



Right Image

Right Place

Right Time

U.S. Soldiers assigned to Alpha Company, 1st Battalion, 118th Infantry Regiment, unload sandbags to help a local resident protect their property from flood waters in Parkers Ferry, S.C., Oct. 9, 2015. The flood waters were the result of Hurricane Joaquin which formed in the Western Atlantic Ocean and affected the Bahamas and parts of the mid-Atlantic region of the United States. (U.S. Air Force photo by Staff Sgt. Perry Aston)

INSIDE THIS ISSUE

- Calendar 1
- VI Policy Updates 2
- Commentary 2
- VI Articles of Interest 3
- FAQs 3
- Training and Professional Development Opportunities 5

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Calendar

Events, conferences, workshops, & professional development opportunities.

DATE	EVENT	LOCATION
27 OCT 2015	Defense Visual Information Steering Committee (DVISC) meeting	DMA, Fort Meade
3-4 NOV 2015	DPMG meeting (Defense Production Management Group)	DMA, Fort Meade
10 NOV 2015	DINFOS Joint Contingency PA Course (JCPAC) (formerly JEPAC) Training Task Selection Board (TTSB)	DINFOS So. Campus
10 NOV 2015	DINFOS Intermediate Photojournalism Course (IPC) IPR	DINFOS So. Campus
17 NOV 2015	DINFOS Content Management Course (formerly Editor's Course) IPR	DINFOS So. Campus
26 JAN 2016	Defense Visual Information Steering Committee (DVISC) meeting	Pentagon Conf. Center

VI Policy Updates

DOD VI Issuance Update

- **Revision of DoDI 5040.02 “Visual Information”** -- Informal coordination of first draft revision to begin in November 2015 with Military Services.
- **DD Form 1995 “Audiovisual Production Request”** -- Final revision comment period closed out 30 Sep 2015 with publication as a fillable PDF expected in next 60-90 days
- **DoDM 5040.06: Volumes 1, 2 & 3** are cancelled effective 7 Oct 2015. All manuals have been replaced by the VI Records Schedule [NARA DAA-0330-2013-0014]. Please check your command/organizational web sites to remove all references to DoDM 5040.03 Volumes 1,2, & 3.
- **Joint Publication (JP) 3-61 “Public Affairs”** is now in signature phase and contains a new chapter on Visual Information

Commentary

Think like a civilian

By Tech. Sgt. Samuel Morse
366th Fighter Wing Public Affairs

MOUNTAIN HOME AIR FORCE BASE, Idaho – One of the defining characteristics of the military is a standardized way of doing business. It’s part of what makes our expeditionary posture possible.

However, there’s a downside to standardization – the dreaded “because we’ve always done it this way” excuse rearing its ugly head when innovation knocks. The status quo is too ingrained to change, too big to fail.

I spent some time recently doing freelance jobs for a professional photographer. While the extra money is never a bad thing, what I learned proved to be much more valuable. I didn’t realize just how different a civilian photo shoot could be when compared to a military one.

In a typical public affairs office, it’s usually the lower ranking service members going out and doing the bulk of the shooting, while the senior ranking members manage and mentor from the office. Occasionally an NCO will go on a shoot with the junior airman for training, but not as often as one might hope.

A civilian production company, on the other hand, has the senior-most artists as the primary shooters, while the junior workers make the most efficient use of that person’s time by taking care of everything else.

As I thought about this difference, I saw the wisdom. Capitalism is driven by consumers, and from a consumer standpoint, if you represent a multi-million-dollar company needing photographs for a high-visibility campaign, you usually want the seasoned professional rather than the hotshot fresh out of college.

This doesn’t mean the junior photographers aren’t qualified – quite the opposite. In fact, a truly excellent assistant knows the ins and outs of photography to a degree that allows them to anticipate the senior photographer’s needs and work independently when necessary.

Meanwhile, the photo assistant is knee-deep in the shoot and sees how an experienced photographer approaches a subject. They see the level of attention to detail, learn how to anticipate the changing



dynamic of a shoot and ultimately branch-out on their own with their own support team. This gives them a head start with experience before they start working on their own.

Now, I realize the way we work in the military isn’t necessarily conducive to

this approach. “Excellent but efficient” usually trumps “perfect,” so we send our people out on their own once we feel they’ve met our training requirements. However, skill is no substitute for experience.

I saw this a few months back when I had one of my Airmen shoot a group photo. This guy is as talented as they get, and while he had never shot a large group photo before, I figured his understanding of photography would more than make up for his lack of experience.

I should have prepared him better. This was an instance where assisting a seasoned photographer on this type of job would have helped the Airman learn best practices.

His technical training and skill didn’t prepare him for what a real shoot would bring. There is an art to wrangling a crowd of military members and civilians, find the right angle, be diplomatic with the senior ranking members and still manage to get a properly exposed and properly focused photograph. This is an art you develop over time, through experience, not from a book. You need to see it, to experience it.

Certainly, we have more latitude in the military to put our junior service members behind the lens more frequently, and those junior members probably prefer the creative freedom, but we can do better to show them how it’s done.

There’s a flipside to this approach. WE need to be that seasoned expert, and we can’t do so by simply sitting behind a desk. This requires work and continually honing our craft, whether on or off-duty, so we can effectively mentor the next generation. We’re not alone in this either. There are Facebook groups, communities of

practice, professional organizations and workshops out there specifically to help service members develop their craft, meet other professionals, develop contacts and become seasoned experts.

A civilian's very livelihood depends on not just completing their "mission," but doing so above and beyond what anyone else can do. They don't usually need an external quality control because their work is tested in the crucible of capitalism, and only the very best can survive. It may not be life-or-death like in the military, but we can certainly learn a lot from this mindset.

I suspect this applies to more career fields than those it doesn't. I would challenge supervisors and leaders to observe their civilian counterparts to learn how others do the same jobs we do day-in and day-out. Take a look at how we might incorporate the best parts to produce better products and better service members, and help ensure customer satisfaction.

I ask you this; would a customer willingly choose your office if there were other options? If not, why? The answer might surprise you.

Editor's NOTE: Unit-level training and mentoring can have a positive impact on the quality of work and success in meeting customer needs. The above column reinforces another approach to doing this.

Suggested links:

Improving Military Visual Content (photo/video)

<https://www.facebook.com/groups/196456640409977/>

Shoot Off Visual Media Workshops (photo/video)

<https://www.facebook.com/groups/50646708892/?ref=browser>

Public Affairs

<https://www.facebook.com/groups/publicaffairspros/>

DINFOS Trained Killers

<https://www.facebook.com/groups/DINFOS/>

DoD Worldwide Workshop

<http://www.dimoc.mil/workshop/>

Eddie Adams Workshop

<http://eddieadamsworkshop.com/>

VI ARTICLES of Interest:

A Fresh Look at Rechargeable Batteries

Never used them, or been burned in the past? Things have changed...

http://www.prosoundweb.com/article/viable_option_a_fresh_look_at_rechargeable_batteries/

Behind the scene details – read about and see how photographers and videographers produced some of their products.

<http://blog.agencyaccess.com/>

<http://blog.agencyaccess.com/directing-video-a-photographers-perspective/>

Photographer's Work Goes to International Exhibition (3Sep 2015)

<https://wallphotographyanddesign.wordpress.com/2015/09/03/photographers-work-goes-to-international-exhibition/>

Frequently Asked Questions

OLD EQUIPMENT

QUESTION: What can I do with old video and still camera equipment that is outdated, inoperable, and/or they no longer need? Do they DRMO it somehow? Could you direct me to someone who might know? We have some items I'd like to get off our supply inventory.

ANSWER: DIMOC usually sends our old equipment off to the Defense Reutilization Management Organization (DRMO). We suggest contacting your local Supply office to see what the procedures are there at your base. If there is any still or video equipment that is still operable, you might consider looking at transferring it to NORTHCOM so that they can repurpose the equipment. CDR Tom Cotton (thomas.h.cotton.mil@mail.mil) can provide assistance with logistics. There has been success in the past couple years with turning over equipment to the Royal Bahamas Defense Force. Fleet COMCAM PAC provided several kits more than a year ago rather than transferring the equipment to DRMO. Otherwise your local DRMO would be the place to send your old gear. Check out this link: <http://www.dispositionservices.dla.mil/drmo/>

SOCIAL MEDIA SITES

QUESTION: What is the DoD policy regarding use of Flickr?

ANSWER: Photographers are required to submit their imagery (video and stills) to DIMOC (via DVIDS) as the official VI record and portal to the National Archives. (Per DODI 5040.02) Once that is done, if a unit or command wants to use Flickr as an additional communication channel to their audience, that could be a secondary option. However, social media such as Flickr, Instagram or Facebook should not be the primary ingest point for official DoD imagery. Imagery posted on these sites will not be preserved or archived as a historical record, which DIMOC does.

USE of DoD IMAGERY

QUESTION: What regulation, if any, addresses release permission to use photos of service members? A government office wants to use photos highlighting disabled active duty service members during disability awareness month in products for internal external consumption.

ANSWER. According to DODI 5040.07 (VI Productions) – Enclosure 4 - Section 9c(1):

“No release is required from active duty military personnel, including cadets or midshipmen from the U.S. Service academies or DoD civilians actually performing their official jobs.”

QUESTION: What about using likenesses/photos of celebrities, congressmen and members of the public?

ANSWER: In general, we recommend getting a legal opinion regarding each of these kinds of photos based on how you plan to use them. That said, if you use photos of such individuals visiting a military unit or base, (quoting DODI 5040.07) “newsworthy or public events provide little, if any, expectation of privacy and therefore do not require releases.” And, “If a person is part of a crowd, no release is required.” Therefore, if the celebrity or congressman were photographed at an official military event, they expect to be photographed and to have those photos published (they benefit from free publicity). In general, celebrities and famous people are not entitled to the same privacy rights in court as most private citizens (that is how paparazzi make a living without getting permission from their subjects). One caution is that celebrities can and are very likely to sue over their rights of publicity when their likeness is used for commercial purposes without permission. In your case of celebrities with disabled veterans, there is no planned commercial use and any celebrities in the photos will benefit from free and positive publicity. If members of the general public are prominently featured in the photos that are used for something other than news or information purposes (i.e. 1st Amendment) it is usually prudent to obtain a model release, but not always required. Again, legal counsel can advise you.

Several sources provide some additional details on the subject:

The **AP Stylebook** (see the section on Media Law – specifically rights of privacy, publicity and copyright).

Ideally, photos of identifiable people (including minor children) not covered in the discussion above for use in non-news & information publications (i.e. not 1st Amendment) should have a model release. Please note that photos available on the DVIDS and DIMOC websites are in the public domain with no model releases obtained. More detail is provided in our Limitations of Public Use policy (below) and posted on www.dimoc.mil at: <http://www.dimoc.mil/resources/limitations.html>

Limitations for Public Use [What follows is the soon-to-be-required required notification on all DoD websites that feature Visual Information galleries, per upcoming revision to DoDI 5410.20 “Public Affairs Relations with For-Profit Businesses and Business Industry Organizations”]

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DINFOS Training and Professional Development Opportunities □

The Defense Information School (DINFOS) has a long-standing mission of producing outstanding Public Affairs and Visual Information personnel for the U.S. Department of Defense. We are a component of the Defense Media Activity. For more information visit us at http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course_catalog.aspx

Visual Information Management Course (2 weeks) 24 students

Class 010 – 7-18 Dec 2015
Class 020 – 21 Mar - 1 April 2016

Combat Camera Leadership Course (2 weeks) 24 students

Class 010 – 6-17 June 2016 (*Note the only iteration offered in 2016)

Intermediate Photojournalism Course (8 weeks) 18 students

Class 050 – 28 Sep – 25 Nov 2015
Class 010 – 6 Jan – 3 Mar 2016

Digital Multimedia Course (7 weeks) 24 students

Class 010 – 13 Oct – 4 Dec 2015
Class 020 – 11 Jan – 1 Mar 2016

Intermediate Videography Course (3 weeks) 8 students

Class 020 – 12 Nov – 18 Dec 2015
Class 030 – 20 Jan – 24 Feb 2016

Advanced Electronic Journalism Course (4 weeks) 12 students

Class 020 – 19 Nov – 18 Dec 2015
Class 030 – 16 Jun – 15 Jul 2016

Intermediate Public Affairs Specialist Course (2 weeks) 24 students

Class 020 – 22 Feb – 4 Mar 2016
Class 030 – 4 – 15 Apr 2016

Joint Contingency Public Affairs Course (2 weeks) 16 students *NOTE: Formerly the Joint Expeditionary Public Affairs Course*

Class 010 – 22 Feb – 4 Mar 2016
Class 020 – 25 Apr – 6 May 2016

Joint Intermediate Public Affairs Course (6 weeks) 12 students

Class 010 – 11 Jan – 18 Feb 2016
Class 020 – 7 Jun – 15 July 2016

Joint Senior Public Affairs Course (2 weeks) 16 students

Class 010 – 7 – 18 Dec 2015
Class 020 – 25 Jul – 5 Aug 2016

Public Affairs Qualification Course (PAQC) (8 weeks) 60 students

Class 010 – 13 Oct – 4 Jan 2016
Class 020 – 4 Jan – 9 Mar 2016

SUBMISSIONS: If you have something you think should be included, please email content to EYE on VI to: EYE on VI Editor/POC: TSgt Chris Bevins; christopher.m.bevins2.mil@mail.mil, Ph: 301-222-6535 OR Barbara Burfeind, Acting DIMOC Director; barbara.a.burfeind.civ@mail.mil Ph: 301-222-6530

Photo Highlights



Staff Sgt. Brian Wright, 1st Battalion, 1st Special Operations Group (Airborne), holds a U.S. flag outside a C-130 Hercules during the 2015 Japanese-American Friendship Festival at Yokota Air Base, Japan, Sept. 20, 2015. The U.S. flag, waved by Wright, was held out one C-130 and a Japanese flag was simultaneously held outside another taxing aircraft, symbolizing the US and Japan partnership and reinforcing the general idea of the festival--to increase bilateral relationships between the two countries. (U.S. Air Force photo by Staff Sgt. Cody H. Ramirez)



U.S. Marines with Battalion Landing Team (BLT) 2/1, the ground combat element attached to the 13th Marine Expeditionary Unit, watch from a distance as an MV-22 Osprey lands during a Tactical Recovery of Aircraft and Personnel (TRAP) mission at Realistic Urban Training (RUT) Exercise aboard Fort Hunter Liggett, California, Sept. 1, 2015. RUT is the final ground-based training requirement prior to deployment, as the 13th MEU moves toward operating embarked at sea. (U.S. Marine Corps photo by Sgt. Paris Capers)



A U.S. Coast Guard boarding team assigned to the cutter USCGC Stratton (WMSL 752) opens the bridge of a self-propelled, semi-submersible submarine, that was interdicted in international waters off the coast of Central America, July 19, 2015. The Stratton's crew recovered more than six tons of cocaine from the 40-foot vessel. (U.S. Coast Guard photo by Petty Officer 2nd Class LaNola Stone)

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