

DINFOS to hail World War I photo pioneers

This article is the last of three in a series honoring 100 years of U.S. military Visual Information (VI)

*By Lee Thomas
Chief, VI Policy and Programs, Defense Visual Information*

Previously in this series, we discussed how training and meticulous recordkeeping for U.S. military photography goes back 100 years to World War I.

In this final installment, we discover how bravery and sacrifice also goes back to those earliest days of military combat photography.

The Defense Information School (DINFOS) Hall of Heroes holds 129 engraved memorial placards. Each placard bears the name of a member of the U.S. military who died in combat or other operation while serving in a public affairs or visual information specialty.

The earliest plaques date to the Korean War, not because that's when the first communication specialist was killed in action, but because that's when casualties were first listed according to their occupation. But after research done for this series, two more names will be added to the Hall of Heroes, 100 years after they made the ultimate sacrifice.

Army Command Sgt. Maj. Montigo White, the command
See HEROES on Page 3



U.S. Army 2nd Lt. Francis B. Lowry, back seat, of Denver, Colorado, is seen in a French-built Salmson 2.A2 reconnaissance aircraft in 1918. Lowry served with the 91st Aero Squadron, and was killed when his aircraft was shot down Sept. 26, 1918. (U.S. Army photograph)



VI Style Guide to be redesigned in 2019

Staff Report

Defense Visual Information and members of the Visual Information Editorial Board are considering a redesign of the Visual Information Style Guide (VISG) in 2019.

The VISG, which has had the same general format since 2009, is due for an upgrade, said DVI Lead Writer-Editor Thomas Ruyle.

"It's time for a refresh," he said. "Some of the example photos in there are seven years old, and the overall design could stand a revision."

Ruyle also anticipates a moderate amount of content changes resulting from the upcoming revision of DoD Instruction 5040.02, which is expected in 2019.

"I don't see anything fundamentally different, but I think we're going to put a finer point on policy items relayed through the Guide," he said.

Several DVI employees and VIEB members will have input on the Guide, and Ruyle welcomes input from the field.

"I definitely want to hear from the folks who use the VISG. Feedback helps us make a better product," he said.

Send all feedback to dvicustomerservice@defense.gov, with 'VI



The Visual Information Style Guide and companion ePub are available for download at www.dimoc.mil.

Style Guide' in the subject line.

DVI also released the first version of the companion e-publication, or ePub, of the VISG in July.

The ePub is designed to be used on any mobile device with an e-reader app, and contains all of the information found in the classic version of the VISG.

Improvements to the ePub will be made with the next VISG edition.

Download the VISG and companion ePub at <http://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/>.

CALENDAR

October 23	DVI Steering Committee	Fort Meade (DMA)
October 24	Joint Combat Camera Planning Group	Fort Meade (DMA)
October 25	Public Web/AFPIMS Steering Committee	Fort Meade (DMA)
October 26	DVIDS Steering Committee	Meade (DINFOS 2129)
January 22, 2019	DVI Steering Committee	Pentagon

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.

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HEROES, from Page 1

sergeant major of DINFOS, said, "The military members names inscribed there are part of our history. We want to do whatever we can to honor their service and sacrifice."

As described in a Stars and Stripes article published Nov. 28, 1918, U.S. Army Signal Corps photographer 1st Lt. Ralph E. Estep was killed in action by a German high-explosive shell Nov. 7, less than a week before the war ended. Estep's camera recorded his final moments in life. Before the war, Estep was a photographer for the illustrated newspaper Leslie's Weekly. At the time of his death, he was on patrol with the 42nd Infantry 'Rainbow' Division near the German front lines in Sedan, France.



Estep

U.S. Army aerial photographer 2nd Lt. Francis B. Lowry was killed in action when a shell exploded directly underneath his plane while over German battle lines Sept. 26, 1918.

Lowry was posthumously awarded the Distinguished Service Cross and promoted to the rank of First Lieutenant by General John J. Pershing, the commander-in-chief of American Expeditionary Forces. The Denver native was later memorialized by the establishment of Lowry Field on Feb. 7, 1938.



Lowry

The Army Signal Corps photography school was relocated to Lowry Field later that year. In 1995, the Defense Visual Information



A montage of several of 1st Lt. Ralph E. Estep's final photos, taken in the moments before he was killed in action Nov. 7, 1918, near Sedan, France. (U.S. Army photos by 1st Lt. Ralph E. Estep)

School at Lowry Air Force Base was merged into the new Defense Information School at Fort Meade, Maryland.

When the historic facts surrounding the combat deaths of Lowry and Estep were shared with the DINFOS command group, Command Sgt. Maj. White responded that 1st Lt. Ralph E. Estep and 1st Lt. Francis Lowry would be inducted into the DINFOS Hall of Heroes. The ceremony is planned sometime in November to mark the 100th anniversary of the first documented combat deaths of military communication specialists.

Command Sgt. Maj. White said DINFOS will publish a book with student-written biogra-

phies of each Hall of Heroes honoree. A copy of the book will be placed in the hall.

For more information:

<https://shootingthegreatwar.blogspot.com/2015/11/lest-we-forget-final-pictures-of-lt.html>

http://www.lowryfoundation.org/lowry-afb/people_francis_lowry.htm

https://www.lowryfoundation.org/lowry-afb/school_photo.htm

Right: A Stars and Stripes article from Nov. 28, 1918, describes 1st Lt. Ralph E. Estep's final moments on the battlefield near Sedan, France. (Stars and Stripes clipping)

CAMERA MAN KILLED, PLATES GIVE UP TALE

Lieut. Estep Photographs Hill Which Quickly Becomes His Grave

DIES IN SIGHT OF SEDAN
Pictures Reveal Drama of Bursting Shells and Crawling Men Above Deadly Valley

In the dark room of a photographic laboratory near Paris this week two sensitized gelatine plates gave up the secret of the last minutes of Lieut. Ralph Estep, who was killed within sight of Sedan after he had faced death almost daily for three months so that millions of people could see through the eye of his camera what modern war is like.

Gradually taking on lights and shadows, the two plates showed the crest of a barren hill with shells bursting and casting up great spouts of earth, and just beyond the crest a valley black with the shadows of late afternoon, a valley that holds Lieut. Estep's grave.

Lieut. Estep had snapped the photographs a few moments before another one of those big shells burst and left him lifeless at the side of his camera and plate pack. That was about 5 p.m. of November 7—three days before the last guns of the war were fired.

A dozen penciled lines in his notebook, titles for the dozen pictures he had taken just before he was killed, make complete the story that the last photographs tell. He had written titles for every plate by numbers, and Plates No. 1, 2, 3, 4 and 5 showed the platoon forming for the reconnaissance. Plate No. 6 pictured a "slight brush," the first sight of the enemy.

Writes: "Men Crawling"

The dramatic climax was shown in Plates 11 and 12, his last ones, and in his note book the record stands:

- 11.—Burst—Killed.
- 12.—Men crawling.

The pictures were all taken on a cloudy day and are full of shadows, with little contrast, and 11 shows only the edge of the hill and the huge funnel-shaped shell burst. The word "killed" probably referred to what he had seen happen to the men just ahead of him. Picture No. 12 shows another huge column of flying earth with a line of doughboys dimly silhouetted against the darkness of the valley.

The last writing on the page—the lieutenant's last words were simply: "Nov. 7—Pack 16." Lieutenant Estep had reloaded his camera just before he fell.

Lieut. Estep's death is only one of the casualties among the 100 Signal Corps officers and men who have been taking still and motion pictures of the fighting Americans. One other photographer was dangerously wounded and six others were wounded more or less seriously. Another camera man, who had been listed as killed, has just been accounted for as a prisoner of war through a postcard he mailed from a German prison camp, asking his buddy to send him his heavy sweater.



JCCC assists VI coordination after storms

Staff reports

The 2018 hurricane season brought a one-two punch from Hurricanes Florence and Michael in a three-week span. Various active-duty, reserve and National Guard forces were pressed into action, and the Joint Combat Camera Center coordinated the flow of visual information.

Combat Camera planners Matt Thomas and Steve Faulisi stayed busy throughout September and into October as forces moved into position to provide post-storm assistance.

Thomas and Faulisi worked with U.S. Northern Command (USNORTHCOM), based in Colorado Springs, to ensure all visual information from storm recovery efforts was getting to one place within DVIDS for public viewing and distribution.

While other departments and agencies also set up DVIDS feature pages, content was cross-tagged to appear on the NORTHCOM feature page as well.

However, Thomas said, getting all Public Affairs, Combat Camera and other visual information personnel to know the required tags was a challenge.

Among other things, the JCCC also provided daily customized reports on the feature page to USNORTHCOM, ensured all stakeholders were regularly briefed on visual information efforts, and coordinated with other federal and state agencies.

Thomas noted the JCCC's efforts in this



U.S. Air Force Staff Sgt. Colleen Curren, a structures journeyman with the 202nd Rapid Engineer Deployable Heavy Operational Repair Squadron Engineers (RED HORSE), chainsaws through a fallen tree on Debi Road in the Bayou George area of Panama City, Florida, Oct. 14, 2018, after Hurricane Michael. (U.S. Air National Guard photo by Staff Sgt. Carlynnne DeVine)

year's storms was greatly aided by the lessons learned from Hurricane Maria, which devastated Puerto Rico in September 2017. For example, Requests For Forces (RFFs) were in place well ahead of this year's hurricane season.

"From the Joint Combat Camera Center's perspective, the Department of Defense's (DoD) VI support to civil authorities during Hurricane Florence was very effective and organized; particularly deployment and control of PA, VI and COMCAM personnel. Throughout the storm response, the DoD's

level of communication was timely and robust. Military services such as the Air Force were responsive and remained engaged," Thomas said in an email.

JCCC Deputy Director Heather Norris observed that quality content is still a challenge, and that units should be very selective in what is uploaded.

The JCCC is conducting an after-action review for both storms, and they will provide recommendations for further improvements to quick-response visual information preparations.

DINFOS, DVI to team up on videos

Staff report

Defense Visual Information and the Defense Information School are in the early stages of collaboration on a series of short training videos covering Visual Information basics.

The two-to-five-minute 'snackable' videos will cover a variety of procedures all DoD Visual Information specialists should know. The videos will be aimed toward DINFOS students as well as those reclassifying to a VI-related military specialty and those assigned VI-related collateral duties.

DVI and DINFOS are starting the series with three videos covering the basics of captioning and metadata, VI ethics, and the proper use of a VIRIN and VISION ID.

Once the videos are completed, they will be available for use in DINFOS classrooms as well as on the DIMOC homepage at www.dimoc.mil.

DMA digitization efforts to expand in 2019

By Thomas M. Ruyle
DVI Lead Writer-Editor

A new digitization contract valued at \$25 million over five years was awarded to the University of Southern California (USC) Libraries' Digital Repository Sept. 20, 2018, by Defense Media Activity (DMA) and Defense Media Activity (DMA).

The new contract will follow the previous five-year contract, which expires in February 2019.

USC has a long history as a pioneer of digitizing legacy physical media, and has developed processes for restoring degraded films and tapes for digital preservation.

DMA has placed an order of nearly \$4 million against the \$25 million cap. The initial order will digitize a variety of still, video and audio media.

According to Defense Imagery Management Operations Center (DIMOC) Lead Archivist Julia Hickey, the contract could produce up to 500,000 digitized as-

sets per year, which is the entire capacity of the previous contract. The USC Libraries, which are home to the USC Digital Repository and the USC Digital Library, can also digitize a much wider variety of legacy media formats.

According to DIMOC Director Barbara Burfeind, the increased capabilities will preserve aging assets much more quickly.

"Without this effort, DoD would risk losing historic VI on various formats due to the deterioration of the physical media, and the lack of playback equipment. Very little of this imagery would ever be viewed without this effort to digitize the physical media," Burfeind said.

Burfeind also credited the DIMOC Records Center in Riverside, California, with recognizing the need for increased digitization capabilities.

"Our VI Records Center team has worked diligently to apply what we've learned about digitization and increase our throughput with this new contract," she said.



Sam Gustman, an associate dean at the USC Libraries and executive director of the USC Digital Repository, briefs staff members with the Defense Visual Information Records Center during a tour Oct. 17, 2018, in Los Angeles. (DoD photo by Steve McGill)

Ask DVI: Can I request photos be taken off DVIDS or other archives?

By Mark E. Martin
DVI Customer Service Center

Starting with this issue of Eye on VI, the DVI Customer Service Center (DVICS) will address a trending customer service question. This month's question deals with several recent requests by current and former Department of Defense (DoD) civilian and military members to have their image(s) removed from DVIDS and other government websites.

QUESTION: Is there any DoD or Federal policy pro-

hibiting photography, or using official photos, of uniformed or civilian DoD employees on government websites? Can a DoD employee decline to appear on camera?

ANSWER: No, DoD employees – military or civilian – have no expectation of privacy rights when photographed in the course of their official duties. As such, a current or former military/government employee does not have any legal privacy basis to request a photo be removed from a DoD website. Refer to DoDI 5040.07,

Enclosure 4, and Title 44, U.S. Code, Sections 3101 and 3102.

All DVI customer service issues can be directed to the DVI Service Center by phone toll-free at 1-888-743-4662, by email at dvicustomerservice@defense.gov, or via the DIMOC website at www.dimoc.mil under the Customer Service tab.

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



VI POLICY UPDATES

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
- Expected Completion: January 2019

Comprehensive new Public Affairs Issuance: **DoDI 5410.19**: (Now in Pre-Signature stage; Pre-coordination stage complete)

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

Reissues and Cancels:

- DoD Instruction 5410.19, "Public Affairs Community Relations Policy Implementation," November 13, 2001

Incorporates and Cancels:

- DoD Instruction 5410.20, "Public Affairs Relations With For-Profit Businesses and Business Industry Organizations," September 29, 2016
- DoD Directive 5410.18, "Public Affairs Community Relations Policy," November 20, 2001

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

- Provides guidance for addressing requests concerning visual information (VI) materials and VI opportunities; and handling requests to use DoD VI for commercial purposes
- Provides guidance when requesting DoD aviation and non-aviation support for public events.
- Establishes policy and prescribes guidelines for determining whether an event should be

considered eligible for DoD support as a community outreach activity.

Volume 2, "DoD Community Outreach Activities: OSD Outreach Programs, Speaking Engagements, and Support to Non-DoD Organizations"

- Prescribes guidelines for outreach to and support for non-DoD organizations.
- Establishes policy and prescribes procedures and requirements for designating national military associations pursuant to Section 2558 of Title 10, United States Code (U.S.C.).
- Establishes policy and prescribes procedures for conducting Secretary of Defense outreach programs and DoD speaking engagements.

Volume 3, "DoD Community Outreach: Honors to National Symbols; Annual Patriotic and Military Observances"

- Establishes policy and general implementation guidelines for Service members in uniform rendering appropriate honors to national symbols when officially supporting public events.
- Defines annual patriotic observances in the community to receive maximum military support, and establishes policy and implementation guidelines for official military ceremonial support for these patriotic observances.
- Prescribes guidance for supporting national and foreign country commemorations and Military Department birthdays.

Volume 4, "DoD Community Outreach: Ceremonial and Aerial Demonstration Support"

- Establishes policy and provides implementation guidance for official musical units, cere-

monial units, Service exhibits, official Service member formations, and aerial demonstrations in support of community outreach activities both in the continental United States (CONUS) and outside the continental United States (OCONUS).

- Establishes policy and prescribes guidance for military academy musical, ceremonial, and aerial demonstration units.
- Establishes policy and prescribes procedures and requirements for military musicians performing in an official capacity and for the implementation of accepting unsolicited gifts for the benefit of military musical units in accordance with Section 974(d) of Title 10, United States Code (U.S.C.).
- Prescribes standardized procedures to determine if an event is eligible for military musical or aerial support as a community outreach activity.
- Prescribes guidance for National Guard bands that support community outreach activities on behalf of the DoD versus exclusive governor-directed State outreach activities.
- Prescribes guidance for aerial demonstrations performed by the Military Departments in support of community outreach activities.

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 OPPORTUNITIES

Broadcast Management Course

(2 weeks) 12 students

Class 010 - 2 Dec - 18 Dec 2018

Content Management Course

(4 weeks) 16 students

Class 010 - 15 Oct - 15 Nov 2018

Class 020 - 11 Apr - 10 May 2019

Visual Information Management Course

(2 weeks) 24 students

Class 010 - 28 Oct - 09 Nov 2018

Class 020 - 28 Jan - 8 Feb 2019

Intermediate Photojournalism Course

(8 weeks) 18 students

Class 050 - 3 Sep - 27 Nov 2018

Class 010 - 8 Jan - 7 Mar 2019

Digital Multimedia Course

(7 weeks) 24 students

Class 010 - 23 Jan - 14 Mar 2019

Class 020 - 2 Apr - 23 May 2019

Combat Camera Leadership Course

(2 weeks) 24 students

Class 010 - 5 May - 17 May 2019

Public Affairs Qualification Course

(9 weeks) 60 students

Class 020 - 8 Jan - 15 Mar 2019

Class 030 - 19 Mar - 23 May 2019



From the Defense Visual Information Archives: U.S. Army officers serve drinks to enlisted Soldiers assigned to the Intelligence Branch, 849th Signal Intelligence Service (SIS) during the enlisted men's open house in Italy Dec. 24, 1944. The 849th SIS was deployed to the Mediterranean and North African theaters of operation during and after World War II, between 1942 and 1946. (U.S. Air Force photo)

Intermediate Videography Course

(3 weeks) 8 students

Class 010 - 7 Nov - 14 Dec 2018

Class 020 - 11 Jan - 15 Feb 2019

Class 030 - 4 Mar - 5 Apr 2019

Class 020 - 7 Jul - 19 Jul 2019

Joint Intermediate Public Affairs Course

(5 weeks) 24 students

Class 020 - 12 May - 20 Jun 2019

Intermediate Public Affairs Specialist Course

(2 weeks) 24 students

Class 010 - 6 Jan - 18 Jan 2019

Class 020 - 24 Mar - 5 Apr 2019

Joint Senior Public Affairs Course

(2 weeks) 16 students

Class 010 - 27 Jan - 8 Feb 2019

Class 020 - 7 Apr - 19 Apr 2019

Joint Contingency Public Affairs Course

(2 weeks) 16 students

Class 010 - 17 Mar - 29 Mar 2019

Additional information available at:

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

PHOTO HIGHLIGHTS



U.S. Marines assigned to Aircraft Rescue and Firefighting (ARFF) with Headquarters and Headquarters Squadron conduct fire containment drills at Marine Corps Air Station Iwakuni, Japan, Oct. 12, 2018. (U.S. Marine Corps photo by Cpl. Andrew Jones)



U.S. Air Force Staff Sgt. Kori Myers, a loadmaster with the 418th Flight Test Squadron, waves an American flag out of the back of a C-17 Globemaster III during the beginning of Game 3 of the National League Championship Series between the L.A. Dodgers and Milwaukee Brewers in Los Angeles Oct. 15, 2018. The 412th Test Wing at Edwards Air Force Base, California, provided the C-17 for the ceremonial flyover. (U.S. Air Force photo by Kyle Larson)



U.S. Coast Guardsmen with Shallow-Water Response Boat Team 3 help people and their pets stranded by floodwater caused by Hurricane Florence near Riegelwood, North Carolina, Sept. 16, 2018. (U.S. Coast Guard photo by Petty Officer 2nd Class Loumania Stewart)



In this timelapse photo, a U.S. Soldier with the 10th Mountain Division sets off a signal flare during a platoon Situational Training Exercise (STX) at a range in Arta, Djibouti, Aug. 27, 2018. The STX is a scenario driven, mission-oriented exercise designed to form a realistic scenario of a military operation. (U.S. Air Force photo by Senior Airman Haley D. Phillips)

