

# EYE on VI – JANUARY 2013 (2nd Quarter – FY2013)

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

| Calendar - (Events, conferences, workshops, & professional development opportunities) |  |                     |
|---|--|---------------------|
| 28 Jan 2013   | Defense Visual Information Steering Committee (DVISC) meeting<br><i>**New time - (9:30am – 12:30 p.m.)</i> | Pentagon Conf. Ctr. |
| 4 Feb   | JPAWG Sub-working group (JP 3-00.1)  | DMA                 |
| 21 March  | Joint Public Affairs Working Group (JPAWG) meeting   | DMA                 |
| 14-17 March   | Shoot Off competition (Stills)   | Washington, DC      |

## **\*\*VI Hot Topics\*\***

### **VI Policy Updates**

**DoDI 5040.07 DoD VI Production Procedures** combines and amplifies guidance contained in the current versions of 5040.07 and 5040.09. The legal review of revised DoDI 5040.07 is complete and the instruction is awaiting signature. To view the most recent DOD instructions and directives, go to: <http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf>

### **COMCAM MTTP (Multi-Service Tactics, Techniques and Procedures)**

The revised version is being prepared for online publication in February. Questions? Contact LCDR Doug Houser at [doug.houser@dma.mil](mailto:doug.houser@dma.mil)

**JP 3-61 (Public Affairs)** – This Joint publication is under informal review by the Joint Public Affairs Working Group. If you have input or questions, contact Ms. Julie Briggs at: [Julie.briggs@dma.mil](mailto:Julie.briggs@dma.mil); 301-222-6743

**DoD Captioning Style Guide Update** – To be released in mid-February 2013, the latest version has a new chapter dealing with imagery modifications, full disclosure of such when submitting to IOCC, and prohibitions of certain alterations, complete with examples of such imagery. The latest version includes more than 40 new style entries and a new page with examples of well-written captions. Contact Thomas Ruyle for additional info at: [Thomas.Ruyle@dma.mil](mailto:Thomas.Ruyle@dma.mil); 301-222-6209

**Joint COMCAM/VI Smart Book** – Will be posted online the end of January at [DefenseImagery.mil](http://DefenseImagery.mil) and via milSuite VI Community of Excellence page. For more info., contact B. Burfeind at 301-222-6530, [Barbara.burfeind@dma.mil](mailto:Barbara.burfeind@dma.mil)

### **VI ARTICLES – PUBLICATIONS of Interest**

**NAVY Insider magazine**

[http://issuu.com/navyvisualnewsservice/docs/nii\\_julysep12](http://issuu.com/navyvisualnewsservice/docs/nii_julysep12)

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**Government Video Magazine – See the article:** “Combat Camera’s Battlefield Images Help Set U.S. War Strategy”

<http://www.governmentvideo.com/article/combat-cameras-battlefield-images-help-set-us-war-strategy/114103>

### **AFPS Launches 'Year in Photos 2012' Review**

Each year, American Forces Press Service features the best images of U.S. military photographers in an annual review. "Year in Photos 2012" offers images of troops as they conduct operations around the world as well as compete in athletic events like the Olympics, root for home teams and reunite with family. View "Year in Photos 2012" at:

[http://www.defense.gov/home/features/2012/1212\\_yip/](http://www.defense.gov/home/features/2012/1212_yip/)

### **Two articles on photographers dealing with PTSD**

**Overexposed: A Photographer’s War with PTSD** by Adam McCauley

<http://www.theatlantic.com/health/print/2012/12/overexposed-a-photographers-war-with-ptsd/266468/>

**Through Airmen's Eyes: The Journey back to normal** by Master Sgt. Rebecca Corey, 97th Air Mobility Wing Public Affairs

<http://www.af.mil/news/story.asp?id=123327818>

### **Modern-day slavery captured by humanitarian photographer Lisa Kristine**

<http://www.sfgate.com/art/article/Slavery-opens-photographer-s-eyes-4167748.php#photo-3980815>

While there is continued focus on reducing human trafficking, this article and images illustrate the enormity of the problem. Humanitarian photographer Lisa Kristine from Mill Valley, Calif., photographed people enslaved around the world. Her photos will go on world tour this year. She was told “27 million people are enslaved worldwide - more than twice the estimated number of people taken from Africa during the Atlantic slave trade between the 16th and 19th centuries.”

### **Winners of the National Geographic Photo Contest 2012 - Jan 7, 2013**

<http://www.theatlantic.com/infocus/2012/09/national-geographic-photo-contest-2012/100373/>

<http://ngm.nationalgeographic.com/ngm/photo-contest/>

These winning photographs will inspire and amaze. The National Geographic Society received more than 22,000 entries from more than 150 countries. Be sure to also see earlier In Focus collections of entries as well.

### **ART in Embassies – 50<sup>th</sup> Anniversary Celebration**

See the Best in Show link highlighting the 12 Best in Show images:

<http://www.art.state.gov/Anniversary.aspx?tab=images&tid=106248>

The U.S. Department of State and the U.S. Department of Defense recognizes the 50th anniversary of the Office of Art in Embassies, through *Serving Abroad... Through Their Eyes*, a collaborative photography project. More than 3,200 photos were submitted by active or former members of the U.S. military, Foreign Service and Civil Service, with images taken overseas since 2000.

### **Rodeo photo essay**

The New York Times LENS BLOG: Mamas, Don’t Let Your Babies Grow Up to Be Newspaper Photographers. Somehow, in his decades as a photographer, Fred R. Conrad never once shot a rodeo. He finally did. In New York City. <http://nyti.ms/Wx2LUk>

### **FAQs (Frequently Asked Questions)**

**Q1:** Does the DoD Captioning Style Guide apply to all Army (Service) images? Is a VIRIN required and do captions have to include all of the information required by the DoD style guide?

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**A1:** In the interest of providing you with the tools you need to do your mission, included are the legal and policy references which inform each of my answers and comments. Yes, because you are an official Army (or other Service) photographer, ALL the images you create are official photography and therefore (a) belong to the Army, (b) must be treated as official records, and (c) follow the guidelines of the DoD Style Guide in accordance with the DoD policy and U.S. Law cited below.

DoDI 5040.02, Enclosure 2, para 1 states: "Official DoD imagery shall conform to DoD-wide technical criteria, be fully captioned in accordance with this enclosure, and assigned a DoD-standard record identification number in accordance with Enclosures 6 and 7 of this Instruction."

Title 36 Code of Federal Regulations, section 1237.28 states: "In managing digital photographs, the federal agency and contractor personnel must: (h) Document information about digital photographic images as they are produced."

This applies regardless of the method of dissemination (such as Flickr), is trained to all military journalists and photographers at DINFOS, and is considered to be part of the manpower standard for Army VI.

For permanent or unscheduled images descriptive elements must include: (1) An identification number; (2) Information about image content; (3) Identity and organizational affiliation of the photographer; (4) Existence of any copyright or other potential restrictions on image use; and (5) Technical data, and (i) Provide a unique file name to identify the digital image."

CAUTIONARY NOTE: (1) Not only is Flickr NOT authorized as a DoD or Federal record system, the Flickr ingest function actually strips all the IPTC header data (caption, photographer and other mandatory fields) out of every JPEG image (that is why you can't see the data when you download it). These photos should be properly stored and preserved in accordance with federal law and DoD regulations.

(2) Federal law and DoD policy cited below mandate the preservation of audiovisual records using the established DoD Records Center -- the Defense Imagery Operations Center (DIMOC). NOTE: If DoD Imagery is sent to DVIDS, it will automatically be forwarded to DIMOC. However, no imagery from Flickr is preserved unless it is manually pulled (but all caption metadata has been lost).

REFERENCES: (a) DoDD 5015.02 paragraph 4.1 states, "It is DoD policy to: 4.1. Create, maintain, and preserve information as records, in any media, that document the transaction of business and mission in wartime and peacetime to provide evidence of DoD Component organization, functions, policies, procedures, decisions, and activities as provided in Chapter XII of 36 CFR, Chapters 29, 31, 33, 35 of 44 U.S.C. and DoD 5015.2-STD (references (b), (d), and (e))."

(b) DoDI 5040.02 Enclosure 5, paragraph 9 states, "Strategic, operational, tactical, and joint-interest imagery shall be expeditiously forwarded to the DIMOC for life-cycle management as a shared DoD resource in accordance with References (n) and (o)."

### **Public photo sharing sites**

Using public photo sharing sites like Flickr to post and distribute official deployment training photos constitutes a public release and must comply with all security review requirements and standards for public release of DoD information. For more information, you may wish to consult DoDI 8550.01, available at: <http://www.dtic.mil/whs/directives/corres/pdf/855001p.pdf> The instruction states: "Non-public information may not be disseminated via public DoD Internet services or Internet Based Capabilities... Information not specifically cleared and authorized for public release may be disseminated only via non-public means, such as intranets and private DoD Internet services."

With regard to workflow and methods for streamlining the VIRIN and preservation process, the DIMOC IOCC can help. They can be reached using the Customer Service line at 1-888-743-4662 or DSN 795-9872, or by filling in a "Contact Us" ticket at: [http://www.defenseimagery.mil/submitComments\\_input.action](http://www.defenseimagery.mil/submitComments_input.action)

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**Washington Post Photographer SUSAN BIDDLE** (*DMA Brown Bag Lunch Nov. 27, 2012*) who shared her experiences as a White House and newspaper photographer.

Q: Do you have any advice for military photographers today?

A: Don't use so much flash! It's too much. Cameras today can shoot in the dark. They really can. Natural light is usually better. Photographers should get subjects to relax more and have them closer together. Try to show a sense of place. Look for moments and layering. Too often the military photographers I see stay close to one spot. You have to keep your eyes open for whatever might be there and move around.

Q: Where do you think newspapers will be in the next 10 years?

A: I don't know. There is so much technology out there but it can be used to our advantage. I attend workshops, lectures and take online courses as much as possible, because more and more we will have to do it all: photos, write, and videotape. But I hope the handheld newspaper remains because I love reading the paper with a cup of coffee in hand.

### VI COMMUNITY Notes

#### AWARDS Update

Contest deadlines are available on the DINFOS VI Production Awards web page at:

[http://www.dinfos.dma.mil/events/VI\\_Production/VIP\\_Production.htm](http://www.dinfos.dma.mil/events/VI_Production/VIP_Production.htm)

Six competitions are administered by DINFOS. Rob Hood, contest coordinator, said the awards programs are not only an opportunity to compete, but part of an individual's professional development. For more info. call/email: (301) 677-3212 [rob.hood@dinfos.dma.mil](mailto:rob.hood@dinfos.dma.mil).

#### **Communicators' of Excellence (COE) – Service Competition Awards Program DEADLINES**

|                         |               |
|-------------------------|---------------|
| <b>Marine Corps</b>     | <b>28 JAN</b> |
| <b>Air Force</b>        | <b>31 JAN</b> |
| <b>Navy</b>             | <b>31 JAN</b> |
| <b>Coast Guard</b>      | <b>15 FEB</b> |
| <b>Army</b>             | <b>14 FEB</b> |
| <b>DMA</b>              | <b>04 FEB</b> |
| <b>VIAP</b>             | <b>18 FEB</b> |
| <b>Thomas Jefferson</b> | <b>15 MAR</b> |

#### **AWARDS changes for 2013:**

##### THOMAS JEFFERSON

- Added civilian print and broadcast Journalist of the Year categories
- Created an online Entry Form for Service/DMA level POCs (database)
- Mandatory Publish/Air Dates announced on DINFOS website
- Service/DMA POCs are responsible for accuracy/completeness of entries

##### VIPA - VI Production Awards

- Previously a biennial competition; now an annual competition. Elimination of the fifth "all others" category and added Public Service Announcements (PSAs).

##### MILPHOG (Military Photographer of the Year)

- Combat Documentation category split into two subcategories:
  - Operational and Training
  - Added "Hardware" category
- General updates, criteria clarifications

##### MILVID

- Added Military Video of the Year
- Clarified procedures for VIRIN creation and use of VISION ID and registering via the VIAP website
- General updates

##### MILGRAPH

- Clarification/emphasis on Releasing Authority

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### **DIMOC Wants Your Old and New imagery**

Old or new imagery – DIMOC wants imagery in as timely a manner as possible, which also allows more distribution. Legacy or current imagery should always be sent to DIMOC. It has historical value for the long term. For more information, contact archivists Dr. Pedro Loureiro or Ms. Julia Hickey or at: [Pedro.Loureiro@dma.mil](mailto:Pedro.Loureiro@dma.mil); 951-413-2544 or [julia.hickey@dma.mil](mailto:julia.hickey@dma.mil); 301-222-6525.

### **TRAINING & Professional Development Opportunities**

#### **The 32nd Annual Northern Short Course (NSC) in Photojournalism**

<https://nppa.org/training/northern-short-course>

The Northern Short Course will be held **March 7 – 9, 2013**, at the [Renaissance Newark Airport Hotel in Elizabeth, NJ](#). The three-day event includes workshops on a variety of topics relevant to professionals and students in the field of visual journalism. Contest judging will take place February 8-9, 2013 at Temple University in Philadelphia, PA. Save the date for the Contest Awards reception, Saturday March 9, 2013 following the conclusion of the 2013 NSC.

#### **Upcoming DINFOS Courses**

*Note this is not a complete list for FY 13. All DoD military and civilian students must enroll through their Service or Civilian Personnel Office.*

[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 030 – 18 - 29 March 2013

Class 040 – 23 May – 7 Jun 2013

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

030 – 11 Mar - 30 April 2013

##### **Intermediate Photojournalism Course (8.5 weeks)**

020 – 11 Mar – 7 May 2013

030 – 13 May – 12 July 2013

040 – 17 July – 13 Sept 2013

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

020 – 11 – 29 Mar 2013

030 – 28 May – 7 Jun 2013

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

030 – 22 Apr – 17 May 2013

##### **Combat Camera Leadership Course (2 weeks) (\*Only one iteration offered in 2013)**

010 – 06 May 2013 - 26 May 2013

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

020 – 8 – 19 July 2013

##### **Joint Intermediate Public Affairs Course (4 weeks)**

010 - 06 May 2013 - 05 Jun 2013

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

020 – 10 Jun – 26 Jun 2013

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

010 – 25 Mar – 5 Apr 2013

##### **Public Affairs Qualification Course (PAQC) (9 weeks)**

030 – 18 Mar – 22 May 2013

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

020 – 22 Jan – 1 Feb 2013

030 – 25 Mar – 5 Apr 2013

##### **Public Affairs Course for International Students (PACIS) (5 weeks)**

020 – 22 Jan – 26 Feb 2013

**SUBMISSIONS:** *If you have something you think should be included, please email content to EYE on VI Editor: Barbara Burfeind, APR+M, Ph: 301-222-6530, [Barbara.burfeind@dma.mil](mailto:Barbara.burfeind@dma.mil)*