

EYE on VI – November 2013 (1st Quarter – FY2014)

Table of Contents

Calendar

VI Hot Topics

VI & Joint Policy Updates

Story on DIMOC's Digitization & Storage Contract

Joint COMCAM Update

Style Guide Updates

VI Articles of Interest / FAQ

Training and Professional Development Opportunities

Also posted online: <http://www.defenseimagery.mil/index.html>

Calendar <i>(Events, conferences, workshops, & professional development opportunities)</i>		
19 NOV 2013	Defense Visual Information Steering Committee meeting	DMA
12 DEC 2013	DINFOS VIM class presentation	DINFOS
10 JAN 2014	JIOPC COMCAM presentation	JFSC, Norfolk, VA
14 JAN 2014	Defense Visual Information Steering Committee (DVISC) meeting	Pentagon Conf. Center
25-26 FEB 2014	Worldwide Joint Combat Camera Planning Group (JCCPG) meeting	San Diego

****VI Hot Topics****

VI Policy Update

Joint Pub 3-61 (Public Affairs) adds new Visual Information chapter – DVI has drafted a new chapter on Visual Information as part of the current review/revision of the Joint Pub 3-61. The draft chapter is available at: <https://www.milsuite.mil/book/docs/DOC-124424>

If you have any questions, please contact Mr. Lee Thomas at 301-222-6528 or lee.thomas@dma.mil; or Ms. Barbara Burfeind, 301-222-6530, barbara.burfeind@dma.mil

Building a Bridge to Online Imagery Storage and Access

A new contract is now in place which will dramatically improve the Department of Defense's ability to digitize, store and provide access to imagery via the Defense Imagery Management Operations Center (DIMOC) website, specifically physical media that was not previously available.

T3Media, the contract awarded vendor, will digitize a minimum of 50,000 VI products during the contract's first year and incrementally increase the amount with a total minimum of 550,000 imagery products at the end of five years.

"This is a first for DoD," Col. Bernie Koelsch, Defense Visual Information (DVI) director said. "This is an exciting capability for our customers, both DoD and the American public."

Time is running out to preserve this historical physical imagery. The ability to digitize aging analog media (motion picture film, negatives, magnetic tapes, etc.) will not be possible as time passes due to the imagery deterioration and diminishing accessibility of equipment to play and view the imagery in its current form. DoD simply does not have the resources or funding to sustain the technical means to

EYE on VI – November 2013 (1st Quarter – FY2014)

do this. Koelsch said, “The timing is right, DIMOC has the mission to preserve this imagery, access through the contract to the latest technology, and a Presidential mandate to take a leap forward to do this now.”

The government-industry shared enterprise solution provides for digitization, storage and access to DoD visual information – still and motion imagery as well as fully edited productions-- during the five-year contractual agreement with T3Media. During this time DIMOC will receive storage and access to all content digitized by the vendor. T3Media will have a 10-year period of exclusivity – meaning they can charge non-DoD users for access to the content for 10 years from the end of the contract for all physical media they digitize. Born Digital content does not have a period of exclusivity. The contract is unique in that the contractor assumes a majority of the risk and cost for providing initial service to the Government with the likelihood of a future return on investment.

The vast amounts of physical media held by DIMOC make it cost-prohibitive to digitize and store this historical content for on-line access using a more traditional approach. Based on a 2010 Defense Media Activity Mass Digitization and Storage study, it would take up to 50 years and \$50 million dollars to digitize the current physical/analog holdings. The new government-industry shared enterprise contract will deliver this in just five years at about 10 percent of the cost.

The tradeoff for greatly increasing the speed of digitization and on-line access for our DoD VI records is that media companies, other federal agencies, non-governmental entities and the public who want on-line access will be charged a user fee during the period of exclusivity. User fees are a standard part of many government programs, (i.e. Park Service, passports, immigration applications, the U.S. Government Printing Office, etc.). DoD customers (government CAC-cardholders) will not be charged for these services.

DIMOC serves as the official DOD VI Records Center for the storage of original and irreplaceable motion picture, video, still, audio, and mixed VI records depicting the DOD’s heritage and current activities. The DoD VI Records Center is also the third largest VI archive in the U.S. government.

The Defense Imagery Management Operations Center (DIMOC) is the operational arm of the Defense Visual Information (DVI) component of Defense Media Activity (DMA). DIMOC integrates and synchronizes DOD imagery capabilities and centrally manages current and historical visual information media in support of the Department and the National Archives and Records Administration (NARA).

Joint COMCAM Update

Joint COMCAM Planning Group UPDATE: The next JCCPG meeting will be in San Diego on Feb. 25-26 (PACFLT COMCAM will host). There are many topics being considered for the agenda, including: a long-term COMCAM plan for the next 5 to 10 years, sustainment of current and relevant training after the drawdowns through participation in joint and service exercises, possible Defense Readiness Reporting System (DRSS) assessments in these exercises, better defining capabilities and interoperability in current policy, metrics and mission supported effectiveness (vice numbers of images), and a post-OEF hot wash. For more information, contact the Joint COMCAM Program Manager, CDR Tom Cotton at: thomas.h.cotton.mil@mail.mil ,(703)697-0216 DSN: 227; or at DMA: thomas.cotton@dma.mil, (301)222-6516 DSN: 733.

STYLE GUIDE Updates

DOD Captioning Style Guide: The latest version was published Oct. 28th. Please download a copy at <http://www.defenseimagery.mil> and share it with your colleagues. Have questions, comments or suggestions about caption style? Contact Mr. Thomas Ruyle at Thomas.ruyle@dma.mil, or call (COMM) 301-222-6209, (DSN) 312-733-4209.

AP Stylebook 60th anniversary -

Note the Associated Press Stylebook new edition...

<http://www.poynter.org/latest-news/mediawire/214593/new-ap-stylebook-marks-60th-anniversary-with-new-edition-out-today/>

VI ARTICLES OF INTEREST

NARA Videos

Everyone should watch this video <http://www.youtube.com/watch?v=A-yN7ZaZDNs&feature=c4-overview-vl&list=PLC2FDF1DBD809F049> about the National Archives process (life-cycle) of motion media. Questions? Contact Julia.hickey@dma.mil, 301-222-6525

Imagery on Social Media

Imagery is even more important in the age of Social Media. Check out the graphic and research results provided at the end of this article.

“All the general research on this topic from any company out there that has analyzed Facebook data agrees on one point: *Pictures outperform everything.*” Read further down in the article to see the infographics and other data that support the power of imagery in social media.

<http://www.fastcompany.com/3020239/work-smart/a-scientific-guide-to-writing-popular-and-sharable-headlines-for-twitter-facebook>

Photography on the Web

Want to see what other photographers, your civilian counterparts, are doing? Check out some of the different and interesting perspectives by several photographers, compliments of the National Press Photographers Association (NPPA). “Photo Journal” is a collection of dynamic images from current events appearing in newspapers, magazines, and on Web sites curated by renowned photography editor Jim Colton. <https://nppa.org/page/photo-journal>

Photojournalist Perspective

Renowned photojournalist Peter Turnley has a new book and writes a regular blog with his perspectives on photography.

“I have always hated the expression that there isn’t a photograph worth dying for. It implies a notion that we are able to choose our destiny. It’s an expression that seems disrespectful to those that have given their lives covering news and conflict. I feel extremely lucky that I have survived this far and very grateful for all of the opportunities I’ve had. I am deeply touched by the courage that so many of my friends and colleagues who didn’t survive demonstrated in trying to communicate the realities of our times to the world. I believe that there are certain themes of life that we photograph that are worth living for!” -- Peter Turnley, <https://nppa.org/page/photo-journal-peter-turnley-part-2>

Women Photojournalists

Jacquelyn Martin is a decorated photographer with awards ranging from the White House News Photographers Association to the NPPA’s Best of Photojournalism contest. She is also the President of the Women Photojournalists of Washington (WPOW) where she is a champion in educating the public about the work and accomplishments of women in the field of photojournalism.

<https://nppa.org/page/photo-journal-jacquelyn-martin-feeding-your-soul>

'60s civil rights struggle captured in photos

Coverage by New York photographer Bruce Davidson, who traveled to the South in 1961 to cover the civil rights movement. Retired Navy Capt. Dave Werner shared this story online with the note: “Saw this and wondered how many of today’s MCs (Mass Communication Specialists) will have their work serve as this country’s historic storyboard 50 years from now...Worth watching and thinking about - the images aren’t too bad either.” We would add that sending your imagery to DIMOC will ensure history is preserved for the future.

http://www.cbsnews.com/8301-18563_162-57597495/60s-civil-rights-struggle-captured-in-photos/

FAQ – Frequently Asked Questions

QUESTION: How to document sharpening in DoD Imagery - If you use a sharpening tool in Adobe Photoshop in the Camera Raw utility, how would you document this in the metadata? Does sharpening an image automatically make it a photographic illustration?

ANSWER:

We double checked with our current policy and editorial experts. The kind of minor corrections you are performing to improve print or display quality does not change the underlying accuracy (truthfulness) of the original image. Furthermore, these types of corrections are common to current digital and historic wet photographic techniques and are authorized by Paragraph 2 of Enclosure 10 of DoDI 5040.02.

Photographic techniques common to digital imaging stations used to achieve the accurate recording of an event or object are considered corrective techniques and are permitted. The techniques include dodging, burning, color balancing, spotting, dusting, "de-noising," sharpening and contrast adjustment."

Minor corrective techniques such as dodging, burning, color balancing, spotting, dusting, "de-noising," sharpening and contrast adjustment DO NOT require disclosure in the caption--e.g. disclosure of these narrowly defined correction techniques is optional.

However, cropping that changes the context and/or intent of the content, adding of text or significant-to-extreme image toning adjustments (use common sense here) are considered enhancements by **Paragraph 4, Enclosure 10 of DoDI 5040.02** and therefore MUST BE DISCLOSED in the caption.

Example of how to disclose manipulations -- from the **DoD Captioning Style Guide (Chap. 8)**: (U.S. Marine Corps photo illustration by Gunnery Sgt. Steve Williams/Released) (This image was manipulated using *[briefly state the technique/tool used]*)

QUESTION: Does the DoD still use PAN's? I know we still use and require PIN's for productions but I can't find a reference to PAN's.

SHORT ANSWER: No, the DoD no longer requires or uses PAN numbers.

LONG ANSWER: What purpose did PANs serve in the past? Prior to 2006, DoD policy required all approved productions to be identified with either a standard Production Identification Number (PIN) or a Production Approval Number (PAN). PINs are still used today to account for and manage all VI productions entered into the central Defense production inventory managed by DIMOC. PANs were created to provide a simple way for the military Services to account for local-use-only VI Production. PANs were assigned by a producing or acquiring VI Activity for productions used at a single installation or activity and assumed to be of no interest or value to audiences beyond the creating or acquiring installation or activity.

When did the requirement for PANs go away? A 2006 revision of DoDI 5040.07 eliminated the use of PANs for "Local-Use-Only" productions.

Why did DoD eliminate the category of local-use-only VI productions? During the 2013 revision of DoDI 5040.07 and associated merger/cancellation of 5040.09, the military Service representatives to the Defense Production Management Group (DPMG) concluded that ALL VI Productions should receive PIN numbers and be lifecycle managed. The guiding rationale was that local-use-only is no longer a viable concept because the majority of these productions are posted to the web--making them anything BUT local. Hence, the DPMG decided the producing component must follow the procedures of 5040.07 to ensure the legal and financial rights of the government are protected and complete records are kept for all VI productions.

EYE on VI – November 2013 (1st Quarter – FY2014)

Training Opportunities

DINFOS Training and Professional Development Opportunities

http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course_catalog.aspx

Visual Information Management Course (2 weeks)

Class 010 -- 2-13 Dec 2013

020 -- 28 April – 9 May 2014

030 -- 14 - 25 July 2014

Combat Camera Leadership Course (2 weeks)

Class 010 – 02-13 June 2014 *(*Note this is the only iteration offered in 2014)*

Intermediate Photojournalism Course (8 weeks)

Class 040 – 24 Sep – 25 Nov 2013

010 -- 6 Jan - 4 Mar 2014

020 – 12 Mar – 8 May 2014

Intermediate Videography Course (3 weeks)

010 – 13 Jan – 3 Feb 2014

020 – 31 Mar – 18 Apr 2014

Advanced Electronic Journalism Course (4 weeks)

010 – 2- 31 Oct 2013

020 – 18 Feb – 18 Mar 2014

Intermediate Public Affairs Specialist Course (2 weeks)

010 – 15 – 28 Oct 2013

020 – 17 – 28 Mar 2014

Joint Expeditionary Public Affairs Course (2 weeks)

010 – 28 Oct – 8 Nov 2013

020 – 18 Feb – 3 Mar 2014

Joint Intermediate Public Affairs Course (6 weeks)

020 – 19 May – 2 July 2014

Joint Senior Enlisted Public Affairs Course (2 weeks)

010 – 28 Apr – 9 May 2014

Public Affairs Qualification Course (PAQC) (8 weeks)

020 – 15 Oct 2013 – 6 Jan 2014

030 – 7 Jan -- 14 Mar 2014

Northern Short Course -- March 13-15, 2014 -- Warwick, RI

A visual journalism workshop with lectures and workshops from some of the best in the business.

SUBMISSIONS: *If you have something you think should be included, please email content to EYE on VI Editor at: Barbara Burfeind, Chief, VI Plans & Integration; Barbara.burfeind@dma.mil, Ph: 301-222-6530, DSN: 733-6530*

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