

JANUARY 2017



Awards Program Underway

by Julie Briggs
Defense Media Activity

FORT GEORGE G. MEADE, Md. – Visual information and public affairs personnel are preparing entries for their military service’s media contest with the aim of earning a top spot for their service and entry to the Defense Media Awards competition in April.

The Defense Media Awards replaces the Thomas Jefferson, Visual Information and Visual Information Production – the TJ, VIAP and VIPA – awards programs this year. There are two significant changes from last year’s awards programs: entrants must first win their service competition, and products are entered through the Defense Video Imagery Distribution

System, or DVIDS.

The Air Force, Army, Coast Guard and Navy completed their contest guidelines, as has the Defense Media Activity, which sponsors the Defense Media Merit Awards competition for civilian employees assigned to combatant commands, joint task forces, defense agencies and DoD field activities – including DMA – and their team-produced products. Military members assigned to defense agencies, DoD field activities, combatant commands and joint task forces enter their individual work products to their Service’s competition.

Unlike Coast Guardsmen, Sailors and Marines who enter

directly to their service competition, Airmen and Soldiers must first win in their major command’s competition to be considered at Air Force and Army levels, respectively. This means contests for Airmen and Soldiers begin as soon as January.

The Marine Corps will release its contest guidelines in early 2017.

While DVIDS is an established system, not all contestants have used it. Entrants must create an account and include their Vision ID number when doing so. They then must associate

CONTINUED ON PAGE 2, “Awards”

Above: Snow falls in Section 60 of Arlington National Cemetery, Jan. 7, 2017, in Arlington, Va. It was the first significant snowfall of the season. (U.S. Army photo by Rachel Larue)





CONTINUED FROM PAGE 1, "Awards"

themselves with their unit's page; if the unit does not have one, it must be created. Registering for an account and then associating the account with the unit is required for uploading to DVIDS.

Instructions for registering for DVIDS and creating unit pages may be found at the Defense Media Awards page at <http://www.dma.mil/Services/Defense-Media-Awards/>.

All audio, graphic, photo and video files must have a visual information record identification number, or VIRIN, associated with the product. Products must also be captioned according to the DoD Captioning Style Guide, which may also be found on the Defense Media Awards webpage.

Rules for the Air Force, Army, Coast Guard, Navy and DMMA competitions may be found on the Defense Media Awards webpage at <http://www.dma.mil/Services/Defense-Media-Awards/>.

2017 Inauguration Information

On Jan. 20, the Joint Task Force – National Capital Region (JTF-NCR), with more than 60 Joint Services visual information professionals will provide VI coverage to the 58th Presidential Inauguration through imagery. Visit the below for released content:

Website
<http://inauguralsupport.mdw.army.mil>

Feature Page
<https://www.dvidshub.net/feature/JTFNCR58>

Social Media
Facebook- <https://www.facebook.com/InaugurationJTFNCR/>
Twitter- http://www.twitter.com/MDW_USARMY
Instagram- http://www.instagram.com/mdw_usarmy/
Flickr- http://www.flickr.com/photos/mdw_events/collections/72157672219315722

DIMOC wants to preserve your Imagery!

If your unit, ship or organization has DoD-produced physical imagery that is 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 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 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: dma.dvi.dimoc@mail.mil
Phone: 301-222-6209

Brandon Spragins
Visual Information Specialist, DIMOC
Email: dma.dvi.dimoc@mail.mil
Phone: 301-222-6530

CALENDAR

Feb. 21	DVI Steering Committee	Pentagon Conf. Ctr.
March (TBD)	VI Editorial Board	Fort Meade
March 21-23	Joint Combat Comara Program Group (JCCPG)	Navy COMCAM, San Diego



Modern Military's Quandary: Personal Cameras on the Battlefield

by Lee Thomas
DVI, Chief, Policy and Programs

A tectonic shift in combat documentation recently landed military members and the Department of Defense in a policy no-man's land. The shift began around 2009, with the introduction of the GoPro HD Hero camera. What followed was a proliferation of affordable, small video cameras designed to record and post high-impact action videos on social media. In short order, a new genre of internet action video was born, generating viewership in the millions. Military members took notice and quickly adopted the use of personal cameras to document combat action.

A search of YouTube for "US+soldier+combat+video" returns more than 15 million results with such titles as, "US Soldiers in Afghanistan – Rare Combat Footage – Heavy Firefights," and "US Soldiers Kill Taliban in Afghanistan Shocking Footage." There are hundreds of YouTube channels specializing in the military combat genre. The public can now spend hours and even days viewing military action videos that often start with disclaimers like, "Contains Scenes of

Violence; Viewer Discretion Advised."

Then the inevitable happened. Commercial media producers began to notice the popularity of these military reality videos with gut-wrenching drama and action.

They decided it would be great to weave free military action videos from the front lines into documentaries they could sell or license for a profit. Today, you can purchase documentaries like "Citizen Soldier," from Walmart, or watch "Taking Fire" on the Discovery Channel and "The Fighting Season" on DirectTV.

In a Marine Times article in November 2015, "Your war story wanted for a new 'Fighting Season,'" TV producer Ricky Schroder made a pitch for Marines to submit their action videos directly to his production company. According to David Evans, who handles documentaries and non-scripted entertainment requests for the Assistant to the Secretary of Defense for Public Affairs, Mr. Schroder even offered to pay up to \$100 a minute for military action video in an ad he placed in the Army Times.

For DoD Public Affairs, Visual Information, or Combat Camera professionals working in the Department of Defense, watching uncleared soldier video go straight from combat to YouTube to commercial sales is a huge misdirection of government information. We now find ourselves in that previously mentioned policy no-man's land somewhere between the operational security program, Federal ethics law, copyright law, and the First Amendment of the U.S. Constitution.

How can we move forward? What should we tell our troops about using personal cameras on the battlefield? What current DoD policies and Federal

laws inform the capture, release and commercial use of these videos? In an effort to help educate and inform DoD employees and service members on the requirements and risks of using personal cameras on the battlefield, what follows is a brief overview of policies and laws.

Q: "If a service member/employee is documenting military operations but was not tasked to do so, who owns the imagery?"

As a basic premise, the service member/employee who takes the photograph or video becomes the owner of the legal copyright interests (absent an official tasking, use of government cameras, or written order/agreement to the contrary). However, there are DoD policies and other legal principles that may limit or restrict this basic premise.

First and foremost, DoD personnel who capture mission-related imagery may NOT release this imagery to media outlets or other public forums, (including social media), without first obtaining a security review for clearance from the appropriate level of command. See [DoD Directive 5230.09](#) and ATSD(PA) memorandum, "Guidance for Use of Visual Information Captured by Department of Defense Personnel on Personal Equipment," dated November 8, 2016, for more information about this requirement. U.S. Coast Guard employees should consult [Coast Guard External Affairs Manual COMDTINST M5700.13](#); page 53; paragraph 4, "Official and Personal Imagery" for more information.

Secondly; (1) If the service member or employee uses government cameras/equipment, or (2) if the operations they are documenting

are connected to their official duties (regardless of who owns the equipment), or (3) the government employee is charged with creating imagery as part of their official duties and voluntarily uses their personal equipment to do so; that imagery is normally considered official United States Government federal records under Title 17, U.S.C (A "work of the United States Government" is a work prepared by an officer or employee of the United States Government as part of that person's official duties).

For example, the Naval Special Warfare command recently determined that approximately 20,000 images taken by a Navy training instructor using his personal camera with the intent of publishing a commercial book for sale were in fact all Navy VI Records.

Lastly, DoD personnel should always consult their local and component-level policies for specific guidance on photographing military operations. For example, military personnel deployed within the USCENTCOM Area of Responsibility were subject to GENERAL ORDER NUMBER 1C (GO-1C), dated 21 May 2013. GO-1C defines official and unofficial photographs and prohibits photographing certain specific scenes. It also requires a non-delegable approval from a commander in the grade of O-5 or higher before any non-government equipment can be used for official photographs or videos.

Q: "Does the service member have a right to sell this imagery?"

No, and doing so could result in Uniform Code of Military Justice or other legal action against the service member/

CONTINUED ON PAGE 4, "Battlefield"



CONTINUED FROM PAGE 3, "Battlefield"

employee. By selling imagery of military operations taken for ostensibly personal use, the service member/employee now becomes subject to laws and statutes dealing with ethics and commercial use. Federal law prohibits federal employees and military members from accepting any outside compensation for activities that pertain to the member's official duties.

Although such imagery may belong to the individual from an intellectual property standpoint, if that imagery pertains to the member's official duties, or was captured while conducting their other assigned official duties, they are prohibited by federal ethics laws from selling the imagery (or profiting in any other way, such as payment in kind). Furthermore, individuals depicted in the photographs and videos may legally sue the service member/employee for violating their rights of publicity (i.e., the right of an individual to control the commercial use of his or her name, image, likeness, or other unequivocal aspects of one's identity).

Q: "What advice would you give to military members who want to use their personal cameras to document the battlefield?"

Overall, the best guidance is to

use personal cameras only to document personal activities or when absolutely needed to document operational activities. Consult with your local and component-level policy for guidance/restrictions. Always submit your mission-related imagery for a security review for clearance from the appropriate level of command before releasing it to public forums (including social media), or to media outlets.



U.S. Navy Naval Aircrewman 3rd Class Gary Waltrip uses his cell phone to take a photograph of Mount Fuji during a re-enlistment ceremony aboard a C-12 Huron aircraft as part of a routine training flight around Mount Fuji, Japan, Oct. 2, 2012. (U.S. Navy photo by Mass Communication Specialist 3rd Class Kegan E. Kay)

DIMOC-Services Center Markets DVIDS 2016 Holiday Greetings

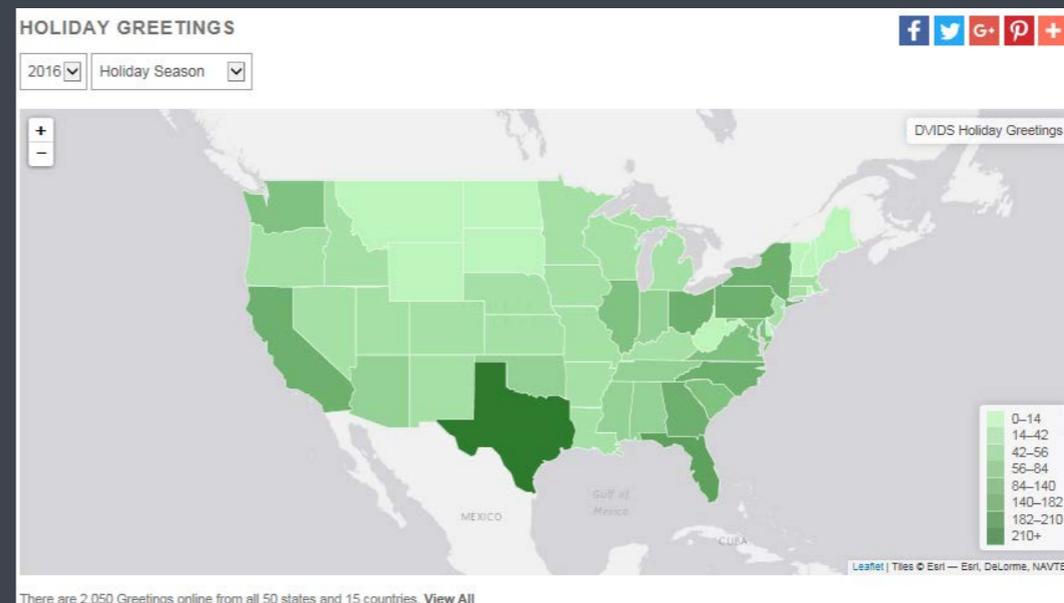
by Mark Martin
VI Services Center

The DIMOC Services Center at Tobyhanna Army Depot, Pennsylvania, has taken on a marketing role to improve the visibility of the DVIDS content, starting with the 2016 Holiday Greetings.

DVIDS "holiday shout out" content – an annual tradition throughout the Department – was marketed by DIMOC to television outlets across the nation as a way

to highlight local military members serving overseas during the holidays. By using the map on the DVIDS Holiday Greetings page, the Services Center team assembled lists of media outlets in each state using the CISION/VOCUS database, which is one of the DVIDS outreach tools, to create e-mail distribution lists and send out information on the greetings.

The distribution lists were used to bring attention to the stations in and around service members' home towns, and the outreach provided registration and download instructions on accessing these products from DVIDS. This outreach effort is the first of many DIMOC-Services Center efforts to increase the public visibility of the best DVIDS and Defense Media Activity products.



The DVIDS website [<https://www.dvidshub.net/>] highlights service members stationed around the world by consolidating their greetings within their home states on the on-line map. Holiday greetings are recorded by service members and uploaded to DVIDS. These greetings are made available to media outlets across the country to highlight service members doing their duty and being away from home and family during the holidays. DIMOC-SC developed marketing efforts to get the word out about these greetings.

VI UPDATES

VI POLICY

New Actions

The Office of the Secretary of Defense issued a guidance memorandum, dated Nov. 8, 2016, titled “Guidance for Use of Visual Information Captured by Department of Defense Personnel on Personal Equipment.”

The memo addresses security risks and procedures for handling and releasing VI captured by DoD personnel using their own personal cameras. The memo was necessitated by the activities of deployed personnel who recorded their mission activities and then released the imagery directly to media companies for the purpose of producing for-profit documentaries. The memo states that, “commanders at all levels should work to ensure that DoD personnel do not provide media outlets or other public forums, including social media, with any mission-related VI that has not been approved for release at a level deemed appropriate by the commander.” The memo is available at: <http://www.dimoc.mil/resources/dodMisc.html>

Reminder

DoD Instruction 5410.20, “Public Affairs Relations with For-Profit Businesses and Business Industry Organizations,” published Sept. 29, 2016, requires all DoD Component website VI galleries (including social media websites), regardless of domain, to prominently display the official DoD “Notice of Limitations.”

DoD Instruction 5410.20 is available for download here: <http://www.dtic.mil/whs/directives/corres/pdf/541020p.pdf>

Under development

DoD Instruction 5040.02, “Visual Information” (Full Revision) will incorporate the Change 1 to 5040.02 published in July 2016, along with relevant portions of DoDI 5040.07 “VI Productions” (which will then be rescinded).

DoD Captioning Style Guide Updates

The DoD Captioning Style Guide is undergoing another revision, with the next edition slated for March. Most of the updates will focus on clarifications regarding metadata fields and the entry of specific metadata.

DIMOC personnel have been working with corporate partners to build and test the long-awaited DoD Captioning Style Guide mobile app. A small focus group of DIMOC personnel and military photographers reviewed initial design and functionality diagrams in early December, and a larger group will be invited to beta-test the app in February or March.

The app will be available for phones and tablets using Apple or Android platforms, and the app’s information will reside on the device, allowing use in austere environments.

The DoD Captioning Style Guide is available online at http://www.dimoc.mil/documents/styleGuide/DoD_Captioning_Style_Guide.pdf
Get the word out, especially to the Public Affairs, Combat Camera and VI communities.

Questions, comments or feedback? Email DIMOC at dma.dvi.dimoc@mail.mil.

ARTICLES OF INTEREST

DINFOS Crisis Communication Prep

The Defense Information School (DINFOS) forges crisis communicators through realistic and relevant training to tackle the challenges of today and tomorrow. DINFOS revised the Public Affairs Qualification Course to include new scenarios, a mid-course operational exercise, additional practical exercises, updated and new lessons, and a new course sequence. #StrengthThroughTruth (U.S. Air Force video by Master Sgt. Nicholas Kurtz) <https://youtu.be/2ISDBdNSF1c>

Video Production in the Air Force

Powerful storytelling plus high-quality production value equals memorable and impactful communication! Watch as United States Air Force video production professionals give us an inside look at how they pull off some of their amazing visual artistry. At DINFOS, we’re proud to help teach foundational skills to professional communicators across the Department of Defense. <https://www.youtube.com/watch?v=j9E9Q6i7Cil>



DINFOS TRAINING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Broadcast Management Course

(2 weeks) 12 students

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 Feb - 17 Feb 2017

Class 020 - 3 Apr - 14 Apr 2017

Intermediate Photojournalism Course

(8 weeks) 18 students

Class 020 - 10 Mar - 5 May 2017

Class 030 - 15 May - 19 Jul 2017

Digital Multimedia Course

(7 weeks) 24 students

Class 020 - 1 Feb - 23 Mar 2017

Class 030 - 19 Apr - 8 Jun 2017

Intermediate Videography Course

(3 weeks) 8 students

Class 030 - 13 Feb - 21 Mar 2017

Class 040 - 27 Mar - 28 Apr 2017

Advanced Electronic Journalism Course

(4 weeks) 12 students

Class 020 - 15 Feb - 15 Mar 2017

Class 030 - 17 Apr - 12 May 2017

Intermediate Public Affairs Specialist Course

(2 weeks) 24 students

Class 020 - 20 Mar - 31 Mar 2017

Class 030 - 8 May - 19 May 2017

Joint Contingency Public Affairs Course

(2 weeks) 16 students

Class 010 - 20 Mar - 31 Mar 2017

Class 020 - 10 Jul - 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 020 - 5 Jun - 16 Jun 2017

Class 030 - 31 Jul - 11 Aug 2017

Public Affairs Qualification Course (PAQC)

(9 weeks) 60 students

Class 030 - 22 Mar - 23 May 2017

Class 040 - 17 Jul - 20 Sept 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. Marines with the 3rd Battalion, 5th Marine Regiment, 1st Marine Division load on to an MV-22 Osprey tiltrotor aircraft during Steel Knight 17 at Yuma, Ariz., Dec. 7, 2016. Steel Knight is an annual exercise led by the 1st Marine Division spanning the Western United States and California coast. (U.S. Marine Corps photo by Lance Cpl. Frank Cordoba)



The guided-missile destroyer USS Porter (DDG 78) is seen pier-side in Venice, Italy, Jan. 1, 2017. The Porter, forward-deployed to Rota, Spain, conducted naval operations in the U.S. 6th Fleet area of operations in support of U.S. national security interests in Europe. (U.S. Navy photo by Mass Communication Specialist Seaman Ford Williams)



A member of the U.S. Army Golden Knights demonstration team descends with the American flag during a jump into a military family organizational day hosted by the 82nd Combat Aviation Brigade at Fort Bragg, N.C., Nov. 22, 2016. (U.S. Army photo by Capt. Adan Cazarez)



Pearl Harbor survivors greet a child during the 75th Commemoration Event of the attacks on Dec. 7, 2016 at Pearl Harbor. The commemoration, co-hosted by the U.S. Military, the National Park Service and the State of Hawaii, provided veterans, family members, service members and the community a chance to honor the sacrifices made by those who were present Dec. 7, 1941, as well as throughout the Pacific theater. Since the attacks, the U.S. and Japan have enjoyed more than 70 years of continued peace, a cornerstone of security and prosperity in the Indo-Asia-Pacific region. (U.S. Navy photo by Petty Officer 2nd Class Laurie Dexter)