U.S. Marine Corps photo by Lance Cpl. Aaron Bolser)



U.S. Army Pfc. Tim Hofmann, left, and Spc. Alex Sidoa, right, help Army Sgt. Michael Barnes through smoke marking a simulated casualty extraction point on a Situation Exercise Training lane during the Ready Warrior Competition at Camp Madbull on Joint Base Elmendorf-Richardson, Alaska, June 23, 2016. The three-day competition tests teams of Soldiers assigned to U.S. Army Alaska's 17th Combat Sustainment Support Battalion on physical fitness, small arms proficiency, land navigation, small-unit tactics, and other skills. (U.S. Air Force photo by Justin Connaehr)



U.S. Navy Aviation Boatswain's Mate (Equipment) Airman Evan Koch, assigned to the aircraft carrier USS Dwight D. Eisenhower (CVN 69), guides an F/A-18E Super Hornet assigned to the Gunslingers of Strike Fighter Squadron (VFA) 105, onto a waist catapult on the flight deck in the Arabian Gulf Sept. 14, 2016. (U.S. Navy photo by Mass Communication Specialist 3rd Class Nathan T. Beard)



U.S. Sailors fold the American flag in preparation for the amphibious assault ship USS America (LHA 6) leaving Pearl Harbor, Hawaii, July 12, 2016, to participate in the Rim of the Pacific exercise (RIMPAC). The world's largest international maritime exercise, RIMPAC provides a unique training opportunity while fostering and sustaining cooperative relationships between participants critical to ensuring the safety of sea lanes and security on the world's oceans. (U.S. Marine Corps photo by Cpl. Isaac Ibarra)