



*Right Image*

*Right Place*

*Right Time*

The "Great Wall of Fire" is displayed during the Marine Corps Community Services (MCCS) sponsored 2014 Air Show aboard Marine Corps Air Station (MCAS) Miramar, San Diego, Calif., Oct. 4, 2014. (U.S. Marine Corps photo by Lance Cpl. Trever Statz)

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### SUBMISSIONS

Please contact us with your questions, feedback, and stories to share.

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### Calendar

Events, conferences, workshops, & professional development opportunities.

DATE	EVENT	LOCATION
Dec 2014 (T)	VI Standards & Technology (VIST) Sub-working group final review	DMA, Fort Meade
7 Jan 2015	Joint Public Affairs Working Group (JPAWG)	Pentagon Conf Ctr
27 Jan 2015	Defense Visual Information Steering Committee (DVISC)	Pentagon Conf Ctr
10-20 Mar 2015	Worldwide Joint Combat Camera Planning Group (JCCPG) Meeting	DMA, Fort Meade

### Deployment of DIMOC.mil

Have you been to the new DIMOC.mil website yet? It's a big change which provides centralized access to all Defense Imagery Management Operations Center's (DIMOC) Visual Information capabilities, including new video and still archiving, imagery management, and ingest capability in conjunction with the Defense Video and Imagery Distribution System. At the same time, DVIDS is now the single ingest point for all DoD VI records. Customers no longer need to send the same VI file to multiple places. An hourly feed between DVIDS and DIMOC (T3 Library Manager) ensures the transfer of all assets uploaded to DVIDS.

When did all this happen? On Oct. 27, 2014, DIMOC activated the DIMOC.mil website. This change alters how the Department of Defense receives, stores and makes available a wide range of VI products from today's current imagery to historic military film footage. The transition includes VI ingest to the DVIDS, retiring the Defense Asset Management System and [defenseimagery.mil](http://defenseimagery.mil).

These changes are part of an enterprise-level initiative to dramatically improve how the Defense Media Activity (DMA) fulfills its mission to “provide, throughout the Department of Defense and to the American public, high-quality visual information products, including Combat Camera imagery, depicting U.S. military activities and operations.”

Even better, the current archive of physical media (such as film, negatives and video) that is stored within the DIMOC VI Records Center is being digitized and made accessible through DIMOC.mil on the T3 Library Manager platform. The DAMS editing suite is being replaced by the T3 Library Manager online content editing suite. DIMOC plans to announce training for this system at a later date. The content editing capability within DVIDS will continue to be available to those who use that system.

We ask for your patience when the usual technical and process-related problems arise with such a big change, but these are a normal part of an enterprise deployment and will be resolved as systems and processes mature. Visit [www.dimoc.mil](http://www.dimoc.mil) and let us know your thoughts and feedback so DIMOC can continue to improve serving our customers. (Also see related Frequently Asked Questions below.)

## VI Policy Updates

### CJCSI 3205.01D Joint Combat Camera

The recently signed and revised instruction includes procedures for the tasking and use of COMCAM assets and applies to all users of COMCAM products and services. It is available at: [http://www.dtic.mil/cjcs\\_directives/cjcs/instructions.htm](http://www.dtic.mil/cjcs_directives/cjcs/instructions.htm)

### Joint Pub 3-61 (Public Affairs) Status

The JP 3-61 draft has been informally staffed and is being sent out for formal review. A JPAWG doctrine working group discussed the comments and adjudication of those comments at meetings in October. If you have any questions regarding the publication’s chapter on VI, please contact Mr. Lee Thomas at 301-222-6528; [lee.e.thomas1.civ@mail.mil](mailto:lee.e.thomas1.civ@mail.mil); or Ms. Barbara Burfeind, 301-222-6530, [barbara.a.burfeind.civ@mail.mil](mailto:barbara.a.burfeind.civ@mail.mil)

### Joint COMCAM Planning Group

The JCCPG met at the Joint Forces Staff College on Aug. 12-14. The group is working to include COMCAM on the Global Response Force Execute Order (EXORD), which Joint Public Affairs Support Element (JPASE) is currently on, to allow COMCAM forces to respond quicker than the Request for Forces (RFF) process allows. This could also help mitigate some of the delays and situations that occurred recently with Operation United Assistance (OUA).

The agenda for the next JCCPG in March 10-13, 2015 is being drafted and COMCAM NCOs and junior officers are encouraged to attend. Comments, suggestions, and additional topics, would be appreciated. The group will address the following topics: Transmission - 3205 requirements, such as imagery transmission capabilities considered a core COMCAM capability. What is our Joint COMCAM SOP? How does DVIDS fit in? What are our transmission capabilities? Define what the capability should be, and then identify what the Service roadblocks and issues are. Discuss procurement, transmission costs and who pays. The Army was also asked to discuss the current man-portable initiative with the Joint Communication Support Element (JCSE) and how it will be integrated into JTF operations.

For more information, contact the Joint COMCAM Program Manager, CDR Tom Cotton at: [thomas.h.cotton.mil@mail.mil](mailto:thomas.h.cotton.mil@mail.mil), (703)697-0216 DSN: 227; or at DMA: (301)222-6516 DSN: 733.

### Joint Combat Camera Center COMCAM Planners and Liaison Officers (LNOs) Onboard

*Ms. Heather Norris – Lead Planner*

*Mr. Mahlon Miller – Night supervisor*

*Mr. Mark Martin – PACOM*

*Mr. Mark Cormier – EUCOM*

*Mr. Mike Watkins – AFRICOM*

*Mr. Bill Putnam – CENTCOM*

*Mr. Marcos Hernandez – SOUTHCOM*

*Ms. Laura Selvidge – NORTHCOM*

The LNOs will assist in coordinating COMCAM/VI support during deployments and in employing COMCAM teams to acquire video and still imagery. They will also assist in drafting RFF’s, Annexes/Appendices, COMPLANS, Public Affairs Guidance, tracking of VI assets and imagery requirements, as well as coordinating transmitting and disseminating imagery. They can be contacted at: 301-833-4938 DSN-733 OR contact DIMOC Customer Service Center at: 1-888-743-4662 or DSN 795-9872, [askdimoc@dma.mil](mailto:askdimoc@dma.mil).

### DoD Caption Style Guide Updated

The latest edition of the DoD Captioning Style Guide was released on Oct. 17 and is available for download at DIMOC.mil.

Remember that all still and video imagery submitted to DVIDS/DIMOC must have the name, rank, title, unit and contact information of the authorized release authority in the appropriate metadata field. Furthermore, there are only two permissible release categories for unclassified images: Released and For Official Use Only.

Released images will be made available to DoD customers on DIMOC’s new website, [www.dimoc.mil](http://www.dimoc.mil) via T3Media, Inc’s

Library Manager website (CAC required); FOUO imagery is available to authorized personnel (CAC required) at the Defense Imagery Server until the T3Media site is authorized for FOUO. For more information, please contact DIMOC Lead Writer/Editor Thomas Ruyle at 301-222-6209, [thomas.m.ruyle.civ@mail.mil](mailto:thomas.m.ruyle.civ@mail.mil), or the DIMOC Joint Combat Camera Center at 301-833-4938.

## FAQs Regarding the transition to DIMOC.mil

### **Q: How long will the DIMOC.mil transition take?**

A: DIMOC has been working on this transition more than year. The movement of imagery from DAMS to T3 Library Manager is being done in two phases. The first phase, which included 90 days of current imagery, is complete. The second phase will migrate the remainder of our digital holdings to T3 Library Manager.

### **Q: What is the major change customers will see?**

A: DIMOC.mil directs users to DVIDS for imagery submissions. That imagery will remain in DVIDS for public release and marketing as normal. The imagery will automatically copy to DIMOC. Service activities that used to edit imagery on the Defense Imagery Server will perform their edits in T3 Library Manager. For additional information, contact DIMOC Customer Service Center: 1-888-743-4662 or DSN 795-9872.

### **Q: How do I submit VI (born digital) to DIMOC as directed by DoDI 5040.02?**

A: Submission to DVIDS meets DoDI 5040.02 requirements, since all imagery is automatically forwarded to DIMOC. In situations where imagery must be identified as joint interest for the Joint Combat Camera Center, users should either 1) place a "joint-interest" tag on the assets during the DVIDS ingest process, or 2) submit the assets as a member of the DIMOC unit on DVIDS.

### **Q: How do I submit imagery that is For Official Use Only (FOUO)?**

DVIDS will have a separate upload function for FOUO imagery. FOUO imagery will not be available in the DVIDS content management system. It will be automatically transmitted to DIMOC. Users can conduct editing of FOUO assets on T3 Library Manager.

### **Q: How do I submit classified imagery?**

A: Continue to submit Secret and Confidential imagery directly to DIMOC on SIPRNet using current procedures.

### **Q: Will video still be accepted via AMRDEC?**

A: Submit AMRDEC transfer requests to the Joint Combat Camera Center. JCCC will facilitate ingest of the transferred assets to T3 Library Manager.

### **Q: How do I send unreleased imagery via SIPRNet when there is no other way to transmit?**

Submit using current procedures and call JCCC for assistance in clearing and moving the imagery to the unclassified domain and into T3 Library Manager.

### **Q: I have some digital imagery files that our office no longer wants to maintain locally, but they should still be part of the DoD imagery archive. What should we do?**

A: There are two options. Note for both, you should contact DIMOC first. One is to put the assets on portable media and mail it to the DIMOC Records Center, where it will be downloaded, assessed, and ingested to T3 Library Manager. The second option is to coordinate with the DIMOC Customer Service Center to directly submit the content over the network to an archive staging area. Again, please contact DIMOC first.

### **Q: Are video caption sheets still required?**

A: Captions are critical elements to all imagery. The DOD Captioning Style Guide is available to help guide you. Please contact DIMOC if you have any questions at: DIMOC Customer Service Center: 1-888-743-4662 or DSN 795-9872 or [askdimoc@dma.mil](mailto:askdimoc@dma.mil)

## VI ARTICLES of Interest:

### **Strength through truth**

DINFOS is highlighted in the October issue of American Legion, (see <http://www.legion.org/magazine/224625/strength-through-truth>) with its history and what graduates take away from the school through training. For 50 years, the Defense Information School has turned out highly-trained journalists, broadcasters and public affairs professionals. *The author, John Raughter, media manager for the national commander of The American Legion, is a 1984 DINFOS graduate.*

## Military Visual Journalism Program at Syracuse University Celebrates 50th Anniversary

Alumni commemorated 50 years of military visual journalism at Newhouse School at Syracuse University, in Syracuse, New York, on Aug. 15-16. Graduates of the Military Motion Media/Military Photojournalism (MMM/MPJ) courses reconnected with military colleagues and Newhouse professors from years past. As part of the program, the Newhouse School hosted a Military Visual Communications “Managing Your Digital Arsenal” seminar.



Photo by: USAF Staff Sgt. Larry Reid

The two-day seminar highlighted the latest trends in visual journalism for military communicators with workshops by select Newhouse faculty and photography experts. Below are some of the highlights.

**Joe McNally**, a photojournalist who has worked at Life magazine, National Geographic and author of “The Moment it Clicks” and “The Hotshoe Diaries,” spoke to the group about his career and his beginnings. Photographers are actually unsupervised children, he said. Be happy with the moment of exposure. He noted how “a good teacher can open a door on a life,” referring to retired professor Fred Demarest. He creates his own assignments and publishes on his blog. McNally encouraged photographers to make their own way; to find their niche. “You have the opportunity to be a one person storytelling complex,” he said.

When he was asked when or if it was OK for photographers to work for free, McNally said he has done a lot of free photography (for no charge) for dancers. But he thinks it is ill-advised to work for free, especially on a commercial venture. He noted that standing your ground can sometimes mean you won’t get the job though. But when the photographer has the power to control their archive, he said, do it. “You have value.” For more, go to: <http://www.joemcnally.com/blog/> and <http://kelbyone.com/members/joemcnally/>

**Greg Heisler**, an award-winning portrait photographer and currently a Syracuse University photography instructor, said his goal for his workshop was to erase the difference between studio and natural light. He encouraged the photographers to light their subjects in such a way that it looks like the “practical” is doing the lighting. He defined a practical as an existing light in the frame of an image. He stressed that when the lighting is good, the viewer is absorbed by the story. “Lighting with reason, shooting with intention and showing what you want to portray” were some of the goals he shared with attendees through a hands-on lighting demonstration. He noted that the beauty of continuous light is you can see it. He showed the group how lighting is a game of inches, with emotional effects and he changed the quality of light by changing the intensity (brightness), direction and color of the light he used. For more on Heisler’s views on photography, listen to: <http://vimeo.com/100946762> and <http://petapixel.com/2014/01/05/spend-two-hours-learning-portrait-master-greg-heisler/>

**Mike Boettcher** is a Peabody and Emmy Award-winning journalist who created “The Hornet’s Nest,” a video production made with his son, Carlos, in Iraq and Afghanistan. The relationship with his son is layered with that of the soldiers and Marines in the video. He said he was a witness to the military operations and wanted to make sure their story would be told. “I have been blessed with a front row seat to history,” Boettcher said, “and I’m not going to waste that ticket.” Boettcher is currently an instructor at Gaylord College of Journalism, University of Oklahoma. For more info on the video, go to: <http://thehornetsnestmovie.com/about-the-journalists/>

**Corey Rich**, an adventure photographer who specializes in outdoor action photography, talked about how at the beginning of his career he covered rock climbers for six months in Yosemite National Park, which eventually led him to other photography jobs and magazine covers. He showed examples of a Nikon D4 camera project where he lead a team to do a multi-media production titled "Dedicated," showing how four professional photographers used the camera to capture their images. For more on Rich, go to: <http://vimeo.com/coreyrich> and <http://news.coreyrich.com/2014/04/latest-work-dedicated-the-making-of-dedicated/> and <https://www.facebook.com/Corey.Rich.Productions>

**Steve Rubel**, chief content strategist for the public relations firm Edelman, gave a presentation titled: "Communication in Constellations – Changing minds and behaviors with content". As a researcher, he noted it is not enough to do content development and distribution; you have to think through how and where to tell your story and to whom. He said we have to think about distribution (audience) before we think about content. Today it is about how content finds an audience that guides the content. He pointed out that we all face the same challenge: Staggering amounts of content and not enough time. He shared the statistic that 50 percent of consumption is taking place on mobile phones. However, he said we can solve this by helping audiences see the whole story; using his constellations with key stars analogy. As an example, he pointed out how we can find Orion, hear the story and recognize it in the larger constellation.

**Newhouse Dean Lorraine Branham** kicked off the 50th Anniversary dinner for approximately 120 attendees. Retired professor Fred Demarest, founder of the program, was present and recognized for his contributions over the years. Other speakers included retired Rear Admiral T. McCreary and Dean Emeritus David Rubin. Nancy Austin, the program deputy director and coordinator for the seminar was designated as an honorary chief by the U.S. Navy Master Chief Petty Officer of the Navy (MCPON) in recognition of her support to past Navy graduates of the program.

#### **Earwitness to History: the Marine Corps Combat Recordings**

Check out the recent Library of Congress blog post co-written with Megan Harris, a reference specialist for the Veterans History Project, Library of Congress. Listen to the Marine Corps Combat Recordings, an amazing and vivid accounting of the war in the South Pacific during World War II.

A Year at War – the article and photos are from November 2010, but worth another look

*Two Sides of an Afghan Tour*

The copy and photos chronicle the yearlong deployment of the 1st Battalion, 87th Infantry Regiment, based in Kunduz Province, Afghanistan. It is a series that follows the battalion in northern Afghanistan and the impact of war on individual soldiers and their families back home. [http://www.nytimes.com/2010/11/22/world/asia/22grunts.html?\\_r=0](http://www.nytimes.com/2010/11/22/world/asia/22grunts.html?_r=0). Through my eye, not Hipstamatic's (February 2011) Also worth another look are Damon Winter's photos and James Dao's article. <http://lens.blogs.nytimes.com/2011/02/11/through-my-eye-not-hipstamatics/>

### **DINFOS Training and Professional Development Opportunities**

The Defense Information School (DINFOS) has a long-standing mission of producing outstanding Public Affairs and Visual Information personnel for the U.S. Department of Defense. We are a component of the Defense Media Activity. For more information visit us at [http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course\\_catalog.aspx](http://www.dinfos.dma.mil/DinfosWeb/CourseInfo/course_catalog.aspx)

#### **Visual Information Management Course (2 weeks)**

Class 010 -- 1- 12 Dec 2014

Class 020 -- 26 Jan – 6 Feb 2015

#### **Combat Camera Leadership Course (2 weeks)**

Class 010 – 10-12 June 2015 (\*Note this is the only iteration offered in 2015)

#### **Intermediate Photojournalism Course (8 weeks)**

Class 050 – 24 Sep – 21 Nov 2014

Class 010 – 6 Jan – 4 Mar 2015

#### **Digital Multimedia Course (7 weeks)**

Class 010 – 14 Oct - 5 Dec 2014

Class 020 – 8 Jan – 27 Feb 2015

#### **Intermediate Videography Course (3 weeks)**

Class 020 – 1 – 19 Dec 2014

Class 030 – 26 Jan – 13 Feb 2015

#### **Advanced Electronic Journalism Course (4 weeks)**

Class 010 – 29 Oct – 26 Nov 2014

Class 020 – 5 Jan – 2 Feb 2015

#### **Intermediate Public Affairs Specialist Course (2 weeks)**

Class 010 – 1 - 12 Dec 2014

Class 020 – 2 – 13 Feb 2015

#### **Joint Expeditionary Public Affairs Course (2 weeks)**

Class 010 – 27 Oct – 7 Nov 2014

Class 020 – 27 Apr – 8 May 2015

#### **Joint Intermediate Public Affairs Course (6 weeks)**

Class 020 – 26 Jan – 4 Mar 2015

Class 020 – 28 Jul – 3 Sep 2015

#### **Joint Senior Public Affairs Course (2 weeks)**

Class 010 – 5 – 16 Jan 2015

Class 020 – 23 Mar – 3 Apr 2015

#### **Public Affairs Qualification Course (PAQC) (8 weeks)**

Class 010 – 15 Oct 2014 – 6 Jan 2015

**SUBMISSIONS:** If you have something you think should be included, please email content to EYE on VI to: EYE on VI Editor/POC: Barbara Burfeind, Chief, VI Plans & Integration; [barbara.a.burfeind.civ@mail.mil](mailto:barbara.a.burfeind.civ@mail.mil)  
Ph: 301-222-6530



*Philippine and U.S. Marines attack toward the beach during a simulated amphibious raid for Amphibious Landing Exercise (PHIBLEX) 15 in Palawan, Philippines, October 2, 2014. (U.S. Marine Corps photo by Pfc. Matthew Casbarro)*



*Spc. Beau Pratt, a medic assigned to the 82nd Airborne Division, navigates the obstacle course at the Division's Pre-Ranger Course Oct. 7, on Fort Bragg, N.C. The obstacle course was part of the All American Best Medic Competition. (Sgt. 1st Class Joseph Armas)*



*U.S. Soldiers of 1st Battalion, 40th Cavalry Regiment conduct fire phobia training during Rotation 14-09 at the Joint Multinational Readiness Center (JMRC) in Hohenfels, Germany, Oct. 4, 2014. The rotation is based on the current operational environment and is designed to prepare the unit for peace support, stability, and contingency operations. (U.S. Army photo by Spc. Tyler Kingsbury)*

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