eye on vi
Right Image Right Place Right Time
January 2019

INSIDE THIS ISSUE...

Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

Defense Media Awards season is in full swing

Staff reports

The 2018 Defense Media Awards season is in full swing, with a slate of improvements from last year.

According to Karen Nowowieski, the Defense Media Activity awards program manager, this is the third year of the revamped DMA-level awards program. The program is split into two main contests, the Defense Media Awards and Defense Media Merit Awards, both of which will be described below.

Nowowieski noted the Defense Visual Information Distribution Service (DVIDS) is still the required platform for all entries.

All products for submission to the awards programs must have been uploaded to DVIDS between Jan. 1, 2018 and 11:59 p.m. Dec. 31, 2018.

U.S. Army Col. Paul Haverstick, the acting director of Defense Media Activity, said, "This is my first time observing this program up close, and it's an honor for DMA to recognize the great work of our Public Affairs and Visual Information community throughout the Department of Defense and Coast Guard."

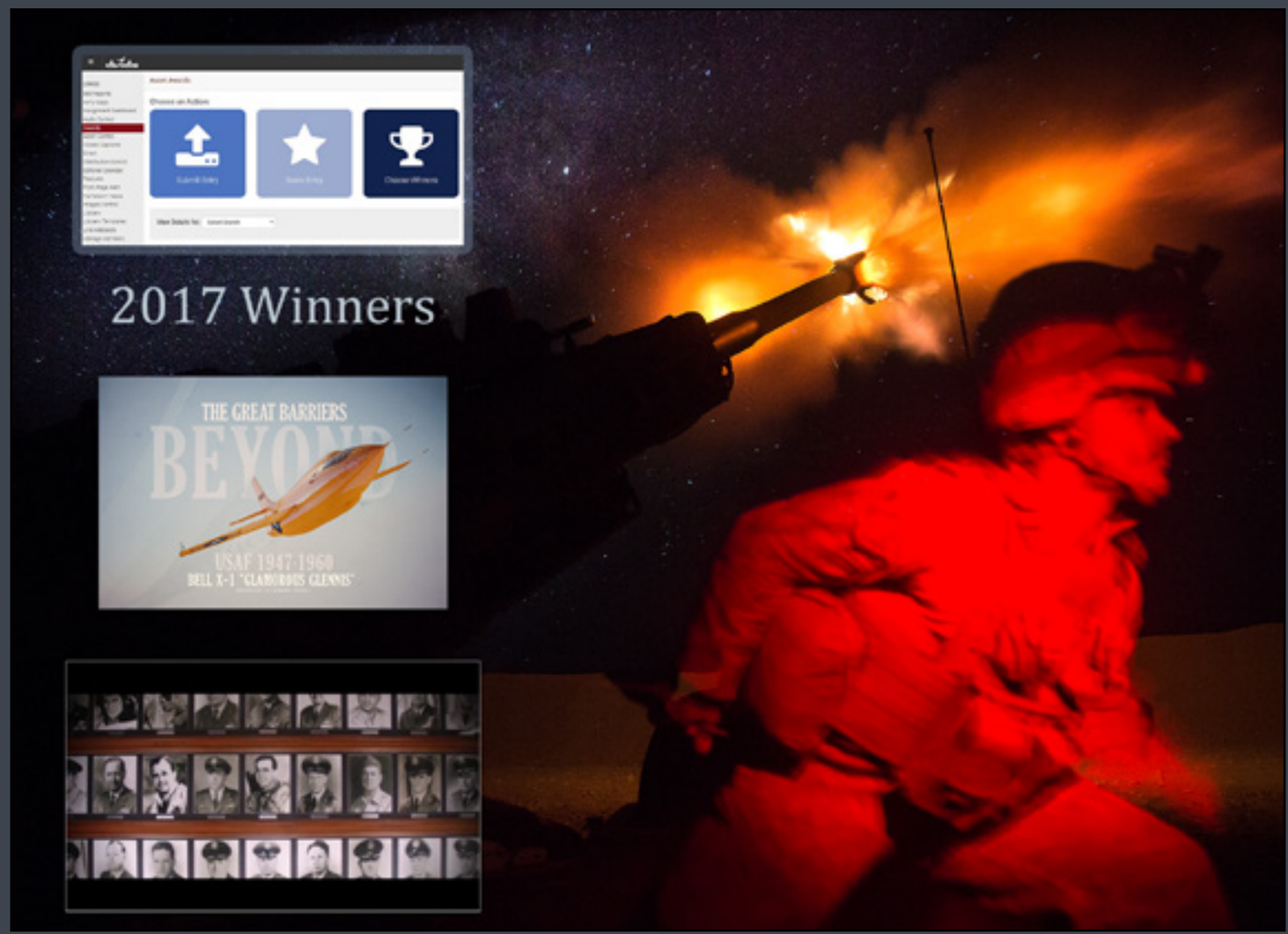
FOR MORE INFO

The Defense Media Awards page is at https://www.dma.mil/Services/Defense-Media-Awards/

Defense Media Awards

The Defense Media Awards program will only judge the "of the year" winners from each military service.

See AWARDS on Page 2



In this photo montage, the Defense Media Awards portal on DVIDS is seen at top left; the 2017 Digital Art of the Year at center left; a screengrab from the 2017 Short-form Production Video of the Year at bottom left; and the main image is the 2017 DoD News Photo of the Year. (Credits, counterclockwise from top left: DVIDS screen grab; Travis Burcham, Defense Media Activity; U.S. Air Force 4th Fighter Wing; U.S. Marine Corps Sgt. Matthew Callahan) (DoD photo illustration by Karen Tobin)

Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

AWARDS, from Page 1

Submissions are open through April 29, 2019. Eligibility for the Defense Media Awards includes, but is not limited to:

• No individual may enter the competition directly. Only one entry per category may be submitted from each of the following competitions:

• Air Force: Air Force Media Awards

• Army: Maj. Gen. Keith L. Ware Communications Awards

• Coast Guard: Chief Journalist Alex Haley Awards

• Marine Corps: HQMC Communication Directorate (CD), Visual Information and Excellence in Communication (VIEC) Awards

• Navy: Russell Egnor Navy Media Awards

• Defense agencies, DoD field activities, combatant commands, joint task forces: Defense Media Merit Awards (DMMA) sponsored by the Defense Media Activity

• Products entering the competition must be the work of active-duty, Reserve, and National Guard members of the Armed Services, and U.S. Coast Guard members as well as U.S. government civilian employees with the photographer, journalist, photojournalist, videographer, broadcast journalist, graphic artist, mass communication specialist, public affairs specialist or equivalent occupation specialty.

• Note: Products produced by military and civilian personnel assigned to "Stars and Stripes" newspapers are not eligible to participate.

All non-appropriated fund (NAF) products and NAF personnel are also ineligible. Products created by government contractor employees are not authorized to compete.

In this screenshot from video, from left, judges Jinne Hassan, Tim Oliver and Christina Abunassar review and discuss graphics entered in the 2017 Defense Media Awards at Fort Meade, Maryland, April 17, 2018. (DoD screenshot photo)

Defense Media Merit Awards

DMA is also hosting the Defense Media Merit Awards (DMMA). Submissions are open through March 5, 2019. The following personnel can compete in the DMMA:

• U.S. government civilian employees assigned to combatant commands, joint task forces, defense agencies and DoD field activities, including the Defense Media Activity.

• Teams composed of military members, U.S. government employees, or any combination thereof assigned to combatant commands, joint task forces, defense agencies, and DoD field activities, including the Defense Media Activity.

• National Guard Joint Force Headquarters staff members.

• Service members assigned to DMA (see guidance for details).

• Active-duty and Reserve military members assigned to combatant commands, joint task forces, defense agencies and DoD field activities.

• Army and Air National Guard members assigned to combatant commands, joint task forces, defense agencies and DoD field activities enter their individual work products through the National Guard Bureau.

• Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty, in a Reserve or National Guard status, or during DoD civilian employment.

Defense Visual Information employees Lee Thomas and Thomas Ruyle also worked with the awards program to clarify matters of policy, captions and metadata, and ethics standards.

DVIDS Director Scott Betts noted improvements to the process for reviewing entries and ensuring standards were met. "(We gave) further training and access to the branch reps to give more responsibility and control at the apex level," Betts said via email.

The Defense Media Awards program is described in detail at https://www.dma.mil/Services/Defense-Media-Awards/, with complete contest guidance available for download as a PDF.

The page also contains frequently asked questions and a list of 2017 winners.

Guidance on the DMMA program will also be found in the Media Contest Rules list on the Defense Media Awards page.

The DVIDS Awards submission page is at https://cms.dvidshub.net/awards.

Disclaimer: The appearance of hyperlinks does not constitute endorsement by the Department of Defense of the Web site or the information, products, or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the Department of Defense does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD publication.

Enterprise Multimedia Center supports all DoD

By Lyna Tucker
Producer-Director
EMC Fort Eustis

The Enterprise Multimedia Center (EMC) Fort Eustis, Virginia, is the Army's premier enterprise for visual information (VI), to include photography, print, web design, fabrication, graphics, and television and video support.

Led by EMC Visual Information Manager Don Reeves, the EMC is poised to serve all military Services, the Department of Defense (DoD) and agencies throughout the Federal Government.

"The EMC is a one-stop shop for visual information. We have some of the best technology and talent available to serve not only the Army, but our sister Services and the rest of the Federal Government," Reeves said.

The EMC boasts a 1,400-square foot television studio and fully complemented control room to equal any network studio. EMC's award-winning producers, directors, writers, and videographers

See EMC on Page 4

ARTICLES OF INTEREST

Free Flickr accounts slashed to 1,000 pictures; the rest will be deleted
https://arstechnica.com/gaming/2018/11/free-flickr-accounts-slashed-to-1000-pictures-the-rest-will-be-deleted/?fbclid=IwAR1y1_PX2Sl1dpLCvzpck2z2xmRZMWUzF00HXIujovOoNm34N-gax1C0kiE

Shooters: The U.S. Army Special Photographic Office in Vietnam, 1962-74
http://vvaveteran.org/38-6/38-6_daspo.html

Facial Recognition Software is Helping Identify Unknown Figures in Civil War Photographs
https://www.smithsonianmag.com/smart-news/facial-recognition-software-helping-identify-unknown-figures-civil-war-photographs-180970863/

CALENDAR

February 2019	Call for portfolios/applications for DoD Visual Storytelling Workshop	Will be announced via DIMOC
March 26, 2019	Visual Information Editorial Board meeting	Fort Meade (DMA HQ)
April 23, 2019	DVI Steering Committee meeting	Fort Meade (DMA HQ)
April 29, 2019	Deadline for Defense Media Award submissions	*via DVIDS*
June 2019 (TBD)	DoD Visual Storytelling Workshop	Charleston, SC

DIMOC wants to preserve your historical media

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

Regardless of the media's 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.

For more information on submitting imagery to DIMOC, go to http://www.dimoc.mil/Submit-DoD-VI/Preparing-Physical-legacy-VI/. Once you have inventoried your physical imagery, contact our archivists at DIMOC-Archivists@mail.mil.

EYE ON VI SUBMISSIONS

If you have a story or idea you think should be included, please email us your content. All story submissions must follow these standards: 1) Typed in Microsoft Word; 2) All images must be in the original JPEG format, submitted separately from the Word document, with required caption, attribution and metadata; 3) No more than 350 words.

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

DIMOC on the web
www.dimoc.mil

DIMOC on Facebook
www.facebook.com/DoD.Imagery

Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

EMC, from Page 3

— using the latest in 4K video and drone capabilities — travel throughout the nation producing high-quality, award-winning products.

"We've got an amazing facility and it's an exciting place to work. We produce everything from single concept videos to multiple videos. For example, we're producing over 250 exercise videos for the Center for Initial Military Training as they roll out the new Army Field Manual 7-22 and Army Combat Fitness Test," said EMC Producer-Director Robert Stephens.

The photography department provides support for the entire region east of the Mississippi, each year delivering more than 4,000 Department of the Army (DA) photos and up to 500 command photos. The team also covers up to 100 events annually, both locally and as far as Rock Island, Illinois.

The print center is equipped with the most advanced technology in the industry and each year processes up to 5,000 customer orders and produces over 60,000 pop-up targets used in training for units such as Army Special Forces and U.S. Navy SEALs.

The graphics department is equally busy, designing and producing upwards of 5,000 high-end graphics annually, from command boards to wall murals for the U.S. Army Transportation Museum and the Navy SEALs fitness center at Joint Base Little Creek-Fort Story, Virginia.

For training and graphic aids or design and installation services, the fabrication department is the go-to shop.

The department's highly skilled craftsmen and designers provide framing, painting, sheet metal, machining, woodworking, and welding services as well as 3-D printing.

"When a need arises in a unit, they bring their requirements and we make it a reality," said Ron Houston, EMC fabrication department lead.

Learn more about how the EMC supports the warfighter and the Army and DOD's mission at www.emc.army.mil.

Above: EMC Producer-Director Robert Stephens checks a scene through the camera eyepiece at Fort Eustis, Virginia, Oct. 17, 2014. Stephens was working on a production for the U.S. Army Safety Center at Fort Rucker, Alabama.

Right: EMC Videographer and FAA-licensed Drone Operator Dominic Davis captures footage during filming of the U.S. Army Surgeon General's Performance Triad campaign at Fort Eustis, Virginia, Oct. 17, 2014. The campaign was a comprehensive project involving every EMC department, including graphics and print for signs, banners and toolboxes; fabrication for installations; and production of more than 60 videos. (U.S. Army photos by Chris Thompson)

INSIDE THIS ISSUE...
Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

Longtime DVI figure Lee Thomas retires

Staff Reports

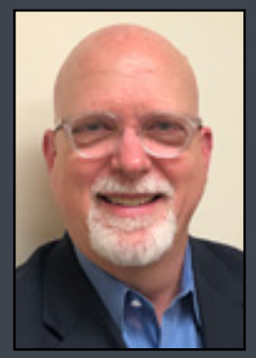
Lee Thomas, the Defense Visual Information (DVI) chief of policy and programs, and a leading institutional expert on all things Visual Information, retired from civilian service Jan. 31.

Before starting his civilian career at DVI, Thomas completed a 30-year Air Force career, where all but six years were in jobs related to VI. "Looking back, I guess I was a founding member of the 'Visual Information mafia,'" Thomas said.

"For example, as a Captain on the Air Staff in 1987, I got to play a role in changing the term "audiovisual" to Visual Information. I was also a member of the multi-service working group that created the Joint Combat Camera Center (JCCC) and the DVI team that conceived the VIRIN we use today."

After receiving his commission in 1980, Thomas's first assignment was to the Headquarters Aerospace Audiovisual Service. His final assignment was to DVI as the Director. "During my military service I gained a lot of expertise and passion for the VI mission," Thomas said.

"After the Air Staff, they sent me for a graduate degree in Mass Communication where I completed a research thesis on the impact of new media technology. I used that analysis and research expertise to lead a school-wide transformation when I was the DINFOS Deputy Commandant a few years later. At the National War College, I studied information power and national security. All that education and experience helped me during my time as a Colonel. For example, I was part of a senior officer PA and VI assessment team brought by Gen. (David) Petraeus to Iraq to recommend actions to remove barriers to effective communication. Also, as DVI Director, I led a world-wide VI workshop focused on the information power of VI that was attended by more than 450 people from across the Department and eight allied nations."


Thomas

After retiring in 2010, Thomas began his civilian career back at DVI.

"It wasn't my original intention to return to DVI, but I'm very grateful I did," Thomas said.

"I wanted a job where I could play a key supporting role. At DVI, I was able to make a lasting difference in strategic areas like policy, doctrine and governance.

As he prepares to leave federal service, Thomas stressed the need for thinking strategically about VI. He sees the establishment of information as a joint function as a huge opportunity and challenge for VI.

"We're part of a joint force doing battle in the information space. We need to be extremely agile. If we can't do that, we run the risk of becoming irrelevant," he said. "We need all the VI experts to be looking at the big picture."

After leaving DVI for his second and final time, he plans to pursue a third master's degree, focus on his off-duty passion for fingerstyle guitar composing, and spend more time with Clarissa, his wife of 42 years.

Ask DVI: Customer seeks hard copies of command newspaper

By Mark E. Martin

DVI Customer Service Center

This month's FAQ refers to a request from a military service member's family as to how to locate printed copies of a command newspaper with information about their recently graduated service member.

QUESTION: "I was wondering if you would be able to send me a copy of the base newspaper printed on December 14th, 2018.

My son is a Marine and he graduated on that day. I was not able to find any of your publications anywhere."

ANSWER: The Defense Visual Information Customer Service Center (DVICS) provided both the base and local newspaper publishers' contact and website information for the family member.

While many military publications are electronically posted to the DVIDS website, hard copies (if printed) are only available from the publisher or installation public affairs office.

Most military publications are now hosted on the DVIDS publication page located at https://www.dvidshub.net/publication.

If your unit or installation publication is not currently posted to DVIDS, you can establish an account at https://www.dvidshub.net/, and set up a new publication page under Publications Control.

If you need assistance, please contact DVICS by phone toll-free at 1-888-743-4662, or by email at dvicustomerservice@defense.gov, or via the customer service form on the DIMOC website at https://www.dimoc.mil/Customer-Service/Contact-Us/.

In each issue of Eye on VI, the DVI Customer Service Center will highlight a frequently asked question or topic.

Let us know if you have a subject you'd like us to cover by sending an email to dvicustomerservice@defense.gov and include 'Eye on VI' in your subject line.

INSIDE THIS ISSUE...
Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

INSIDE THIS ISSUE...
Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

Visual Information Editorial Board to convene March 26 at DMA

Staff reports

The Visual Information Editorial Board (VIEB) will meet March 26 at Defense Media Activity Headquarters, Fort Meade, Maryland.

Visual information representatives with each of the military services will discuss matters of written style, preparation and submission of VI, and suggested updates to the Visual Information Style Guide (VISG). Other agenda items include:

- Updates on upcoming DMA and DVI reorganization.
- Consideration of several redesign proposals for the 2019 edition, with a focus on more illustrations and examples of proper VI procedures.

The VIEB, which meets twice a year, allows VI specialists and leaders to address problems and concerns affecting VI operations and procedures throughout the Department of Defense and Coast Guard.

If you have items for discussion in the VIEB, please contact DVI Lead Writer-Editor Thomas Ruyle at 301-222-6209, or thomas.m.ruyle.civ@mail.mil.

VI POLICY UPDATES

RECENTLY COMPLETED:

Joint Publication 3-0 "Joint Operations" incorporating Change 1, 22 October 2018

- This publication is the keystone military doctrine document of the joint operations series. It provides guidance to joint force Commanders (JFCs) and their subordinates to plan, execute, and assess joint military operations.
- Change 1 incorporates the newly established "Information" as a joint function. Joint functions are related capabilities and activities grouped together to help JFCs integrate, synchronize, and direct joint operations.
- The information function encompasses the management and application of information and its deliberate integration with other joint functions to change or maintain perceptions, attitudes, and other elements that drive desired behaviors and to support human and automated decision making.
- Combat Camera and Public Affairs are now cited as Joint Force capabilities and activities for leveraging information power.

"Imagery is one of the most powerful tools available for informing internal and domestic audiences and for influencing foreign audiences." [page III-25, para 3.d.(8)]

IN PROCESS:

Joint Publication 3-61, "Public Affairs"

(Currently in Request for Feedback (RFF) stage)

This document was included in the CY 2018 Joint Doctrine Formal Assessment.

- RFF Released: July 2018
- RFF Phase Completion: January 2019

Comprehensive new Public Affairs Issuance: **DoDI 5410.19**: (in Pre-Signature stage).

This instruction is composed of four volumes, each with a specific purpose.

- **Volume 1,** "DoD Community Outreach Activities: Policy Overview and Evaluation Procedures."

This volume includes policy on the commercial use of visual information.

- **Volume 2**, "DoD Community Outreach Activities: OSD Outreach Programs,

Speaking Engagements, and Support to Non-DoD Organizations"

- Volume 3, "DoD Community Outreach: Honors to National Symbols; Annual Patriotic and Military Observances"
- Volume 4, "DoD Community Outreach: Ceremonial and Aerial Demonstration Support"

UNDER DEVELOPMENT:

Full revision of **DoDI 5040.02 "Visual Information"** (in initial review stage).

- Adds new policy on the use of personal cameras.
- Adds new section on required VI documentation.
- Adds new section on VI as public information.
- Incorporates and cancels DoDI 5040.07 "VI Productions.

VI POLICY REFERENCES

Looking for Visual Information or Public Affairs-related policy documents?

DIMOC has established a library for DoD references at http://www.dimoc.mil/References/DoD-VI-References/, and service-specific references at http://www.dimoc.mil/References/Service-VI-References/

DINFOS TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNTIES

Content Management Course
(4 weeks) 16 students
Class 020 - 11 Apr - 10 May 2019
Class 030 - 3 Jun - 8 Jul 2019

Visual Information Management Course
(2 weeks) 24 students
Class 020 - 28 Jan - 8 Feb 2019
Class 030 - 15 Jul - 26 Jul 2019

Intermediate Photojournalism Course
(8 weeks) 18 students
Class 010 - 8 Jan - 7 Mar 2019
Class 020 - 13 Mar - 9 May 2019
Class 030 - 13 May - 17 Jul 2019

Digital Multimedia Course
(7 weeks) 24 students
Class 020 - 2 Apr - 23 May 2019
Class 030 - 11 Jul - 28 Aug 2019

Combat Camera Leadership Course
(2 weeks) 24 students
Class 010 - 6 May - 17 May 2019

Public Affairs Qualification Course
(9 weeks) 75 students
Class 030 - 19 Mar - 23 May 2019
Class 040 - 10 Jul - 12 Sep 2019

Intermediate Videography Course
(3 weeks) 8 students
Class 010 - 7 Nov - 14 Dec 2018

U.S. Marine Corps Staff Sgt. Perea, left, and Harris, right, sit with another combat photographer in Korea following the end of hostilities in the Korean War in 1953. (DoD photo)

Class 020 - 11 Jan - 15 Feb 2019
Class 030 - 4 Mar - 5 Apr 2019

Intermediate Public Affairs Specialist Course
(2 weeks) 24 students
Class 020 - 25 Mar - 5 Apr 2019
Class 030 - 6 May - 17 May 2019
Class 040 - 15 Jul - 26 Jul 2019

Joint Contingency Public Affairs Course
(2 weeks) 16 students
Class 010 - 18 Mar - 29 Mar 2019
Class 020 -8 Jul - 19 Jul 2019

Joint Intermediate Public Affairs Course
(5 weeks) 24 students
Class 020 - 13 May - 20 Jun 2019

Joint Senior Public Affairs Course
(2 weeks) 16 students
Class 010 - 28 Jan - 8 Feb 2019
Class 020 - 8 Apr - 19 Apr 2019
Class 030 - 9 Sep - 20 Sep 2019

Additional information available at:
http://www.dinfos.dma.mil/StudentInfo/CourseCatalog.aspx

INSIDE THIS ISSUE...

Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights

PHOTO HIGHLIGHTS

U.S. Soldiers with the 3rd Cavalry Regiment execute nighttime fire missions with an M777A2 howitzer during a gun raid mission with Iraqi Security Forces (ISF) in Iraq, Dec. 22, 2018. The gun raid was conducted in coordination with the ISF to destroy ISIS tunnels and caves in the Makhmour Mountains. (U.S. Army photo by Sgt. Edward Bates)

U.S. Marines with Kilo Company, Battalion Landing Team 3/1, 13th Marine Expeditionary Unit (MEU) fire their weapons during a deck shoot aboard the dock landing ship USS Rushmore (LSD 47) in the Arabian Sea Jan. 8, 2019. The Essex Amphibious Ready Group and the 13th MEU are deployed to the U.S. 5th fleet area of operations in support of naval operations to ensure maritime stability and security (U.S. Marine Corps photo by Cpl. Danny Gonzalez)

The Arleigh Burke-class guided-missile destroyer USS Donald Cook (DDG 75) transits the Bosphorus Strait Jan. 19, 2019. (U.S. Navy photo by Mass Communication Specialist 2nd Class Ford Williams)

A U.S. Air Force B-2 Spirit bomber deployed from Whiteman Air Force Base, Missouri, and F-22 Raptors with the Hawaii Air National Guard's 154th Wing fly near Joint Base Pearl Harbor-Hickam, Hawaii, during a interoperability training mission Jan. 15, 2019. (U.S. Air Force photo by Master Sgt. Russ Scalf)

INSIDE THIS ISSUE...
Home
Calendar
Army EMC supports DoD
Lee Thomas retires
Ask DVI
Policy/VISG Updates
DINFOS Training
Photo Highlights