New Look for DVIDS
by Scott Betts
DVIDS Program Manager

You may have seen the new and much needed redesign of the Defense Video and Imagery Distribution System website rolled out in June. If not, what are you waiting for?

We have dropped the “widget-like” design and introduced a responsive modern design, focused on improving the interface and experience of all our registered members. With more than 275,000 members registered on the site, who search and download a variety of VI assets and stories about the U.S. military, it was important to streamline a design and user interface that accommodates their needs.

The new rejuvenated site features many improvements, and while it may look different, it maintains all the same functionality, processes and features. Most notably, we’ve implemented a responsive design on both the public site and the content management system (CMS). This change allows for a much-improved and efficient mobile experience. Your view will change based on the device you are using, putting the ability to upload, search and download content from the field in the palm of your hand. You may also notice a few user interface improvements when viewing assets in search. A user can now view assets in the traditional list view or a grid view for quick scans of content. Our video player has also been updated to automatically choose video resolution based on your available bandwidth, so no matter how slow your connection, you and your commander can review content in real time.

But we’re not done. In the coming months, as your DMA/DVIDS team continues to identify efficiencies, we will seek to make your job as VI and public affairs professionals more effective.

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Some of what we are currently developing includes; a social media scheduler integrated with our CMS to quickly post messages to Twitter and Facebook, a social reporting tool that will return metrics on all DVIDS content posted to numerous social networks, a social listening tool allowing a user to live track conversations on Twitter and an integrated editorial calendar with tasking tool to manage work assignments and projects from a one-stop-shop solution. We will also be working closely with DVI to improve our metadata fields to ensure that what flows through us is mapped correctly for storage in the DOD archive. We will also institute DVI’s controlled vocabulary that should dramatically improve our search results.

We are excited about what we’ve done and can’t wait to improve even more. Your feedback is helpful and extremely welcome. Please send all concerns and feedback to the DVIDS military team at dvidsmilitary@dvidshub.net.

**SUBMISSIONS**

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

TSgt Chris Bevins
NCOIC, DIMOC Plans and Operations
Email: christopher.m.bevins2.mil@mail.mil
Phone: 301-222-6535
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It is imperative to understand the importance and value of opportunities like the DoD Visual Storytelling Workshop. Opportunities like this help grow visual communicators into elite storytellers, which in turn, helps them better inform the public.

“We can’t simply publish photos because they’re cool or they look good,” said Master Sgt. Sauret. “We must produce images that serve a greater purpose. That purpose is conveyed through the power of story. A good story will always carry forth a message far and wide because as human beings we are wired to enjoy the human narrative. Stories become part of us. If we want to be better communicators and public informants of our military, then we need to start shaping our command messages through the power of storytelling.”

To view the stories from the 2016 DoD Visual Storytelling Workshop, visit:

Youtube: https://www.youtube.com/channel/UClrJwLZ5W2vKk4wH5xtZkAQ
Flickr: https://www.flickr.com/photos/143793332@N07/albums

Participants and faculty of the 2016 DoD Visual Storytelling Workshop pose for a group photo in Anchorage, Alaska on June 27, 2016. DoD military and civilian visual journalists spent several days honing their skills with industry professionals. (DoD photo illustration by Maureen Stewart)
VI UPDATES

VI POLICY

NEW ACTIONS
* Changes to DoDI 5040.02 “Visual Information” published 8 July 2016
  - Changes the VIRIN by adding a forth digit to the sequence field
    -- The first digit now indicates the sequence of scenes, locations, or assignments where a photographer or videographer produces content during a single day
    -- The next three digits indicate the approximate order each unit of media was acquired during the respective scene, location, or assignment
  - Changes the structure of a VIRIN to allow a DVIAN in place of VISION IDs in cases where:
    -- There is more than one contributor for a product (Use of a lead creator’s Vision ID is no longer authorized)
    -- A VI product cannot be attributed to a VI professional with a VISION ID (Use of the old “ZZ999” catch-all Vision ID is no longer authorized)
* DoDI 5040.02 “Visual Information” (Full Revision)
  - Multi-Service working group providing input to pre-coordination draft
  - Incorporates DoDI 5040.07 “Visual Information Productions” as an enclosure
* DoDI 5410.19 “Public Affairs Community Relations Policy Implementation” has been drafted as 4 volumes:
  - Volume 1, “DoD Community and Public Outreach Activities: Policy Overview and Evaluation Procedures”
    Contains new policy on commercial use of DoD Visual Information, including mandatory Government Website Public Use Notice of Limitations
  - Volume 2, “DoD Community and Public Outreach Activities: Public Relations and Media”
  - Volume 3, “DoD Community and Public Outreach Activities: Community Engagement and Outreach”
  - Volume 4, “DoD Community and Public Outreach Activities: Social Media and Digital Media”

UNDER DEVELOPMENT
* DoDI 5040.02 “Visual Information” (Full Revision)
  - Multi-Service working group providing input to pre-coordination draft
  - Incorporates DoDI 5040.07 “Visual Information Productions” as an enclosure
* DoDI 5040.02 “Visual Information” (Full Revision)

ARTICLES OF INTEREST
DoD Worldwide Workshop: Story telling is powerful no matter the platform

Go Beyond the Grade Sheet
Youtube: https://www.youtube.com/watch?v=mSe-N6dLJR&feature=youtu.be

When the Camera Speaks

CAPTIONING STYLE GUIDE
The newest version of the DoD Captioning Style Guide is now online! Get the word out, especially to the Public Affairs, Combat Camera and VI communities. The document is available via DVIDS and www.dimoc.mil.

Goodbye caption sheets.
Goodbye video slates.
Goodbye release status in captions. Farewell. May we never see you again.

Of note:
  • Chapter 3: Removes requirement for slates and form DD2537 with motion assets (captions and metadata must be embedded with the imagery file). Release status is no longer required in the caption credit.
  • Chapter 5: Revised guidance on metadata fields and properly entering release status.
  • Chapter 6: New chapter on submitting released imagery to DVIDS or DIMOC, depending on release status.

Other good news includes an effort to make the DOD Captioning Style Guide available via a mobile app. Target date is by the end of 2016.
Questions or comments? Email Thomas Ruyle at thomas.m.ruyle.civ@mail.mil.
The Military Visual Journalism program for 2015-2016 recently graduated 32 students in the Military Photojournalism (MPJ) and Military Motion Media (MMM) programs. The military photojournalism program began at S.I. Newhouse School of Communications, Syracuse University, in 1963. The early days of the program only involved the U.S. Navy and the first curriculum was designed to help active-duty sailors sharpen their photography and storytelling skills. Other military Services joined the program in later years. Students come to Newhouse for 10 months of classes.

“You are now responsible for knowing the strategic potential of every shot, for knowing the story that needs to be told and then getting on with the hard work of pushing yourself, your team and your equipment to bring out the very best,” said COL Martin Downie, DINFOS Commandant, and the graduation keynote speaker. “You are now among our nation’s best visual warriors.”

The graduates will go on serving as mass communication specialists, combat photographers and military journalists at such jobs as the White House TV, All Hands Magazine, Stars and Stripes, Combat Camera or as instructors at the Defense Information School. View their work at: http://Newhousemilitary.syr.edu/2016

The Class of 2016 graduates:

1. Leonard Adams  MPJ
2. Kelly Agee  MPJ
3. Andrew Brame  MMM
4. Brigitte Brantley  MPJ
5. Allison Beiswanger  MMM
6. Gregory Boyd  MMM
7. Roidan Carlson  MMM
8. Gustavo Castillo  MPJ
9. Bounome Chanphouang  MMM
10. Jeffrey Curtin  MMM
11. David Devich  MMM
12. Joseph DiGirolamo  MPJ
13. Phillip Elgie  MMM
14. Alexander Farver  MMM
15. Daniel Hinton  MPJ
16. Kenneth Holston  MPJ
17. Sean Hurt  MMM
18. Jodi Martinez  MPJ
19. James McCann  MPJ
20. Abraham McNatt  MPJ
21. Jonathon Pankau  MPJ
22. Timothy Parish  MPJ
23. Ignacio Perez  MPJ
24. Diana Quinlan  MPJ
25. David Salanitri  MPJ
26. Russ Scalf  MPJ
27. Jacob Sisco  MMM
28. Amber Smith  MMM
29. Jonathon Spencer  MPJ
30. Benjamin Wilson  MPJ
31. Aneshea Yee  MPJ
32. See the 13 Military Motion Media portfolios at: http://newhousemilitary.syr.edu/2016/team/mmm/
And the 18 Military Photo Journalism portfolios at: http://newhousemilitary.syr.edu/2016/team/mpj/
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 010 - 17 Oct - 15 Nov 2016
Class 020 - 3 Apr - 28 Apr 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 050 - 26 Sep – 23 Nov 2016
Class 010 - 5 Jan – 3 Mar 2017

Digital Multimedia Course
(7 weeks) 24 students
Class 010 – 17 Oct – 8 Dec 2016
Class 020 – 1 Feb – 23 Mar 2017

Intermediate Videography Course
(3 weeks) 8 students
Class 060 – 8 Sep – 13 Oct 2016

Advanced Electronic Journalism Course
(4 weeks) 12 students
Class 040 – 26 Sep – 24 Oct 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

Advanced Electronic Journalism Course
(4 weeks) 12 students
Class 040 – 26 Sep – 24 Oct 2016

Joint Senior Public Affairs Course
(2 weeks) 16 students
Class 030 – 12 – 23 Sep 2016
Class 010 – 28 Nov – 9 Dec 2016

Public Affairs Qualification Course (PAQC)
(9 weeks) 60 students
Class 050 – 1 Aug – 6 Oct 2016
Class 010 – 11 Oct – 16 Dec 2016

Intermediate Videography Course
(3 weeks) 8 students
Class 060 – 8 Sep – 13 Oct 2016

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

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

A U.S. Air Force B-52 Stratofortress leads a formation of aircraft including two Polish air force F-16 Fighting Falcons, four U.S. Air Force F-16 Fighting Falcons, two German Eurofighter Typhoons and four Swedish Gripens over the Baltic Sea, June 9, 2016. The formation was captured from a KC-135 Stratotanker aircraft assigned to the 434th Air Refueling Wing, Grissom Air Force Base, Indiana, as part of exercise BALTOPS 2016. (U.S. Air Force photo by Senior Airman Erin Babish)

U.S. Army Sgt. 1st Class Desmond Burgess, an Army Reserve information technology professional assigned to the 200th Military Police Command headquarters, completes a set of push-ups during an Army Physical Fitness Test at Fort Meade, Md., May 14, 2016. (U.S. Army photo by Master Sgt. Michel Sauret)

A U.S. Army crew chief assigned to the 16th Combat Aviation Brigade, 7th Infantry Division, scans his sector as the sun sets near Joint Base Lewis-McChord, Wash., June 21, 2016. Aircraft with the 16th CAB were supporting day and night air assault training. (U.S. Army photo by Capt. Brian H. Harris)

Members of the U.S. Navy’s Ceremonial Guard Drill Team conduct training outside their facility at Joint Base Anacostia-Bolling in Washington, D.C., May 19, 2016. Members of the Navy Ceremonial Guard participate in some of the nation’s most prestigious ceremonies, including presidential inaugurations and arrival ceremonies for foreign officials. In addition, the Navy Ceremonial Guard serves as the funeral escort and conducts all services for Navy personnel buried in Arlington National Cemetery. (U.S. Air National Guard photo by Staff Sgt. Christopher S. Muncy)