

**BY ORDER OF THE COMMANDER  
22D AIR REFUELING WING**

**MCCONNELL AIR FORCE BASE  
INSTRUCTION 35-109**



**5 JULY 2012**

**Public Affairs**

**VISUAL INFORMATION**

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This instruction replaces McConnell Air Force Base Instruction 33-117. This instruction implements Air Force Instruction (AFI) 35-109, *Visual Information*. It identifies and describes McConnell Air Force Base Visual Information (VI) resources and functions, and tells how to manage and operate Air Force VI activities at the base level. Ensure that all records created as a result of processes prescribed in this publication are maintained In Accordance With (IAW) Air Force Manual (AFMAN) 33-363, *Management of Records*, and disposed of IAW with the Air Force Records Information Management System (AFRIMS) located at <https://www.my.af.mil/gcss-af61a/afrims/afrims/>. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Form 847s from the field through the appropriate functional's chain of command.

**SUMMARY OF CHANGES**

This document has been substantially revised and must be completely reviewed. Major changes include: Elimination of Graphic Arts support and video teleconferencing service, changes in photographic support and addition of broadcasting services.

**1. General Information.** The McConnell Air Force Base Public Affairs (PA) Visual Information Service Center (VISC) consists of two separate sections – Photography Lab and

Broadcasting– providing multimedia support to the 22d Air Refueling Wing and its tenant units. The VISC is the only Department of Defense recognized source for official multimedia support.

1.1. Contact the VISC as soon as multimedia requirements are known. This ensures the best possible quality and fastest turnaround.

1.1.1. The Office of Primary Responsibility (OPR) or Project Officer for distinguished visitors and other high profile events will contact the VISC to coordinate multimedia support. Involve the VISC representative in the event planning process to ensure all multimedia requirements are met.

1.2. Multimedia products created by military or civilian personnel employed by the United States government (civil service or contractor) with government owned/leased equipment are property of the United States Air Force. Do not release multimedia products to the public without the written consent of the McConnell AFB PA Office.

1.3. Personnel will comply with Department of Defense Directive 5040.5 “Alteration of Official DoD Imagery.” Altering or manipulating official DoD images weakens and casts doubt on the credibility of that imagery and the program or operation that is being shown. Alteration or manipulation of official imagery in or out of the Department of Defense is not tolerated. Unless specifically exempted by DoD Directive 5040.5, an act of alteration or manipulation by military personnel violates Article 92 of the UCMJ and may result in punitive action.

1.4. Copyrighted material will not be reproduced in any way. Copyrighted materials include, but are not limited to, cartoons, illustration, or music. Personnel desiring to use copyrighted material must receive prior written consent from the copyright owner. Provide a copy of the consent letter to the VISC. Refer copyright questions to the Base Legal Office.

## **2. Official Requests – Mission Essential and Non-Mission Essential Products.**

2.1. In order to accomplish mission essential services and tasks, the VISC controls the creation and distribution of non-mission essential products. The following are definitions and examples of mission essential and non-mission essential products and services:

2.1.1. Mission essential products are those that are vital to wartime effectiveness and readiness. Examples of mission essential products include but are not limited to:

2.1.1.1. Briefing or training products for: aircraft maintenance, ground and flight safety, medical and dental, wartime readiness/awareness, Security Forces/Office of Special Investigations (OSI), Staff Judge Advocate (SJA), or Area Defense Counsel (ADC).

2.1.1.2. Products requested by the SJA or ADC for use at trial, court-martial or other administrative board proceeding.

2.1.1.3. Multimedia documentation for Security Forces/OSI and JAG/ADC, ground and flight safety, education and training, medical and dental, disaster response, research and development, equipment tests and evaluations, official portraits (key personnel, recognition boards, special duty packages), passport/visa portraits, DV/VIP visits, nomination packages, squadron mission briefings, and base website photography.

- 2.1.1.4. Historical record (IAW AFI 84-101, Historical Products, Services and Requirements). Historical documentation to include: unit missions; unit organization and relationships with other organizations; environment; facilities; community relations; firsts, lasts, and records; unit activation, inactivation, or redesignation ceremonies; base opening or closure; significant policy or mission changes; changes in doctrine, tactics, or strategy; significant exercises, operations, and deployments; significant training; weapons procurement, modification, or retirement; important higher headquarters' assessments; major environmental issues.
- 2.1.2. Non-mission essential products are those that are “nice to have” but do not have a direct mission impact. Examples of non-mission essential products include:
- 2.1.2.1. Photography of award presentations officiated by squadron commanders or above.
  - 2.1.2.2. Photography of promotion/retirement ceremonies for squadron commanders or above.
  - 2.1.2.3. Photography or videography for memorial services.
- 2.2. Mission essential products take priority over non-mission essential products. Templates and samples of non-mission essential products for self-help are available at the VISC.
- 2.3. The Base Multimedia Manager (BMM) and the Chief of Public Affairs resolve questions concerning mission essential and non-mission essential products and services.

### 3. Unofficial Work Requests.

- 3.1. Use of government resources or personnel for unofficial work requests is prohibited. Unofficial requests include Category “C” Morale, Welfare, and Recreation (MWR) – Revenue Generating Activities, and any type of personalized multimedia product. Prohibited products and services include, but are not limited to: squadron fund raisers, booster club events, memorabilia, souvenirs, “going away” gifts, auctions, section holiday parties, unit scrap books, and similar forms of personalized products. Customers may procure these type of products from commercial sources with appropriate unit MWR or booster club funds.
- 3.2. MAFB personnel may use self-help still and video cameras to record unit picnics, holiday parties, or hail/farewell functions. The VISC will transfer digital still and video to customer-supplied media. The VISC will print or create graphic layouts of aforementioned events. See paragraph 9. for further guidance.
- 3.3. The VISC is not authorized to mass produce or duplicate flyers, pamphlets, booklets, brochures, illustrations, charts, diagrams, posters, or other artwork.
- 3.4. The VISC is not authorized to type or edit large amounts of text or create administrative-type products (dividers, labels, binder covers, etc.).

### 4. Work Priorities.

- 4.1. The VISC prioritizes new work requests with corresponding completion deadlines:
- 4.1.1. **Priority 1 – Urgent.** Work requests designated as Priority 1 are in direct support of emergency war orders, class “A” mishaps, natural disaster, rescue and recovery, emergency conditions, alert photography, contingency operations, operational readiness

inspections, and investigation boards. Multimedia products are completed and delivered as soon as technically possible.

4.1.2. **Priority 2 – Warfighting Capabilities.** Work requests designated as Priority 2 are in direct support of flying operations, intelligence, mission readiness, immediate media release to news media, and serious incidents involving injury, fatality or impairment to operational capability. Completion time – 24 to 48 hours.

4.1.3. **Priority 3 – Mission Essential Products.** Refer to paragraph 2.1.1 Completion time – 2 to 4 duty days.

4.1.4. **Priority 4 – Non-Mission Essential Products.** Work requests are accepted per the approval of the section NCOIC or BMM. Completion time – 1 to 2 weeks.

4.2. Priority 1 or alert photographers are not authorized for last minute work requests. Security Forces Squadron Law Enforcement Desk, AFOSI, Civil Engineering Squadron Fire Department, Wing Safety, and Command Post are authorized to call the alert photographer for emergency support.

4.3. MAFB personnel desiring faster turnaround time for non-mission essential products should use self-help equipment and services.

## 5. Photographic Support.

5.1. The VISC provides trained photographers using professional equipment.

5.1.1. The VISC captures and prints official photographs. Prints are limited to studio portraits for special duty packages, sister service promotion photos and up to passport/visa photos. The VISC can provide a digital copy of photographs.

5.1.2. The VISC will maintain a server-based portrait file of commanders and other key personnel.

5.1.3. The VISC will photograph events at which a group commander, or higher, or the command chief master sergeant is the host or officiating officer.

5.2. The VISC will photograph squadron mission activities and personnel for publication on the McConnell AFB website and Facebook page.

5.3. The VISC will not reshoot events originally photographed for the 22 ARW. Customers may use self-help equipment to record these events. (Example: The base-wide promotion ceremony is photographed by the VISC, and a squadron holds an additional promotion ceremony later that day. The squadron ceremony is done with self-help equipment.)

## 6. Graphic Services.

6.1. Graphic services are no longer performed by the VISC. Customers with graphics requirements will request support through the Defense Automated Printing Service (DAPS) or by local graphic arts service providers.

## 7. Video Services.

7.1. The VISC will provide DoD produced videos from the Defense Automated Visual Information System/Defense Instructional Technology Information System (DAVIS/DITIS) to requesting MAFB personnel. Average delivery time is 4-6 weeks.

7.2. The VISC will record events that are official and have historical value.

7.2.1. The VISC will record historically significant events at which a group commander, or higher, or the Command Chief Master Sergeant is the host or officiating officer. The 22 ARW determines which events are historically significant.

7.2.2. The VISC will not record retirements that do not meet the criteria established in AFI 35-109.

7.3. The VISC will create short, 10-minute or less, video programs tailored to local requirements.

7.3.1. Video programs are for only mission essential activities.

7.3.2. The VISC will provide a master copy and up to four copies of the edited video program.

7.3.3. The VISC maintains a master copy of each edited program for two years. All raw footage videotapes/digital recording media are erased and reused.

7.4. The Base Multimedia Manager (BMM) will process all video production requests through DAVIS/DITIS.

7.4.1. The VISC will not create video productions unless authorized through DAVIS/DITIS.

7.4.2. Prior to shooting, customers will provide a script signed by the final approving authority.

7.4.3. Continuous requestor involvement is required for subject matter expertise and continuity.

7.4.4. Requestors will provide on/off-screen talent. They may provide narrator(s) or request a narrator from the VISC. Follow talent release criteria set in AFI 35-109.

7.4.5. Upon requestor's receipt of the final product, shooting and editing are considered complete and the project finished.

7.4.6. The VISC will send completed productions to the Joint Visual Information Services Distribution Activity and the Defense Visual Information Center for DoD distribution when appropriate.

## **8. Presentation Equipment Issue.**

8.1. The VISC will provide presentation equipment (video projectors, laptop computers, and DVD players) for temporary issue. Issue is limited to a maximum of 72 hours. Presentation equipment will not be taken TDY.

8.2. Requestors will contact the VISC as early as possible in order to reserve the required equipment.

## **9. Self-help Services.**

9.1. The VISC will provide self-help equipment and services to MAFB personnel.

9.2. Self-help multimedia products are for official use only. Limits are set for the following products and services:

### 9.2.1. Video

9.2.1.1. Requestor will provide material for up to four DVD or other digital media duplicates.

9.2.1.2. The VISC will retain camera original videotape/digital imagery.

9.2.1.3. Video editing and titling is not authorized.

### 9.2.2. Still Photography.

9.2.2.1. Requestors will provide CD-R for electronic copies.

## **10. Requesting Multimedia Equipment for Non-Multimedia Units.**

10.1. Units requiring multimedia equipment permitted under Allowance Standard 629 will coordinate with the VISC using Project, Workflow, Requirement, and Resources (PWRR) Manager, prior to purchase. (See AFI 35-109, Visual Information and AFMAN 23-110, CD Basic USAF Supply Manual, for guidance)

10.1.1. Self-help equipment and services are to support those functions that the VISC cannot per DoD policy and AFI 35-109.

10.1.2. Self help equipment will never be used for personal purposes (i.e. vacation photos, unofficial events, etc.).

10.1.3. Self-help equipment issue is limited to a maximum of 24 hours.

10.1.4. Self-help equipment will not be taken TDY unless approved by the section NCOIC, BMM, or Chief of Public Affairs.

10.2. Multimedia equipment purchased by base and tenant units will meet technical and interoperability standards set by the VISC.

10.3. Units maintaining digital still and video cameras will provide the manufacturer and model number to the VISC.

10.4. Refer to AFI 35-109 for public release guidance.

## **11. Submitting Work Orders, AF Form 833.**

11.1. Requestors will submit a signed AF Form 833, Visual Information Work Request, to the VISC prior to performance of multimedia services.

11.1.1. Requestors will certify, by signature, that the multimedia products or services are for official use only.

11.1.2. Work requests will be submitted in person or by electronic means with an approved digital signature.

11.2. Requestors will submit work requests no more than 30 and no less than 5 duty days in advance of the event.

11.3. Work requests submitted one day or less prior to the event and which are not emergency response support requested by Security Forces Squadron Law Enforcement Desk, Civil Engineering Squadron Fire Department, Wing Safety, and Command Post are accepted on a case-by-case basis per the approval of the section NCOIC or BMM.

**12. Official Multimedia Products and Services.**

12.1. United States Air Force multimedia equipment and resources are United States Government property used exclusively for official purposes.

12.2. Unofficial use of multimedia equipment, resources, or services by military personnel violates Article 92 of the UCMJ and may result in punitive or administrative action.

RICKY N. RUPP, Colonel, USAF  
Commander, 22d Air Refueling Wing

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

AFMAN 33-363, *Management of Records*

AFMAN 23-110, *CD Basic USAF Supply Manual*

DoD Directive 5040.5, *Alteration of Official DOD Imagery*

AFI 35-109, *Visual Information*

AFI 84-101, *Art Program*

Allowance Standard 629, *Multimedia Support*

***Prescribed Forms***

None

***Adopted Forms***

AF Form 847, *Reccomendation for Change of Publication*

AF Form 833, *Visual Information Work Request*

***Abbreviations and Acronyms***

**ADC**—Area Defense Counsel

**AF**—Air Force

**AFB**—Air Force Base

**AFI**—Air Force Instruction

**AFMAN**—Air Force Manual

**AFRIMS**—Air Force Records Information Management System

**AMC**—Air Mobility Command

**AMCI**—Air Mobility Command Instruction

**BMM**—Base Multimedia Manager

**CD**—R - Compact Disk - Recordable

**CD**—ROM - Compact Disk - Read Only Memory

**DAPS**—Defense Automated Printing Service

**DAVIS/DITIS**—the Defense Automated Visual Information System/Defense Instructional Technology Information System

**DoD**—Department of Defens

**DVD**—Digital Video Disk

**DV/VIP**—Distinguished Visitor/Very Important Person

**IAW**—In Accordance With

**IMT**—Information Management Tool

**JAG**—Judge Advocate General

**MAFB**—McConnell Air Force Base

**MWR**—Moral, Welfare, and Recreation

**NCOIC**—Non-Commissioned Officer In Charge

**OPR**—Office of Primary Responsibility

**OSI**—Office of Special Investigations

**PA**—Public Affairs

**PWRR**—Project, Workflow, Requirement, and Resources Manager

**RDS**—Records Disposition Schedule

**TDY**—Temporary Duty Assignment

**UCMJ**—Uniform Code of Military Justice

**VISC**—Visual Information Service Center