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This handbook provides guidance for Air Force public affairs and augments Department of the Air Force Instruction (DAFI) 35-101, *Public Affairs Operations*, and provides, identifies, and describes Air Force Visual Information (VI) resources and functions. This handbook applies to military and civilian members of the Regular Air Force, Air Force Reserve and Air National Guard (ANG). Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with Air Force Instruction 33-322, *Records Management and Information Governance Program*, and disposed of in accordance with the Air Force Records Disposition Schedule located in the Air Force Records Information Management System. 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 Forms 847 from the field through the appropriate chain of command.

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CHAPTER 1

VISUAL INFORMATION (VI) AND MISSION ROLES

1.1. VI defined by the Department of Defense (DoD). VI refers to information in the form of visual or pictorial representation(s) of person(s), place(s), or thing(s), either with or without sound, and includes still and motion photography, audio video recording, graphic arts, and visual presentations. VI produced by the Air Force is a work of the United States Government, pursuant to Title 17 United States Code, **Chapter 1**, Circular 92: “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.” VI is fundamental to the historical and evidentiary record of DoD activities and actions. It aids the DoD Public Affairs (PA) community in providing information to the public concerning the DoD’s operations and programs. It also supports DoD business operations and facilitates other critical DoD functions. The DoD’s Defense Media Activity manages the DoD VI program through its Defense Visual Information directorate and is responsible for policy development, management, oversight, and proponentcy of DoD Visual Information.

1.2. Priority Missions Defined. VI products are used throughout all operations. Because of the broad array of requests for these products and services, there are generally more requests than resources available to provide them. The VI mission for deployed personnel varies, but Airmen can expect to perform some or all priority missions, regardless of the location or situation. These include all visual-based products and services that directly relate to the accomplishment of all deployed commanders’ missions. Therefore, in-garrison and deployed products and services should be prioritized to ensure effective management controls, and to enhance customer expectations.

1.2.1. In-Garrison Priority Missions. The PA office serves as the sole provider of professional visual-based products and services to all commanders on an installation to directly support their mission accomplishment. The following list, while not all inclusive, explains missions supported.

1.2.1.1. Leadership and Management. Products and services used to define resource requirements and or used to improve processes and procedures in mission accomplishment.

1.2.1.1.1. Construction Projects. Products to demonstrate construction requirements. Examples include decomposing asphalt tarmacs, aircraft hangar structural deficiencies, condemned facilities, new mission requirements, roads and grounds, asbestos, and environmental concerns or compliance.

1.2.1.1.2. Resources and Program Objective Memorandum. Educating resource offices on mission needs for funds, people, or space. Examples include program requirements such as new aircraft beddown, base population increases due to mission realignments, depictions of aircraft mission changes, and operational tempo needs.

1.2.1.1.3. Mission Briefings. VI products that communicate the classified or unclassified mission capabilities of a unit or organization. Examples include VI

presentations to provide an overview of capabilities using products incorporating graphics, photographs, and video, all designed with a singular design theme.

1.2.1.1.4. Assessments. Commander's Inspection Program, Unit Effectiveness Inspections, Management Inspections, Nuclear Surety Inspections, staff assistance visits and exercises. VI products assist Inspector General teams to evaluate an area by expanding the Inspector General subject matter expert audience access, and to inform audiences of assessment results. Examples include: outbrief photos; findings and best practices photos and or videos; inbrief and outbrief graphics; and scenario development illustrations, photos or videos.

1.2.1.1.5. Command Communication. Products and services to aid the commander and senior staff in support of accomplishing communication objectives. Examples include commander's theme videos or senior leader handouts describing critical sexual harassment or equal opportunity issues.

1.2.1.1.6. Public Communication. Visual-based products and services supporting senior leaders' public affairs requirements for internal and external communication, command information, media query, and civic outreach to local communities.

1.2.1.1.7. Official Ceremonies. Products and services to support all aspects of significant official ceremonies. Examples include graphics support (if available) for the ceremony program of events, still photo and or video documentation of the ceremony itself, and others. See [paragraph 2.3.2](#) for ceremonial video requirements.

1.2.2. Operational. Products and services used to support and enhance commander's situational awareness and operational planning and execution; mission readiness and decision makers' situational awareness of organizational activities. The following list, while not all inclusive, explains missions supported.

1.2.2.1. Airfield Surveys. Products and services that provide pilots with critical situational awareness of existing geographical, environmental conditions, and other safety of flight issues. Examples include runway approach videos, videos depicting areas of concern such as power lines, local civilian airflow, etc.

1.2.2.2. Operational Plans. Products that aid operational planners in preparing to deploy forces. Examples include deployment procedures, documentation and training products, warfighter tactics, techniques and procedures to include palletization configuration and procedures, cargo prep, and mobility line processing.

1.2.2.3. Contingency Planning and Management. Products that help the Air Force more effectively respond to contingencies. Examples include wartime documentation, force beddowns, natural disaster, to include aftermath, non-combatant evacuation order response, humanitarian assistance operations, man-made disasters, battle damage assessment, repatriation, and first responder documentation.

1.2.2.4. Force Protection. Products and services used by Security Forces to maintain and improve protection of mission resources and assets. Examples include exercises, documentation of threat and vulnerability assessment, after-action reports, training videos, briefings, local visual information productions, and situational awareness imagery of force protection assets and areas.

1.2.2.5. Safety. Products and services that improve the safety of mission resources. Examples include products and services that support the training and execution of operational risk management policies and procedures in the flight, occupational, weapons, and space disciplines.

1.2.2.6. Research and Development. Products and services supporting the testing and evaluation of weapon system, equipment concepts, conceptual design, weapon system development support, or missile or satellite launch documentation. Examples include congressional briefing and test review videos, chase maps, laboratory or proof of concept report photos.

1.2.3. Medical. Documentation or rendering for medical staffs or criminal investigators. Examples include forensics, resident education slide shows, autopsy, pathology, criminal investigation, assault, training, abuse, reconstructive surgery documentation, and casualty identification.

1.2.4. Education and Training. Products and services that enhance curriculum and teaching capabilities. Examples include: Graphics, photo, and video training aids.

1.2.5. Historical. Products and services used to document historically significant events such as new mission establishment, unit activation or inactivation, distinguished visitor support, and international relations.

1.2.6. Investigative. Products and services supporting agencies requiring documentation to aid in fact finding. Examples include alert photography and videography, time-sensitive documentation of natural disasters, mishaps, crime scenes, material deficiency reports, and other investigations.

1.2.7. Administrative. Products and services supporting requirements for personnel and administrative actions. Examples include visas, passports, chain-of-command portraits, quarterly or annual awards, special duty, organizational and base-level awards, and wing mission briefings.

1.2.8. Deployed Priority VI Missions. Similar to the in-garrison missions, the deployed priority products and services should be prioritized to ensure effective management controls and to enhance customer expectations. The following list, while not all inclusive, explains missions supported and various types of VI products and services:

1.2.8.1. Leadership and Management. Products and services used to define resource requirements and or used to improve processes and procedures in mission accomplishment.

1.2.8.1.1. Bare Base Build Up and Sustainment. Products to communicate resource requirements for a deployed base infrastructure. Examples include visual aids, photos and videos to document flight line construction or conditions, ramp configuration, facility requirements or conditions, roads and grounds, environmental, quality-of-life conditions, site surveys, host nation limiting factors and location maps.

1.2.8.1.2. Mission Briefings. VI products that communicate the classified or unclassified mission capabilities of a unit or organization. Examples include VI presentations to provide an overview of capabilities using products incorporating graphics, photographs and video, all designed with a singular design theme.

- 1.2.8.1.3. Command Communication. Products and services to aid the Commander of Air Force Forces and deployed wing commander in support of senior leaders' taskings. Examples include distinguished visitor visual aids, informational VI products for international media, and status of forces visual aids. Customers are deployed wing leadership, or other commanders.
- 1.2.8.1.4. Public Communication. Visual-based products and services supporting senior leaders' public affairs requirements for internal and external communication, command information, media query, and civic outreach to local governments.
- 1.2.8.1.5. Official Ceremonies. Products and services to support all aspects of significant official ceremonies. Examples include support for the ceremony program of events, still photo and or video documentation of the ceremony itself, and others.
- 1.2.8.2. Operational. Products and services used to support and enhance mission operations and decision makers' situational awareness in the execution of wartime mission.
- 1.2.8.2.1. Airfield Surveys. Products and or services that provide critical situational awareness of existing geographical, environmental conditions, threat conditions, and other safety of flight issues. Examples include visual aids depicting runway approaches, terrain, and ramp configuration.
- 1.2.8.2.2. Operational Plans. Products and services that support mission planning and execution. Examples include visual aids for maps; non-traditional Intelligence, Surveillance and Reconnaissance; battle damage assessment, battle damage repair, and predictive battle space awareness products.
- 1.2.8.2.3. Force Protection. Products and services used by Security Forces to ensure protection of mission resources. Examples include documentation of threats and vulnerabilities, after action reports, just-in-time training products, visual aids for briefings, video productions, and situational awareness imagery of force protection assets and areas.
- 1.2.8.2.4. Safety. Visual-based products and services that improve flight, occupational, weapons, and space safety. Examples include products and services that support the training and execution of operational risk management policies and procedures such as educational products of environmental hazards or location-specific safety videos.
- 1.2.8.2.5. Research and Development. Visual documentation of successes and failures of newly fielded systems and platforms. Examples include comprehensive briefings using visual aids, photographs, and videos to highlight system successes or concerns.
- 1.2.8.2.6. Operations in the Information Environment. Products and services that support actions conducted by organizations operating in the operations in the information environment. Examples include documentation of operations to counter adversary disinformation or to support achieving a deterrence effect.
- 1.2.9.1. Medical. Visual documentation that aids deployed medical forces in communicating resource requirements or location-specific concerns. Examples include

documentation of medical activities supporting the treatment and evacuation of casualties, humanitarian assistance operations, abuse, surgery documentation, autopsy, and casualty identification.

1.2.9.2. Education and Training. Products and services that support just-in-time training for local procedures. Examples include imagery depicting environmental conditions, driving conditions, health conditions, threat conditions, and host nation relations.

1.2.9.3. Historical. Visual documentation of historically significant events for preservation. Examples include unit beddown, deployed unit crest or emblem designs, unit activation and deactivation videos, and visuals for international relations briefings.

1.2.9.4. Investigative. Products and services supporting agencies requiring documentation to aid in fact finding.

1.2.9.4.1. Alert Photography and Video. Time-sensitive documentation of disasters, mishaps, crime scenes, material deficiency reports, investigations. Examples include imagery of the incident site, damage to equipment or depictions of the incident scene.

1.2.9.4.2. Fratricide. Products and services that support the investigation of friendly force casualties. Examples include incident site photographs and video, weapons employed photography, scene recreation, weapon effects video, photos or visual aids.

1.2.9.4.3. Law of War. Products and services that support Law of War violations. Examples include incident photographs and video, depictions of weapons employed or charts recreating incident scenes.

1.2.9.5. Administrative. Products and services supporting requirements for personnel and administrative actions. Examples include visa, passport, chain-of-command portraits, significant individual and organizational awards, special duty, unit mission briefings, and isolated personnel report photos (ISOPREP).

1.3. Visual Information Documentation (VIDOC) Program. VIDOC is motion, still, and audio recording of technical and non-technical events that are made while occurring, and not usually under the production control of the recording element. VIDOC includes documentation by PA and Combat Camera (COMCAM) forces. The Secretary of Defense, combatant commanders, Air Expeditionary Unit Commanders, and commanders at all Air Force levels use VIDOC imagery as a decision-making tool for critical operational assessment, investigative, legal, and their leadership communication needs.

1.3.1. The VIDOC program ensures that Air Force wartime, contingency or humanitarian operations, historical, and newsworthy events are visually recorded and that, as appropriate according to the significance or probable use of the VI, there is accompanying data created and maintained to authenticate the digital imagery. Other mission-related uses are military information support operations, training, battle damage assessment, post-strike assessments, public information, intelligence, and providing an accurate record of Air Force operations.

1.3.2. All non-COMCAM PA personnel support their unit VIDOC requirements at both in-garrison and deployed locations. When unit type code tasked, non-COMCAM PA personnel support both unit level forces and VIDOC requirements.

1.3.3. Air Force Research, Development, Test and Evaluation (RDT&E); Intelligence, Surveillance and Reconnaissance, and most medical VI activities perform photography and

videography to include high speed still and motion media optical instrumentation. Although these units are required to perform visual information documentation. Exclusions to this policy include those outlined in Department of Defense Instruction (DoDI) 5040.02, *Visual Information (VI)*.

1.3.4. Transmitting or Shipping VIDOC Imagery.

1.3.4.1. DMA serves as the central DoD reception and distribution point for current COMCAM and VI imagery. DMA makes such imagery available to the Secretary of Defense, Chairman of the Joint Chiefs of Staff, the Military Departments, Unified Combatant Commands, Defense Agencies, other DoD components, National Archives and Records Administration, other government agencies, as well as the public. All VI materials will be accessioned according to **DoDI 5040.02** and the DoD Visual Information Style guide located at <https://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/>.

1.3.4.2. Refer to DMA (<https://www.dimoc.mil/Submit-DoD-VI/VI-Submission-methods/>) on how to submit For Official Use Only and classified imagery (or imagery where release status is unknown).

1.3.4.3. If camera original video is shot on tape, send the original tape labeled with the VIRIN. If camera original video is digital (non-tape format) place the uncompressed files into a directory (folder) labeled with the same VIRIN as the transmittable video file. Depending on the file size, use the appropriate media (DVD, Blu-Ray, hard drive, etc.) and deliver or mail to DMA.

1.3.4.4. If electronic transmission is possible, send COMCAM and deployed VI motion imagery directly to DMA by the fastest means available, following the approval procedures that have been established by on-scene and theater commanders.

1.4. Alert Procedures. The alert photographer and the PA on-call representative should be listed separately on the installation command post on-call list. Both have independent requirements in the event of crises and contingencies and many events do not require both to be called. Alert photo and video duty requires immediate contact through the use of a government provided electronic device.

1.4.1. In a deployed environment, customers are deployed legal offices, Security Forces, safety, special investigating offices, the Department of State, DoD, Combatant Commanders, or the Joint Chiefs of Staff.

1.4.2. Alert photography and video provides time-sensitive documentation of disasters, mishaps, crime scenes, material deficiency reports and investigations. Examples include imagery of the incident site, damage to equipment or depictions of the incident scene. For detailed information on support to weapons, space, aviation, and ground safety investigations and related mishaps, see AF 91-series instructions and manuals for specific instructions.

1.4.3. Emergency requests for alert support do not require immediate submission of an AF Form 833, *Multimedia Work Order*; however, an AF Form 833 should be completed before products are finished and delivered.

1.5. Investigative Procedures. Investigative units use VI products and services documentation to aid in fact finding. Examples include alert photography and videography, time-sensitive

documentation of natural disasters, mishaps, crime scenes, material deficiency reports, and other investigations.

CHAPTER 2

VI ACTIVITY MANAGEMENT PROCEDURES

2.1. Defense Visual Information Activity Number (DVIAN) Mandates. DoDI 5040.02 directs component services to manage VI activities and resources with effective management controls. Air Force Public Affairs Agency (AFPAA) maintains the service-level DVIAN registry for the Air Force. (See **Figure 1**) VI Managers at all levels should maintain a copy of current DVIAN authorization documents. Requests for new VI activities, changes of mission, or authorizations, using AFI 38-101, *Manpower and Organization* as a guide, require approval by the MAJCOM PA Director or designee, and AF approval by AFPAA.

Figure 2.1. DVIAN Classification.

TYPE	PRIMARY FUNCTION	DESCRIPTION
A	Host Wing-Provided Installation-Wide VI Products and Services Support	Provides VI support to all organizations on an installation or within a defined geographical area. Support to non-Host Wing organizations may be provided only per mandatory Host-Tenant Support Agreement. Services may include photography, graphics, and video. Manages and approves all VI equipment requests for organizations on the installation. Provides installation video production support.
B	Dedicated VI Products and Services Support	Provides VI support only to the organization which assigned. Should not provide VI support to any other organization on the installation. Dedicated support should not conflict with the Type A facility on the installation.
C1	Air Staff Video Production Center	Provides Video Production products and services support to Air Staff leaders and those from Field Operating Agencies and Direct Reporting Units not covered by dedicated support.
C2	MAJCOM Video Production Center	MAJCOMs designate a "Primary" Video Production Facility to provide support to their MAJCOM/CC and HQ staff.
C3	Specialty Video Production Center	Provides MAJCOM secondary or unique Video Production capability, such as support to classified, intelligence, RDT&E, or weapons analysis.
C4	Installation Video Production Center	(See Type A above ; does not require a "C" DVIAN designation)
D	Video Productions (Contracted Productions)	Central approving office of all AF individually contracted Video Production requests. (AFPAA/AO)
E	Small Unmanned Aircraft Systems (UAS)	Provides unique small UAS products and services support.

F	Component Coordination Point	AFPAA. USAF singular OPR for all visual records of USAF activities.
G	Combat Camera	Photographic or video documentation covering air, sea, and ground actions of combat.
H	Technical Documentation	Provides documentation (photo or video) for analysis only. Supports ISR, RDT&E, or weapons systems testing.
M	MAJCOM VI Manager	Provides VI management to all DVIAN locations under said MAJCOM.
S	Air Force VI Manager	Provides USAF VI Program Management oversight.
T	Education and Training (Interactive Multimedia Instructional (IMI)) Services	Provides education and training (IMI) products and services that enhance curriculum and teaching capabilities.

2.2. Authorized Use of Air Force VI Resources.

2.2.1. VI materials generated or acquired in conducting official duties are the property of the United States Air Force.

2.2.2. Personal use of VI materials for sale or any other reason not directly related to an official Air Force activity is discouraged, and in some cases prohibited. When necessary, contact the local staff judge advocate for guidance or clarification. This may also apply when Air Force members or employees, by choice or agreement, use personally-owned equipment or supplies while performing official duties. See DoDI 5410.19, *Public Affairs Community Relations Implementation*, and DoDI 5410.20, *Public Affairs Relations with For-Profit Businesses and Business Industry Organizations*, for further guidance.

2.3. General Photography and Video Imagery Guidelines.

2.3.1. Photography and video imagery are essential elements of internal and external communication programs. Imagery conveys the mission of the Air Force to internal and external audiences and helps achieve the PA core competencies of Airman morale and readiness, public trust and support, and global influence and deterrence.

2.3.2. Ceremonial video documentation is limited to those honoring MAJCOM, numbered air force, wing and their vice or deputy wing commanders, general officers and civilian equivalents, important historical figures such as Medal of Honor recipients, Order of the Sword recipients, or aerial aces for accessioning or for media dissemination.

2.3.3. Sensitive missions. Sensitive missions include, but are not limited to, movement of detainees and enemy prisoners of war, special operations activities, detainee operations, handling of human casualties, and repatriations of remains.

2.3.4. Potential privacy violation. Refer to DoD 5400.11-R, *Department of Defense Privacy Program*, for definitions of privacy issues.

2.3.5. Appearance of Military Members in Imagery. Pay careful attention to Air Force safety standards for people and equipment, such as required wear of safety goggles or hearing protection. Wing commanders and chiefs of PA may waive the AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, guidelines when recent mission and

operational duties result in imagery that shows Air Force people with non-serviceable uniforms.

Chapter 3

INSTALLATION VI SUPPORT

3.1. In accordance with DAFI 35-101, *Public Affairs Operations*, a priority system is established to meet critical timelines, schedule work and satisfy customer requirements. This system enables staff to determine which missions should be accomplished first and educate customers to manage their expectations. The following examples of priorities serve as guidance and are recommended to be used to create an installation-specific priority system to locally manage and allocate resources and man-hours when mission requirements exceed resource capabilities:

3.1.1. Priority 1 - Urgent. Work of an emergency or catastrophic nature with a short, time-sensitive period of informational value. These requests take precedence over all other support. The Base Visual Information Manager (BVIM) should consult the PAO or wing commander if necessary to facilitate prioritization of resources when conflicts arise. Normal lead-time is immediate. All Priority 1 requests are approved by the PAO or designated representative. Approval should be received from the PAO to elevate any Priority 2-4 work to Priority 1. Support to Priority 1 includes:

3.1.1.1. Alert Photo or Video Documentation for:

3.1.1.1.1. Aircraft accidents, Class A mishaps and accidents and incidents involving a fatality and investigation support boards. (Refer to AF 91-series instructions and manuals for specific instructions.)

3.1.1.1.2. Command post requirements: Base crises, man-made or natural disasters.

3.1.1.1.3. Emergency Responder requirements: Fire department, Security Forces, Office of Special Investigations, or other federal agency contingencies.

3.1.1.1.4. Damage to government property.

3.1.1.2. Time-sensitive or perishable public affairs photography or videography.

3.1.1.3. Emergency war orders.

3.1.1.4. Contingency operations.

3.1.1.5. Inspector General activities.

3.1.1.6. Coverage for intelligence collection.

3.1.1.7. Any mission deemed urgent by the wing commander.

3.1.2. Priority 2 - Critical. Work requests which are essential in direct support of the installation operational missions and which cannot be regularly scheduled in advance. Normal lead-time is 1 to 3 business days. Support to Priority 2 includes:

3.1.2.1. Releases to news media and incidents involving injury, or impairment of operational capability.

3.1.2.2. Flying, Occupational, Weapons, Space and Ground safety.

3.1.2.3. Maintenance, munitions and force protection.

3.1.2.4. Wing readiness, situational awareness.

3.1.2.5. Flying operations.

3.1.3. Priority 3 - Essential. Work supporting operational mission and training requirements and programs of assigned and tenant units that is handled on a scheduled basis. Normal lead-time is 3 to 5 business days, depending upon resource availability. Support to Priority 3 includes:

3.1.3.1. Official conferences or meetings.

3.1.3.2. Community Engagement programs.

3.1.3.3. Commander's mission briefings.

3.1.3.4. Formal training.

3.1.3.5. Distinguished Visitor events.

3.1.3.6. Documentation of Official Ceremonies.

3.1.4. Priority 4 - Routine. All authorized work of a routine nature that does not qualify for any priority listed above. Work should be accomplished on a first in-first out basis. Lead time is normally 5 to 10 business days, depending upon resource availability. Support to Priority 4 includes:

3.1.4.1. Status boards.

3.1.4.2. Organizational charts.

3.1.4.3. Photographs for official records (Official photos, special duty assignment photos, etc.).

3.1.4.4. Awards and decorations.

3.1.4.5. Command interest items.

3.2. Resource Protection. Each request for service is reviewed to ensure the work to be accomplished is legal, is for official purposes, and whether or not the request can be supported. Work is not accomplished if it violates Air Force policy, or it may infringe on copyright laws. It is everyone's responsibility to protect VI resources and prevent fraud, waste, and abuse. The wing commander has ultimate authority to approve any work in question.

3.2.1. Restrictions. The BVIM should be familiar with the following agencies when determining scope of responsibilities and capabilities:

3.2.1.1. Defense Logistics Agency (DLA) Document Services. Coordinate on the construction of reproduction masters and to determine size or multiple color restrictions. See DoDI 5330.03, *DLA Document Services*, for more information.

3.2.1.2. History and Heraldry Missions. AFI 84-105, *Organizational Lineage, Honors and Heraldry*, provides instructions on researching organizational emblems, patches and decals. If the installation PA office is tasked to produce original reproduction masters of these items (if the capability exist), the History Office is a resource to assist PA to verify prior organizational usage and define appropriate color schemes. Ensure use of the Air Force Symbol and all other Air Force trademarks is in compliance with AFI 35-114, *Air Force Branding and Trademark Licensing Program*.

3.2.1.3. Base Publishing Office. This office should be consulted for work requests for the production masters of forms, letterheads, note pads, invitations, book covers, etc. Many customers do not know official forms exist, such as certificate blanks, and that they may be suitable to meet their requirement.

3.2.1.4. Base Legal Office. This office should be consulted for advice on requests that are difficult to assess for legality in relation to policy. The most challenging area to assess is with copyright infringement. Consult AFI 51-303, *Intellectual Property—Patents, Patent Related Matters, Trademarks and Copyrights*.

3.2.1.5. Financial Management Office. Consult the Financial Management Office for any needed clarification regarding authorized use of PA support for any requests for VI products whose purpose involves use of Air Force funds to purchase anything, or for the use of fundraising. As a general rule, VI products may not be used to generate revenue, but there are exceptions.

3.2.1.6. Servicing installation Contracting Office. Consult the servicing installation Contracting Office for clarification on any contracting issues.

3.3. Customer Relations. Customer feedback is an important part of customer relations. MAJCOMs should institute the use of command-standard Customer Critiques issued with each work order or placed in a prominent place on the customer service counter. Alternatively or in conjunction with critiques, prominently display the BVIM's name, phone number and or photo to give customers a point of authority to go to for problems, questions or to simply acknowledge appreciation.

3.3.1. A customer service guide should be available for all customers which includes:

3.3.1.1. Hours of operation.

3.3.1.2. Facility location(s).

3.3.1.3. The Priority System.

3.3.1.4. Available products.

3.3.1.5. How to request products.

3.3.1.6. Instructions on completing the AF Form 833.

3.3.2. Where feasible, assign a customer service representative at the customer service counter who is well educated as to what the PA office can accomplish with available resources. The customer service representative should be able to offer quick, accurate and consistent information to fill the customer's needs.

3.4. Self-Help Services. The PA office may provide self-help services for official use only, depending on manpower and resources.

Chapter 4

GENERAL GUIDELINES FOR MANAGING CONTRACTED VI FACILITIES

4.1. Managing Contracted Facilities.

4.1.1. The OPR for all contracted operations is the Contracting Office. Refer to AFI 64-102, *Operational Contracting Program*, for managing a new or existing contracted operation. Key considerations for all operations are understanding the requirements of a Contracting Officer Representative appointment and the quality assurance mission managing a VI Services contract.

4.1.2. Managing an Existing Visual Information Services contract. The following items are key considerations:

4.1.2.1. Understand the level and detail of the current contract requirements by becoming familiar with the Statement of Work or Performance Work Statement and priorities of the current mission.

4.1.2.2. Meet with the servicing installation contracting officer for the VI or PA contract to understand the “history” of performance.

4.1.2.3. Meet the service provider’s Program Manager.

4.1.2.3.1. Share philosophy to create a team environment.

4.1.2.3.2. Share reputation management goals. All members of the contract have direct customer contact that affects both PA’s and the service provider’s mutual reputations.

4.1.2.3.3. Establish a level of open feedback for process and product improvement. The Program Manager can and should solicit inputs from their employees.

4.1.2.3.4. Be involved in production meetings, when appropriate.

4.1.2.3.5. Work to improve production process relationships to be as streamlined as possible.

Chapter 5

VI EQUIPMENT MANAGEMENT

5.1. Requests to Purchase VI Equipment.

5.1.1. The BVIM should coordinate annually with the Logistics Support Equipment Management Office, the designated Government Purchase Card Agency or Organization Program Coordinator, and servicing installation Contracting Office personnel to prevent unauthorized purchases of Allowance Standard 629 equipment.

5.1.2. Per Air Force Manual (AFMAN) 17-1203, *Information Technology (IT) Asset Management (ITAM)*, the host wing communications squadron includes computer equipment and software that supports VI missions in the information processing management system, and coordinates with the BVIM for approval on all requests from units on the installation to purchase such items.

5.1.3. Combat camera, broadcasting, still photographic and graphics and visual design equipment for quantities not listed or authorized in Allowance Standard 629 are requested on AF Form 601, *Authorization Change Request*, and submitted to the base equipment management office on AF Form 9, *Request for Purchase*, and processed through the servicing installation contracting office.

5.2. Acquisition of Equipment. Along with the Visual Information Equipment Plan (VIEP), other sources exist for the acquisition of equipment.

5.2.1. Transfers. A prime source is from other organizations which no longer have a requirement for a certain piece of equipment. The equipment can be obtained by Intercustody Receipt and Transfer (FET) or Accountability Transfer (FME) action through the base equipment management office at base supply. The Intercustody Receipt and Transfer action is between organizations on base and Accountability Transfer is between organizations from different bases. AFI 23-101, *Air Force Material Management*, or the equipment management office can assist with any questions.

5.2.2. DLA Disposition Services. DLA Disposition Services is responsible for the reuse, transfer, donation, sale or disposal of excess property. Regional locations are located throughout the continental United States. PA offices should check with those facilities frequently for possible serviceable equipment available for free issue to military organizations.

5.2.3. Depot-funded Equipment. Seek local support from servicing supply units for details on this central-funded purchasing program.

5.3. Report of Survey. A report of survey documents the circumstances concerning the loss, damage or destruction of AF property and serves as or supports a voucher for adjusting the property from accountable records. It also documents a charge of financial liability assessed against an individual or entity or provides for relief from financial liability. Refer to DoD 7000.14-R, *Financial Management Regulation, Volume 12 – Special Accounts, Funds and Programs*, **Chapter 7**, *Financial Liability for Government Property Lost, Damaged, Destroyed, or Stolen*, and the installation equipment management office for further clarification.

5.4. Automated Information for Multimedia Managers. PA uses a web-based automated information system designed for users to input information and query a database to extract information regarding current unit information, equipment requirements and inventory status at each unit, and production reporting information for each DVIAN-authorized VI activity. The career field-approved database tool assists AFPAA and MAJCOM leadership with decision-making analysis for the VIEP and Production Reporting throughout the Air Force PA community. **Note:** Air National Guard and Air Force Reserve units are not required to use the career field-approved database tool system for equipment inventory and VIEP submissions; however, the career field-approved database tool is available as an optional tool for equipment inventory and requirement programming and should provide justification for budget estimates for future years based upon past years activities. AFPAA should use the production data to help justify dollars as part of Air Force VI planning, programming, and budgeting functions.

Chapter 6

COMBAT CAMERA PROGRAM

6.1. See DAFI 35-101 for specific COMCAM operations.

6.2. Planning and Requesting Combat Documentation.

6.2.1. When VIDOC support is required, the customer should consider the scope and particular requirements of the task or contingency. COMCAM teams support all theater-level forces conducting major regional conflicts and operations other than war, providing imagery to the command and all information-related capabilities, as need and requested.

6.2.2. Supported commands task and employ COMCAM forces during crisis situations, planned and contingency operations, humanitarian assistance operations efforts, and joint exercises. COMCAM personnel participating in exercises should be trained to operate in scenarios outlined by the supporting command during the request process.

6.2.3. Planned Combat Documentation. Air components need to identify required documentation as early as possible in Operation Plans, Concept Plans, and Operation Orders. Task requirements through the Deliberate Crisis Action Planning & Execution System. AFPAA consolidates and coordinates activities with participating units. COMCAM assets are loaded independent of PA taskings within each Air Expeditionary Force library to provide steady-state and contingency response capability.

6.2.4. MAJCOMs may request COMCAM documentation from the Combat Camera squadron. Requirements should flow through appropriate tasking authority to AFPAA.

6.2.5. Humanitarian, Disaster Relief, and Contingencies. Theater commanders task the supporting component through the Joint Operation Planning and Execution System, that in-turn, requests support from AFPAA. Headquarters United States Air Force can also task AFPAA to document humanitarian, disaster relief, or contingency activities. COMCAM forces are vital to providing VIDOC of emergency resource needs to communicate to senior leaders and other government agencies for prioritization decision-making.

Chapter 7

AERIAL PHOTOGRAPHIC AND VIDEO DOCUMENTATION OPERATIONS

7.1. Purpose. DoDI 5040.02 specifies the requirement for the SAF to ensure the availability of aircrew-qualified and equipped COMCAM personnel to support operational missions. It applies to all PA personnel performing COMCAM aerial photographer duties with Aviation Service Code 9 and Flying Status Code D (9D). AFPAA manages this activity. These COMCAM aerial photographers perform photographic or video documentation as part of an authorized aircrew complement and are required for the mission.

7.2. The description, Aerial Photographer, is a generic term for personnel from the public affairs career field tasked to acquire official imagery in support of DoD operations.

7.3. The expense of qualifying aerial photographers mandates a cost-effective program. AFPAA ensures training and qualification in accordance with the appropriate AFMAN 11-2-series. Specific COMCAM aerial documentation procedures are contained in the AFMAN 11-2AP series.

Chapter 8

VIDEO PRODUCTION

8.1. Purpose of the VI Production Program. The video production process is designed to provide access to the information for all who require it, with effective management controls. The process also ensures the removal of non-current products from inventory. See [Figure 8.1](#) for a list of authorized VI production centers.

8.2. VI Productions Defined. An audiovisual production generally is a self-contained presentation. Video productions can be distributed in any format (CD-ROM, DVD, Blu-ray Disc, or electronic via the internet) or optically projected or displayed. All other video products listed in subparagraphs below require the file name of a VIRIN and other mandates (see [paragraph 1.4](#), and [Chapter 2](#)).

8.2.1. Public Service Announcements, 60 seconds or less, except those outlined in DoDI 5040.02.

8.2.2. Command information messages (video news releases, electronic news gathering).

8.2.3. Raw documentation.

8.2.4. Edited footage for any mission.

8.2.5. Documentation of unedited speeches or presentations.

Figure 8.1. Authorized VI Production Centers

VIDEO PRODUCTION DESIGNATION	LOCATION	MAJCOM & PHONE	ADDRESS & PHONE
Air Staff (C1)	Hill AFB, UT	AFPAA 210-652-5380 (DSN 487)	OL-H 6015 Dogwood Ave, Bldg. 1269, Rm 104 Hill AFB, UT 84056-5817 801-777-0729 (DSN 777)
Air Staff (C1)	Lackland AFB, TX	AFPAA 210-652-5380 (DSN 487)	3 CTCS/DO 1359 Tinker St JBSA-Lackland, TX 78236 210-671-2404 (DSN 473)
Air Staff (C1)	Pentagon, Washington, DC	SAF/PAI 703-697-3330 (DSN 227)	SAF/PAI 1405 Air Force Pentagon Washington, DC 20330-1220 703-695-7319 (DSN 225)
MAJCOM (C2)	Langley AFB, VA	ACC/PA 757-764-0581 (DSN 574)	ACC/PAI 111 Thompson St Langley AFB, VA 23665 757-764-5936 (DSN 574)

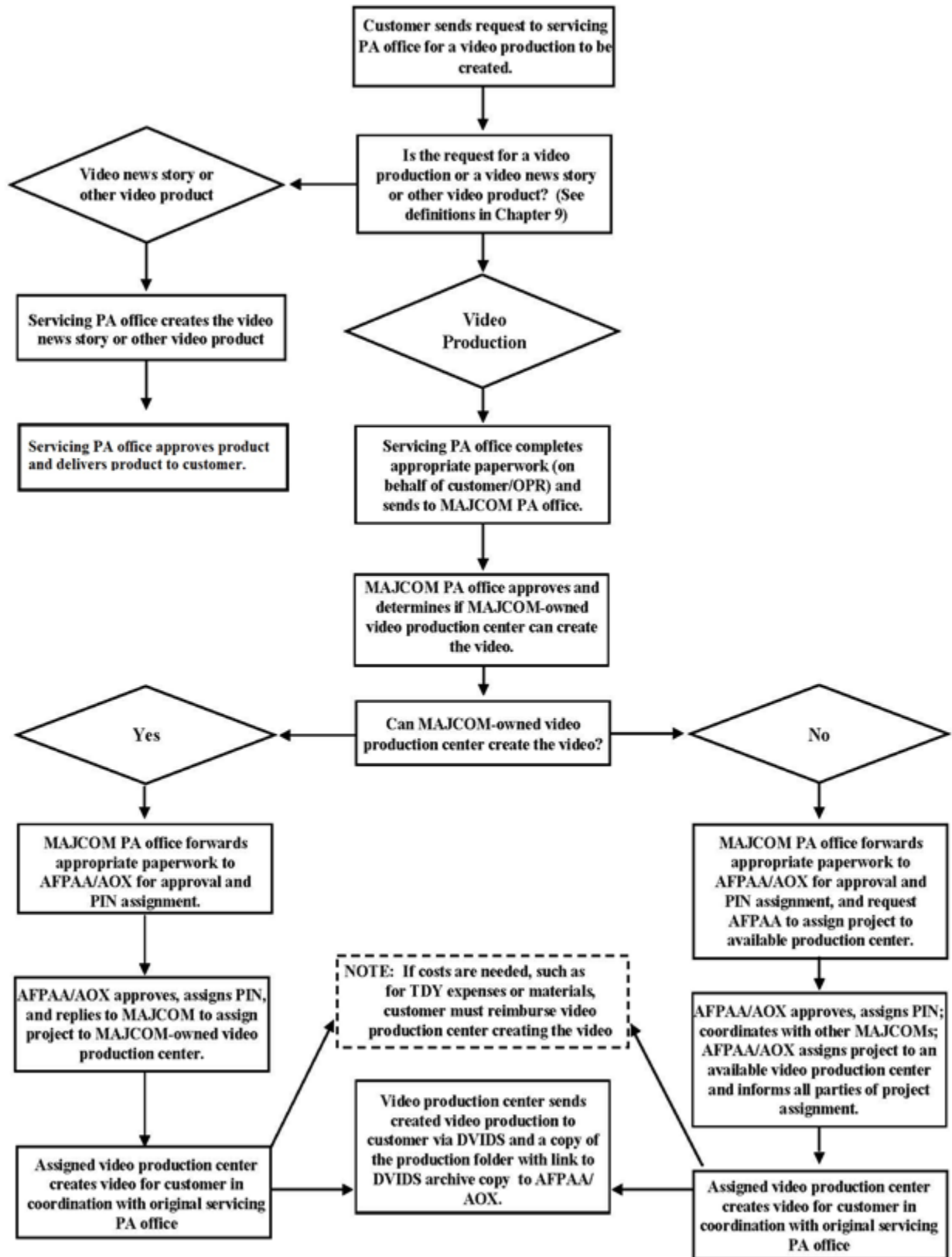
MAJCOM (C2)	Maxwell AFB, AL	AETC/PA 210-652-9960 (DSN 487)	42 ABW/PA (AU/TV) 600 Chennault Cir, Bldg. 1405A Maxwell AFB, AL 36112 334-953-7369 (DSN 493)
MAJCOM (C2)	Barksdale AFB, LA	AFGSC/PA 318-456-1305 (DSN 781)	2 BW/PA 109 Barksdale Blvd West, Ste 209 Barksdale AFB, LA 71112 318-456-1015 (DSN 781)
MAJCOM (C2)	Wright- Patterson AFB, OH	AFMC/PA 937-257-7593 (DSN 787)	88 ABW/PA 2191 Monahan Way Wright-Patterson AFB, OH 45433 937-904-8237 (DSN 674)
MAJCOM (C2)	Robins AFB, GA	AFRC/PA 478-327-1751 (DSN 497)	AFRC/PAZ 155 Richard Ray Blvd Robins AFB, GA 31098-1635 497-1279 (DSN)
MAJCOM (C2)	Hurlburt Field, FL	AFSOC/PA 850-884-2865 (DSN 579)	1 SOW/PA 344 Tully St, Bldg. 90340 Hurlburt Field, FL 32544 850-884-7026 (DSN 579)
MAJCOM (C2)	Peterson AFB, CO	AFSPC/PA 719-554-4089 (DSN 692)	AFSPC/PA 150 Vandenberg St, Ste 1105 Peterson AFB, CO 80920 719-554-9797 (DSN 692)
MAJCOM (C2)	Scott AFB, IL	AMC/PA 618-229-7847 (DSN 779)	375 AW/PA 901 South Drive, Bldg. 700 West Scott AFB, IL 62225 618-229-8901 (DSN 576)
MAJCOM (C2)	McGhee-Tyson ANGB, TN	ANG (NGB/PA) 240-612-9490 (DSN 612)	ANG TEC/TV 400 I.G. Brown Dr, Bldg. 416 McGhee-Tyson ANGB, TN 37777-6216 865-336-3850 (DSN 266)
MAJCOM (C2)	Kadena AB, Japan	PACAF/PA 808-448-3227 (DSN 315-448)	18 WG/PA Unit 5141, BOX 30 APO AP 96368-5435 315-634-3813 (DSN)
MAJCOM (C2)	Ramstein AB, Germany	USAFE- AFAFRICA/PA 314-480-6558 (DSN)	86 AW/PA Unit 3050, Box 120 APO AE 09094 314-480-9196 (DSN)
Specialty (C3)	Nellis AFB, NV	ACC/PA 757-764-0581 (DSN 574)	99 ABW/PA 5870 Devlin Dr, Bldg. 595, Ste 137

			Nellis AFB, NV 89191 702-652-7310 (DSN 682)
Specialty (C3)	Dyess AFB, TX	ACC/PA 757-764-0581 (DSN 574)	436 TS/IP (7 BW/PA) 7 Lancer Loop Dyess AFB, TX 79607 325-696-4632 (DSN 461)
Specialty (C3)	Keesler AFB, MS	AETC/PA 210-652-9960 (DSN 487)	81 TRW/PA 709 H. St, Bldg. 902 Keesler AFB, MS 39534-2444 228-377-2793 (DSN 597)
Specialty (C3)	Randolph AFB, TX	AETC/PA 210-652-9960 (DSN 487)	502 ABW OL-B/PAMV 1150 5th St East Randolph AFB, TX 78150 210-652-4876 (DSN 487)
Specialty (C3)	Goodfellow AFB, TX	AETC/PA 210-652-9960 (DSN 487)	17 TRW/PA 351 Kearney Blvd, Ste 227 Goodfellow AFB, TX 76908 325-654-3877 (DSN 477)
Specialty (C3)	Hill AFB, UT	AETC/PA 210-652-9960 (DSN 487)	367 TRSS 6058 Aspen Ave Hill AFB UT, 84056 801-586-7620 (DSN 586)
Specialty (C3)	Charleston AFB, SC	AFPAA 210-652-5380 (DSN 487)	1 CTCS 209 South Davis Dr, Bldg 241 Joint Base Charleston, SC 29404 843-969-3454 (DSN 673-3454)
Specialty (C3)	Edwards AFB, CA	AFMC/PA 937-257-7593 (DSN 787)	412 TW/PA 305 E. Popson Ave, Bldg. 1405 Edwards AFB, CA 93524 661-277-1368 (DSN 527)
Specialty (C3)	Los Angeles AFB, CA	AFSPC/PA 719-554-4089 (DSN 692)	SMC/PA 483 North Aviation Blvd Los Angeles AFB, CA 90245-2808 310-653-5596 (DSN 633)
Specialty (C3)	Vandenberg AFB, CA	AFSPC/PA 719-554-4089 (DSN 692)	30 SW/PA 867 Washington Ave, Bldg. 12000, Rm 242-6 Vandenberg AFB, CA 93437 805-606-6936 (DSN 276)
Specialty (C3)	MacDill AFB, FL	AMC/PA 618-229-0065 (DSN 779)	6 AMW/PA 8208 Hangar Loop Dr MacDill AFB, FL 33621 813-828-2217 (DSN 968)

Specialty (C3)	Essex Junction, VT	ANG (NGB/PA) 240-612-9490 (DSN 612)	ANG RS/A1YA (ANG Creative) 3 Ewing Place Essex Junction, VT 05452 802-878-4860 (DSN 220-5905)
Specialty (C3)	JB Andrews, MD	ANG (NGB/PA) 240-612-9490 (DSN 612)	ANGRC PA 3500 Fletchet Ave JB Andrews, MD 20762 240-612-8922 (DSN 612-8922)
Specialty (C3)	McGhee Tyson ANGB, TN	ANG (NGB/PA) 240-612-9490 (DSN 612)	ANGTEC 400 I.G. Brown D McGhee Tyson ANGB, TN 37777-6216 865-985-3818 (DSN 266-3818)
Specialty (C3)	JB Pearl Harbor-Hickam, HI	PACAF/PA 808-448-3227 (DSN 315-448)	PACAF/PA 25 E. Street, Ste I-106A JB Pearl Harbor-Hickam, HI 96853-1596 808-448-3227 (DSN 315-448)
Specialty (C3)	JB Elmendorf- Richardson, AK	PACAF/PA 808-448-3227 (DSN 315-448)	673 ABW/PA 10480 Sijan Ave, Ste 123 JB Elmendorf-Richardson, AK 99506-2150 907-552-7519 (DSN 317-552)

8.3. Video Production Request Process. (See [Figure 8.2](#) for the video production request process.)

Figure 8.2. Video Production Request Process Flow



8.4. Air Force Video Production Management and Distribution Program.

8.4.1. AFPAA develops policy and manages the Air Force Production Distribution Program. AFPAA:

8.4.1.1. Processes and coordinates joint interest video production requirements and production support with other military departments and DoD.

8.4.1.2. Issues a Production Identification Number assignment letter at the beginning of the production process that identifies and controls Air Force and DoD-use video productions throughout their life cycle.

8.4.1.3. Coordinates with DMA for replication and distribution. DMA replicates and distributes Air Force productions, according to a memorandum of agreement. Requesters may be required to fund replication and distribution costs for products.

8.4.2. In addition to the procedures outlined in DoDI 5040.02 and DoDI 5040.07, *Visual Information (VI) Productions*, the OPR, requestor, and the video production center:

8.4.2.1. Initiates security and policy review through the requestor's servicing PA office (unless release to the public is denied by the requestor), and legal review through the requestor's servicing legal office, for all video productions.

8.4.2.2. Tracks and records direct costs.

8.4.2.2.1. Costs incurred as a direct result of the production; e.g., labor for scripting, story boarding, production staff, animation, outside talent, technical crew, sets, music, equipment rental, purchases and services, travel, licenses, and subsistence.

8.4.2.2.2. Personnel costs, according to AFI 65-503, *US Air Force Cost and Planning Factors*, and all man-hours associated with all aspects of the creation of the video production.

8.4.2.3. Ensures accuracy of the information a production conveys.

8.4.2.4. Provides any additional support needed to complete production.

8.4.2.5. Reviews and coordinates the script with Air Force organizations or other military and government agencies. Verify the content of the script does not conflict with policies and objectives of the supported command or the Air Force.

8.4.2.6. Ensures accuracy of technical information in the script and production, but not the technical quality, media selection, treatment, or other items that fall under the producer's or production activity's responsibilities.

8.4.2.7. Ensures procedures, concepts, and ideas reflect current Air Force and MAJCOM policies, plans, and objectives.

8.4.2.8. Gives the production activity the technical data, directives, training aids and devices, and other equipment needed for the production.

8.4.2.9. Attends planning meetings or conferences, on-location surveys, recording sessions, approval screenings, and post-production events.

8.4.2.10. Reviews storyboards and helps select technically correct footage.

8.4.2.11. Determines the security classification, downgrading, and reviewing instructions for material. Inform the producer or project officer of the classification of all production elements such as story boards, research documents, scripts, still photos, slides, graphics, and props.

8.4.2.12. Approves concepts and final scripts before production begins, to ensure no waste of resources, and to ensure on time completion.

8.4.2.13. Ensures people, facilities, and support are available from the organization and outside resources.

8.4.2.14. Ensures an initial, validated distribution list that includes current addresses is included.

8.5. Contracted Video Productions.

8.5.1. MAJCOM PA offices and installation PA offices should periodically contact the appropriate installation contracting official, usually contracting squadron commanders, to ensure they know that the Air Force has in-house video production capability available to satisfy most official video production requirements, and that every effort should be made to ensure no duplicate spending of resources. The MAJCOM or installation PA office should request the contracting squadron include a referral to the installation PA office in its processes and or instructions to customers regarding preparation of acquisition packages.

8.5.2. AFPAA can provide guidance on video production contracts and put customers in contact with a specialized VI activity to support Air Force and DoD requirements.

8.5.3. The MAJCOM PA office reviews video production contract portions and forwards to AFPAA to approve before the awarding of the contract. This is to ensure the contractor follows DAFI 35-101 and AFI 33-322, *Records Management Program*, that costs are reasonable, and that the contract does not duplicate existing video production capabilities to ensure optimum stewardship of taxpayer dollars. In addition to current Air Force video production centers, additional existing video production capabilities include:

8.5.3.1. Research and development, weapon systems, and similar contracts when the production is a provision of the contract for status reporting and new equipment training.

8.5.3.2. Curriculum development contracts (such as interactive courseware and instructional systems development) when the project needs a qualified curriculum development contractor (rather than an audiovisual producer) unless the video production costs more than 50 percent of the total.

8.5.4. For contracts with another service or government agency, the servicing installation contracting officer is to request AFPAA approval before providing support.

8.6. AF Band music collections are an audio source for VI productions and should be considered. Band recordings can be found at the following link: <https://www.music.af.mil>.

Chapter 9

GENERAL GUIDANCE FOR PHOTOGRAPHY, TELEVISION AND OR VIDEO STUDIO OPERATIONS

9.1. Requirements. The PAO should continually and actively seek facilities in which all organizationally-owned PA and VI mission functions can be geographically-located for improved efficiency. This permits more effective and economical operations, management and space utilization.

9.1.1. Photographic Studio.

9.1.1.1. Photographic studio size and configuration. Facility requirements are established in AFMAN 32-1084, *Facility Requirements*, and are the basis for determining the functions of the facility. The facility should be able to accommodate specialized lighting, backdrops, professional cameras, furniture sets and imaging systems to process the photographic images. If there is a requirement for classified work, electronic processing of classified materials requires a facility design governed by AFMAN 17-1302-O, *Communications Security (COMSEC) Operations*. See [Figure 9.3](#) for a sample studio configuration.

9.1.1.2. Photographic Background or Backdrop and Lighting. Standard Air Force head and shoulders portraits should be accomplished with an 18 percent gray background and a 3-to-1 lighting ratio. The United States Flag should be used in standard Air Force portraits and placed behind the subject's right shoulder. The Air Force Ceremonial flag is typically added to General Officer portraits only and placed behind the subject's left shoulder. (See [figure 9.1](#)) Standard Air Force full-length and three-quarter length photography should be accomplished with a seamless white background and either a 3-to-1 or 1-to-1 lighting ratio. (See [figure 9.2](#)) **Note:** Exceptions to the Air Force standard backgrounds or backdrops are allowed when separate Air Force or other guidance requires a specific background or backdrop.

9.1.2. **Television and or Video Studio.** Facility requirements are established in AFMAN 32-1084, and are the basis for determining the functions of the facility. Air Staff (C1) studios are to ensure total support for Air Force senior leaders. MAJCOM (C2) studios are to ensure each MAJCOM/CC has equitable visual communications capability. Specialty (C3) video production facilities may be authorized similar studios with approval from their MAJCOM. Video studios should have specialized sound-proofing to accommodate professional audio recording capability. All video studios require backdrops, specialized lighting, professional cameras, and furniture and imaging systems to process the imagery. **Note:** MAJCOM (C2) facilities should be able to support interviews and sets to feature the MAJCOM/CC in the manner to present an optimum professional image of the individual.

9.2. The PAO should contact the installation servicing civil engineering facility board for guidance and clarification on facility requirements, including repairs and upkeep. Further information on space allowances can be found in AFMAN 32-1084.

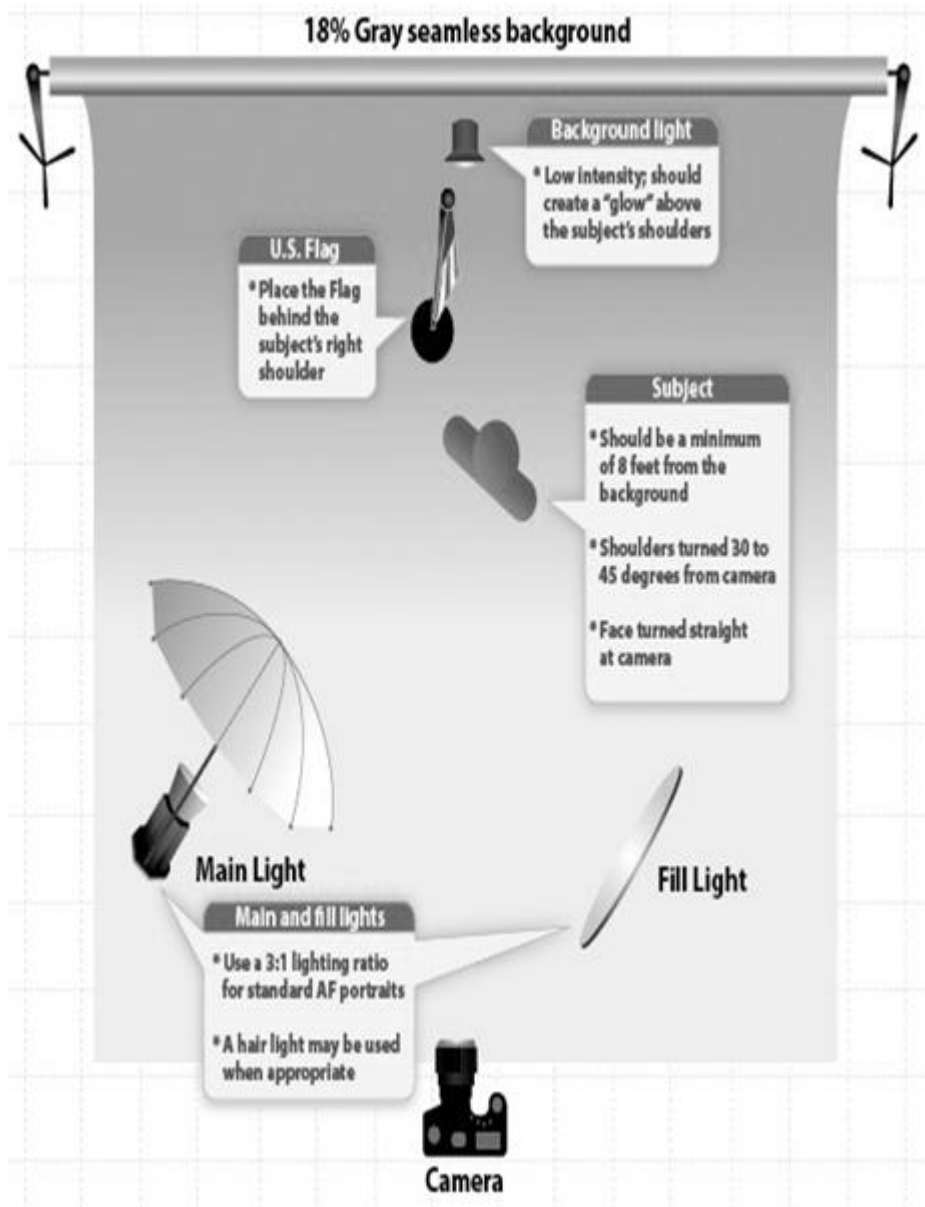
Figure 9.1. Head and Shoulders Photography Examples



Figure 9.2. Full-length Photography Example



Figure 9.3. Sample Studio Configuration



Chapter 10

VI RECORDS AND LIFE-CYCLE MANAGEMENT

10.1. Federal Mandate. The National Archives and Records Administration requires every federal agency to create and maintain a visual record of the agency's activities. This specifically includes all motion, still photographic, audiovisual production, and graphic imagery, to include web-based products. The installation PA office is the OPR for this requirement on every installation.

10.1.1. The Archivist of the United States issues regulations and provides guidance and assistance to Federal agencies on ensuring adequate and proper documentation of the organization, functions, policies, decisions, procedures, and essential transactions of the Federal Government and ensuring proper records disposition, including standards for improving the management of records.

10.1.2. The National Archives and Records Administration establishes standards for the retention of records having continuing value (permanent records), and assists Federal agencies in applying the standards to records in their custody.

10.2. Public Release. Clear all Air Force VI products for possible public release, according to detailed processes outlined in DoD Instruction (DoDI) 5230.29, *Security and Policy Review of DoD Information for Public Release* and AF supplements.

10.2.1. Secretary of the Air Force Legislative Liaison office through SAF/PA arranges the release of VI material when a member of Congress requests them for official use. See AFI 90-401, *Air Force Relations with Congress* for mandatory policy governing acquisition and distribution of VI material depicting, containing, or documenting members of Congress.

10.2.2. VI that has not been approved for public release may still be suitable for disclosure to the representatives of a foreign government or international organization after review and approval by a USAF Foreign Disclosure Officer in accordance with AFI 16-201.

10.3. Identifying VI Record Material.

10.3.1. A VIRIN identifies each motion media, still media, and other record material medium generated in documentation projects. The VIRIN is the life-cycle number of each unit of media. Refer to DoDI 5040.02 or contact AFPAA for detailed information on the development of VIRINs.

10.3.2. A DVIAN (see [Chapter 2](#)) may be used in place of a VIRIN of a motion image produced by a group of people on behalf of a unit, or images taken by U.S. personnel without a VISION ID.

10.3.3. A VISION ID is used as a component of the VIRIN. The VISION ID is required by PA Professionals. To obtain a VISION ID, register via the **VI Professional** web site (<https://vipro.defenseimagery.mil>). A VI Professional is defined as all photographers, videographers, graphic artists, photojournalists, broadcasters, public affairs and other personnel involved in the creation of official DoD imagery as part of their regular duties. Further instruction can be found in DoDI 5040.02 and DoDI 5040.07 or DMA Customer

Service by accessing their toll-free number 888-743-4662, or via email at dma_heat@mail.mil.

10.4. Submitting Visual Information Record Materials. All VI materials will be accessioned according to DoDI 5040.02 and the DoD Visual Information Style guide located at <https://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/>.

10.5. Captions. Captions explain the significance of the material depicted (who, what, when, where, and why) and identify the originating unit and persons pictured who are important to the event. See the DoD Visual Information Style Guide located at <https://www.dimoc.mil/VI-Training/DoD-VI-Style-Guide/> for detailed captioning instructions.

10.6. Request for Visual Information Materials.

10.6.1. AFPAA may approve the loan of copies of original materials for federal government use.

10.6.2. Organizations should send requests to DMA Customer Service Division-Tobyhanna at <https://www.dimoc.mil/Customer-Service/Contact-Us/> to buy the following VI materials:

10.6.2.1. Completed and cleared video productions.

10.6.2.2. Non-production motion media and still media.

10.6.3. Customers pay fees, per DoD 7000.14-R, Volume 12.

10.6.4. DMA usually collects fees in advance. Exceptions are sales where actual costs cannot be determined until work is completed (e.g., television and motion picture services with per-minute or per-footage charges).

10.6.5. Customers Exempt From Fees. Title III of the 1968 Intergovernmental Cooperation Act exempts some customers from paying for products and loans. This applies if the supplier has sufficient funds and if the exemption does not impair its mission. The requesting agency certifies that the materials are not commercially available. When requests for VI materials do not meet exemption criteria, the requesting agency pays the fees. When uncertain, seek counsel from the servicing legal office. Exempted customers include:

10.6.5.1. DoD and other government agencies asking for materials for official activities (see DoDI 4000.19, *Support Agreements*, DoDI 5040.02 and DoDI 5040.07).

10.6.5.2. Members of Congress asking for VI materials for official activities.

10.6.5.3. DMA media materials or services furnished according to law or executive order.

10.6.5.4. Federal, state, territorial, county, municipal governments, or their agencies for activities contributing to an Air Force or DoD objective.

10.6.5.5. Nonprofit organizations for public health, education, or welfare purposes.

10.6.5.6. Armed Forces members with a casualty status, their next of kin, or authorized representative, if request relates to the member and does not compromise classified information or an accident investigation board's work.

10.6.5.7. The general public to help the Armed Forces recruiting program or enhance public understanding of the Armed Forces when AFPAA determines that VI materials or services promote the Air Force's best interest.

10.6.5.8. Incidental or occasional requests for DMA materials or services, including requests from residents of foreign countries, when fees would be inappropriate. AFMAN 16-101, *Security Cooperation (SC) and Security Assistance (SA) Management*, tells how a foreign government may obtain Air Force VI materials.

10.6.5.9. Legitimate news organizations working on news productions, documentaries, or print products that inform the public about Air Force operations and programs.

Chapter 11

ADVANCED STILL AND MOTION MEDIA TRAINING AND EDUCATION PROGRAM

11.1. Purpose. The Advanced Still and Motion Media Program provides Air Force professionals with a specialized capability to communicate with visual, written, and broadcast products by attending an advanced program. The overall program is managed by the Defense Information School and each of the Services provides management of their participation. Enlisted Airmen trained by DoD or Air Force organizations understand how to create products. Graduates of this program gain a higher understanding of how and why to create products. They are educated, not trained, in the art of communication. Their ability to create products that communicate at levels far more thoroughly than their peers makes them invaluable in communicating to internal and external audiences. Graduates of the program receive the special experience identifier (SEI) 332 for photojournalists and 333 for broadcast journalists, and are assigned to positions coded with these special experience identifiers.

11.2. SAF/PA manages the program and ensures the most effective use of special experience identifier 332 and 333 Airmen.

11.3. Selection Process. Criteria for submitting to AFPAA nomination packages to attend the Advanced Still and Motion Media Courses is published by SA/PA annually.

Chapter 12

AIR FORCE VI PRODUCTS DISPOSITION

12.1. AF VI is subject to the Request for Records Disposition Authority, DoD Visual Information Schedule, approved by the National Archives and Records Administration (NARA).

12.2. PA units plan for, create, manage, declassify as appropriate, perform security and public release reviews of DoD VI, and transfer all DoD VI records to DMA in accordance with the DoD VI Records Schedule, Number DAA-0330-2013-0014 (https://www.archives.gov/files/records-mgmt/rcs/schedules/departments/department-of-defense/office-of-the-secretary-of-defense/rg-0330/daa-0330-2013-0014_sf115.pdf). The DoD VI Records Schedule is a National Archives and Records Administration (NARA)-approved document outlining the types, subject categories, and schedules for the final transfer, archiving, and disposition of DoD VI.

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Director of Public Affairs

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

AFI 23-101, *Material Management Policy*, 22 Oct 2020

AFI 33-322, *Records Management and Information Governance Program*, 23 March 2020

AFI 35-114, *Air Force Branding and Trademark Licensing Program*, 26 March 2015

AFI 36-2903, *Dress and Personal Appearance of Air Force Personnel*, 7 February 2020

AFI 38-101, *Manpower and Organization*, 29 August 2019

AFI 51-303, *Intellectual Property--Patents, Patent Related Matters, Trademarks and Copyrights*, 22 June 2018

AFI 65-503, *US Air Force Cost and Planning Factors*, 13 July 2018

AFI 84-105, *Organizational Lineage, Honors and Heraldry*, 19 July 2019

AFI 90-401, *Relations with Congress*, 15 September 2020

AFMAN 16-101, *Security Cooperation (SC) and Security Assistance (SA) Management*, 2 August 2018

AFMAN 17-1203, *Information Technology (IT) Asset Management (ITAM)*, 18 May 2018

AFMAN 17-1302-O, *Communications Security (COMSEC) Operations*, 9 April 2020

AFMAN 32-1084, *Standard Facility Requirements*, 15 January 2020

DAFI 35-101, *Public Affairs Operations*, 12 January 2016

DoD 5400.11-R, *Department of Defense Privacy Program*, 14 May 2007

DoD 7000.14-R, *Financial Management Regulation, Volume 12 – Special Accounts, Funds and Programs*, March 2019

DoDI 4000.19, *Support Agreements*, 25 April 2013

DoDI 5040.02, *Visual Information (VI)*, 27 October 2011

DoDI 5040.07, *Visual Information (VI) Productions*, 21 February 2013

DoDI 5230.29, *Security and Policy Review of DoD Information for Public Release*, 13 Aug 2014

DoDI 5330.03, *Defense Logistics Agency (DLA) Document Services*, 8 Feb 2006

DoDI 5410.19, *Public Affairs Community Relations Implementation*, 13 November 2001

DoDI 5410.20, *Public Affairs Relations with For-Profit Businesses and Business Industry Organizations*, 29 September 2016

Title 17, *United States Code - Copyrights*, Chapter 1, Circular 92

Adopted Forms

AF Form 9, *Request for Purchase*, 1 March 1997

AF Form 601, *Authorization Change Request*, 7 May 2020 | June 1991

AF Form 833, *Multimedia Work Order*, 1 October 2003

AF Form 847, *Recommendation for Change of Publication*, 22 September 2009

Abbreviations and Acronyms

AFI—Air Force Instruction

AFMAN—Air Force Manual

AFPAA—Air Force Public Affairs Agency

ANG—Air National Guard

BVIM—Base Visual Information Manager

COMCAM—Combat Camera

DLA—Defense Logistics Agency

DMA—Defense Media Activity

DoD—Department of Defense

DoDI—Department of Defense Instruction

DVIAN—Defense Visual Information Activity Number

MAJCOM—Major Command

OPR—Office of Primary Responsibility

PA—Public Affairs

PAO—Public Affairs Officer

RDT&E—Research, Development, Test, & Evaluation

SAF/PA—Secretary of the Air Force Public Affairs

UAS—Unmanned Aircraft Systems

VI—Visual Information

VIDOC—Visual Documentation

VIEP—Visual Information Equipment Plan

VIRIN—Visual Information Record Identification Number

Terms

Agency—Any “Executive agency,” as defined in Title 5 United States Code Section 105; any “military department” as defined in Title 5 United States Code Section 102; and any other entity within the executive branch that comes into the possession of classified information.

Defense Visual Information Activity Number—The DVIAN provides unit-level attribution for DoD VI. The issuance of a DVIAN is intended to provide the DoD Components with management control over their activities and resources.

Document—Any recorded information, regardless of the nature of the medium or the method or circumstances of recording.

Information—Any knowledge that can be communicated or documentary material, regardless of its physical form or characteristics, which is owned by, produced by or for, or is under the control of the U.S. government. Control means the authority of the agency that originates information, or its successor in function, to regulate access to the information.

Personally Identifiable Information (PII)—Information about an individual that identifies, links, relates, or is unique to, or describes him or her (such as, a social security number; age; military rank; civilian grade; marital status; race; salary; home or office phone numbers; other demographic, biometric, personnel, medical and financial information, etc.). Such information can be used to distinguish or trace an individual's identity, such as his or her name; social security number; date and place of birth; mother's maiden name; and biometric records, including any other personal information which is linked or linkable to a specified individual.

Protected Health Information (PHI)—Individually identifiable health information that is transmitted or maintained by electronic or any other form or medium. PHI excludes individually identifiable health information in employment records held by a DoD covered entity in its role as employer. Information which has been de-identified in accordance with DoDI 6025.18, paragraph 4.5.a is not PHI.

Security and Policy Review—The security review protects classified information, controlled unclassified information, or unclassified information that may individually or in aggregate lead to the compromise of classified information or disclosure of operations security.

Social Media—An online social platforms or sites used to share information, communicate, and build relationships with the public.

VI Records Schedule—Refers to the National Archives and Records Administration (NARA)-approved document outlining the types, subject categories, and schedules for the final transfer, archiving, and disposition of DoD VI. See Chapter 29 of Title 44 U.S.C., and the Glossary for definition. See the reference: Request for Records Disposition Authority, Records Schedule DAA-0330-2013-0014, https://www.archives.gov/files/records-mgmt/rcs/schedules/departments/department-of-defense/office-of-the-secretary-of-defense/rg-0330/daa-0330-2013-0014_sf115.pdf

Visual Information—Information in the form of visual or pictorial representation(s) of person(s), place(s), or thing(s), either with or without sound, and includes still and motion photography, audio video recording, graphic arts, and visual presentations. VI produced by the Air Force.

Visual Information Record Identification Number—The VIRIN uniquely identifies DoD VI product created by directed DoD VI forces, and is a crucial component of the DoD VI archiving system. Either the DVIAN or the VISION ID is part of the VIRIN.

VISION ID—A VISION ID is a two-letter, three-digit (LLNNN) identification number assigned to all DoD personnel who create DoD VI records. All photographers, videographers, graphic artists, photojournalists, broadcasters, public affairs, and other personnel involved in the creation of official DoD imagery will be assigned a VISION ID. The VISION ID is entered in Field 3 of the Visual Information Record Identification Number (VIRIN).