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Communications and Information

MEDIA SERVICES



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This instruction references and is in accordance with Air Force Instruction AFI33-117, *Visual Information (VI) Management*. It clarifies and establishes policies and procedures for requesting electronic and graphics imaging support, still/alert photographic services, video production services (videotaping and editing), interactive multimedia production services, and presentation support for organizations that require Visual Information (VI) services and products. It describes Media Services support center responsibilities as a contract operation and establishes guidelines on the type of VI processes and services available to customers. This instruction applies to all United States Air Force Academy (USAFA) and Tenant Units. This instruction also applies to the Air National Guard (ANG) and Air Force Reserve Command (AFRC) units and members when utilizing USAFA Media Services. Maintain and dispose of records created as a result of prescribed processes in accordance with AFMAN37-139, *Records Disposition Schedule*.

1. Organizational Policy.

1.1. Media Services must ensure efficient and cost effective use of its resources while providing professional products and services to meet official Air Force (AF) mission requirements in accordance with IAW AFI33-117. Whenever a request for VI services is not clearly official the request must be reviewed and approved by the appropriate Quality Assurance Evaluator (QAE) and the Base Multimedia Manager (BMM) in order to assure that the product or service is authorized. Headquarters USAFA (HQ USAFA), 10th Air Base Wing (10ABW), 10th Mission Support Group (10MSG) or 10th Communications Squadron (10CS) organizational commanders can authorize questionable media services work requests and allow closures or adjustments to the normal duty hours of support operations to meet the specific needs of the USAFA mission. In cases where the requested services are approved as mission related but not qualified for media services support, the QAE or BMM will suggest alternate methods for their accomplishment utilizing other available resources or self-help. For more information regarding Media Services support, visit <http://intraweb/sc/scs/> on the Air Force Academy intranet.

2. General Guidelines for Official Products and Services.

- 2.1. The customer must certify an official need for products requested.
- 2.2. The use of Media Services personnel and equipment is restricted to official base support.
- 2.3. Specifically prohibited by AFI33-117 and higher authority is the use of government personnel, equipment or supplies to produce products for personal use or revenue producing activities. This prohibition applies even if the equipment is otherwise not being used for mission purposes, is being used by off duty personnel with scrap supplies, or if the AF is reimbursed for the value of the labor, supplies and equipment.
- 2.4. Government-funded resources, other than self-help video and still cameras, will not be used:
 - 2.4.1. To provide souvenirs, personal gifts, mementos or going away gifts.
 - 2.4.2. To document farewell parties or social events unless considered newsworthy or having historical significance by the base commander or HQ level Public Affairs Offices.
 - 2.4.3. To create products used for entertainment during farewell parties or social events.
- 2.5. Post-production of imagery captured using self-help video or camera equipment may be accomplished via self-help utilizing equipment available in the Audio Visual checkout area. Post-production of video or printing of digital images using commercial means is at the requestor's expense.
- 2.6. Customers may not cut, re-edit or otherwise alter or reproduce copies of VI products without permission of the BMM.
- 2.7. Copyrighted material cannot be reproduced without written permission of the copyright holder. Customers requesting use of copyrighted material under fair use provisions must coordinate with the Base Legal Office to resolve copyright questions and obtain written approval.
- 2.8. Requests for personalized items such as souvenirs, plaques, engravings, caricatures, shadow boxes, scrapbooks, unit farewell certificates, or similar mementos cannot be supported.

3. Requesting Products and Services.

- 3.1. Graphics, Photography, Presentations, Multimedia, Television Production and Television Distribution support must be requested on AF Form 833, **Multimedia Work Order**, available electronically at the AF Electronic Forms website. Scripted video and multimedia productions require a DD Form 1995, **Visual Information (VI) Production Request and Report**. This form is also available electronically at the AF Electronic Forms website. These forms must be filled out completely, with accurate points of contact, description of the requirement and official justification.
- 3.2. Events outlined in local instructions and Operations Plans still require prior scheduling and coordination via the appropriate work request forms and procedures.
- 3.3. Requests for Media Services must be accomplished by authorized personnel (i.e. active duty military and authorized Department of Defense civilians). Contractors are prohibited from requesting services and must have legal requirements processed by the appropriate organization.
- 3.4. All requests from cadets must be approved by either a faculty member, Air Officer Commanding (AOC) or the Military Training Leader (MTL).

4. Purpose Codes.

4.1. The following designators will be used by the contractor on the work order form AF Form 833 to define areas of support and develop production metrics:

- 4.1.1. ET. Education and Training Support
- 4.1.2. II. Internal Information
- 4.1.3. PI. Public Information
- 4.1.4. RR. Recruiting
- 4.1.5. RD. Research & Development
- 4.1.6. IS. Intelligence and Investigation
- 4.1.7. CR. Combat Readiness & Assignment Passports
- 4.1.8. SU. Installation Support
- 4.1.9. MD. Medical and Dental Support

5. Prioritization of Work Requests.

5.1. A production priority will be assigned to each work order. Requirements will be categorized as Priority 1, Priority 2, or Priority 3 as interpreted from the work order requirement.

5.1.1. Priority 1.

- 5.1.1.1. Requirements from the Superintendent, Protocol and general officers.
- 5.1.1.2. Work in the categories of education and training, instructional materials, and safety/accident investigation and reporting.
- 5.1.1.3. Urgent requests, where failure to deliver products or services would seriously or negatively impact a special event.

5.1.2. Priority 2. General category to include routine, non-educational, support requirements.

5.1.3. Priority 3.

- 5.1.3.1. Requirements authorized under USAFA support agreements.
- 5.1.3.2. USAFA Research Programs.
- 5.1.3.3. Production requests for which long-term production guidelines have been established and longer lead times are available.

5.1.4. Other Priority Placement Factors:

- 5.1.4.1. Task assessment to evaluate urgency, mission impact, agency supported, complexity, available resources, and significant factors pertaining to work within the same priority.
- 5.1.4.2. Available manning.
- 5.1.4.3. Overtime requirements (overtime may be at the expense of the requestor).
- 5.1.4.4. Requirements to displace existing education and training requirements or work in progress or scheduled will be resolved between the requestor and the QAE for VI services other than Multimedia. Scheduling conflicts and priorities in regard to Multimedia Production will be resolved between the requestor and the Chief of Multimedia.

6. Requirement Scheduling.

6.1. All work will be subject to prioritization based on the level of the requirement and its criticality to the mission.

6.2. Graphics.

6.2.1. Routine or ordinary work orders (as determined by the established priority system) require a two-week variance for completion.

6.2.2. Timelines for short notice or urgent requirements will be identified on a case-by-case basis.

6.3. Photo.

6.3.1. Photographic requests will be initiated a minimum of 5 working days prior to each event to allow effective coordination of Photographer schedules.

6.3.2. Still Photo services may direct, as an alternative, self-help use of non-professional still cameras, film and development for approved photo opportunities, or when last minute coordination prevents the dispatch of a photographer.

6.4. Television (Video) Production and Distribution.

6.4.1. Television production requirements will be assessed individually to determine timelines and completion dates.

6.4.2. Television Production services may direct, as an alternative, self-help use of non-professional video cameras for approved requirements when priority level or last minute coordination prevents the utilization of a videographer.

6.5. Multimedia.

6.5.1. Multimedia production requirements will be assessed individually to determine timelines and completion dates.

6.6. Presentations.

6.6.1. Presentation requests must be coordinated a minimum of 5 working days prior to the event to effectively meet customer requirements.

6.6.2. Presentation Services may direct, as an alternative, self-help use of projectors, cameras and laptops for approved mission related or direct mission support events, or when last minute coordination of a requirement impacts the ability of Presentations to provide manning.

6.7. Unusual Requests.

6.7.1. Requests involving a short suspense, new technology, long-term completion, or high costs will be referred to appropriate levels (i.e. QAE, BMM).

6.7.2. Major projects will require planning/production meetings with all project officers and production elements involved to insure delineation and support for individual responsibilities.

7. Product Quantity Guidelines.

7.1. Requirements for more than a single copy of large format products, such as posters, will require coordination and authorization from the contract QAE.

- 7.2. A maximum of 10 color copies may be provided for products created by a Media Services professional. Defense Automated Printing Services must be used for large volume requirements.
- 7.3. CD duplication will be limited to 5 copies. Visit your Defense Automated Printing Services for large volume requirements.
- 7.4. Color copying or printing services for products created outside of Media Services are not provided.
- 7.5. Photographic prints are limited to 2 prints per image. This decreases overall production costs, shortens turn-around time, and decreases the number of technically unprintable images. Product quantities required above the stated limit require QAE/BMM approval.
- 7.6. Studio Portraits. Studio portraits will be printed in duplicate for official use. Customers may provide a blank CD at the time of their sitting to obtain a digital copy. Reproductions for personal use will be at the customer's expense through commercial print services.
- 7.7. Event imagery.
- 7.7.1. Photos taken at official events, presentations and award ceremonies will be provided to the customer in digital format on CD, accompanied by an indexed set of thumbnail prints for reference and 1 print per image, if requested.
- 7.7.2. Prints are provided either at the discretion of the Photographer or by the choice of the customer, as selected from the printed reference sheet. This decreases overall production costs, shortens turn-around time, and decreases the number of technically unprintable images.
- 7.8. Product quantities required above the stated limits require commander approval from the requesting organization and authorization from the designated contract QAE to produce.

8. Additional Guidelines for Products and Services.

8.1. Graphics.

- 8.1.1. Graphics provides computer artwork, design and layout services for print and presentation media (i.e. posters, brochures, fliers, textbooks, etc), as well as traditional artwork for official purposes.
- 8.1.2. Graphics may produce masters for nameplates and metal photos, but acquisition and cost of the final product is the responsibility of the customer.
- 8.1.3. Requests for recognition certificates (Appreciation, Achievement, Commendation, Recognition, Quality Air Force Awards, Performance Awards, Training completion Certificates, etc.) must be specifically approved and justified in writing by the unit commander as official.
- 8.1.4. Certificate design is available but printing on certificates will be the responsibility of the customer if the quantity exceeds 10. No freehand calligraphy will be accomplished.
- 8.1.5. Graphics will not provide services for Eng 410 graded projects, cadet oriented Squadron Goal Boards, Graded Display Boards, Morale Messages, souvenirs, personal mementos or personalized items (to include presentations with personal or official photography for retirement dinners, personality roasts, Permanent Change of Station (PCS) going away parties, etc.).
- 8.1.6. Dean of the Faculty (DF) requests for mounting or lamination services must be directed to the appropriate contractor.

8.1.7. Graphics will not draft, create or print architectural drawings or maps, or make permanent outdoor signs of any kind. Contact the base Civil Engineering office for these items.

8.1.8. Products that duplicate the intent of existing forms or visual aids cannot be produced.

8.1.9. The creation of seating charts or programs, unless they are for an official organizational or specialty function or requested by Public Affairs, Protocol, or History Office, are not supported.

8.1.10. Vu-Graphs are no longer supported. Official briefings and presentations will be created using Microsoft PowerPoint.

8.2. Photo.

8.2.1. Photo support will be provided for award and recognition ceremonies, change of command, official retirement ceremonies and similar events, events considered newsworthy by the Public Affairs office, Protocol or History office, other similar official functions and other photographic support as needed and justified.

8.2.2. Digital photographic technology is the primary method of image capture and printing in the Base Photo Lab. Only specific and justified exceptions or Photographer recommendation for conventional film will override this requirement. Maximum photo production print size is 12x18.

8.2.3. Studio photography for official portraits.

8.2.3.1. Portrait services are available according to AFI35-101, *Public Affairs Policies and Procedures*; AFI36-2805, *Special Trophies and Awards*; and AFI36-2803, the *Air Force Awards and Decorations Program*.

8.2.3.2. Officer record photography is accomplished according to AFI36-2632, *Official Photographs of Air Force General Officers*. The base Photo Lab will comply with archival procedures for historical photography when photographing general officers.

8.2.3.3. Only official passport photos (as required for official travel, Temporary Duty Yonder or Permanent Change of Station (PCS)) will be supported.

8.2.4. Alert photography.

8.2.4.1. An alert photographer is available 24 hours per day and 7 days per week, and will respond, upon request, to all base emergencies. Alert photographic requests must be directed from Security Forces and will not be activated for routine assignments that could have been scheduled through established procedures.

8.2.4.2. Whenever possible, Security Forces will capture imagery for minor accidents or incidents.

8.2.5. Self-help Photography.

8.2.5.1. Digital cameras for self-help are available on a limited basis for customer checkout.

8.2.5.2. Customers are responsible for providing a blank Compact Disc (CD) for the download of unofficial or non-mission related images at the time the camera is returned.

8.2.5.3. Costs for the reproduction of unofficial images are the responsibility of the customer (i.e. family or personal photos captured at military or civilian events, imagery categorized as non-mission, etc.).

8.2.5.4. The Photo Lab will assist in screening, selecting and printing pre-determined “official” self-help images in accordance with the production guidelines in this instruction.

8.2.6. The Photo Lab will adhere to the Air Force Accessioning program guidelines as described in AFI33-117.

8.2.7. Base Photo Services will not provide:

8.2.7.1. Aerial Photography. Due to increased liability and complex requirements to qualify contract photographers for aerial photography missions, the USAFA Photo Lab will not provide aerial photography services. Alternative self-help methods or military personnel may be available, but must be coordinated by the requesting organization.

8.2.7.2. Coverage of Dining Ins and Outs and retirement dinners or parties unless specifically requested by Public Affairs, Protocol or the History office.

8.2.7.3. Breakfast, Luncheon or Dinner Event Coverage unless for specific awards presentations, recognition ceremonies, or as requested by Public Affairs, Protocol or the History office.

8.2.7.4. Resume photographs.

8.2.7.5. Photos for “office decoration” unless approved and justified in writing and specifically stating for official use by the unit commander as required to communicate the unit mission.

8.2.7.6. Requests for Chain of Command photo displays should be made to the office of Public Affairs unless otherwise unavailable but justified for squadron and above command offices.

8.2.7.7. “Group” photos unless approved and justified in writing and specifically stating for official use by the unit commander in support of an official award presentation or recognition ceremony (e.g. Team Quality Award). Group photos for presentation to individuals are authorized for Airman Leadership School graduations, wing or higher level sponsored exercises or historical purposes.

8.2.7.8. Photographic prints for mementos to departing or retiring personnel, or as gifts to distinguished visitors or dignitaries unless approved in writing by the Protocol office.

8.2.7.9. Vu-Graphs and 35millimeter (mm) slides are obsolete and no longer supported. Briefings and presentations will be produced electronically using Microsoft PowerPoint whenever possible. This service may be requested from Graphics.

8.2.7.10. Unofficial presentations to include the making of presentations with personal or official photography for retirement dinners, personality roasts, PCS going away parties, etc.

8.2.7.11. Photographic supplies, except to support Media Services owned assets, such as non-professional cameras, when they are being utilized by customers for official functions.

8.2.7.12. Alteration of any photographic or video image which would alter or misrepresent the subject of the original is forbidden. In all cases it is illegal for customers to digitally alter official AF imagery except to apply color and lighting correction.

8.3. Television (Video) Production and Distribution.

8.3.1. Television Production films, edits and produces video productions that support the full range of Air Force training, education, corporate communications, and informational require-

ments. They are self-contained, accomplished to a plan or a script, and generally produced under controlled circumstances for a specific and targeted audience.

8.3.2. Restrictions to Video Productions.

8.3.2.1. Professional videotaping support will only be provided for official government tasks to meet direct Air Force mission requirements and wing or higher-level events such as Changes of Command.

8.3.2.2. Video productions to honor and document retirement, promotion or funeral ceremonies are only authorized for Numbered Air Force (NAF) Commanders, wing commanders, and important historical figures such as Medal of Honor winners, aerial aces, etc., for historical and informational purposes as appropriate.

8.3.2.3. Video products will not endorse commercial products or services, promote or endorse individuals or their personal activities, be inaccurate or incompatible with Air Force policy, or be discriminatory.

8.3.2.4. Television Production services will not provide aerial filming capabilities. Qualifying requirements and liability issues preclude contract videographers from aerial missions. Alternative self-help methods or military personnel may be available, but must be coordinated by the requesting organization.

8.3.2.5. When requested services are approved for official activities, but do not provide direct mission support, the BMM will suggest other methods via alternate available resources or self-help. Self-help video production and editing equipment is available through Presentation services.

8.3.2.6. Television production services must advise all customers requiring video production services of potential impacts from the requirements contained in Section 508 of the Rehabilitation Act, §1194.22 (handicapped accessibility).

8.4. Multimedia.

8.4.1. Multimedia provides in-house interactive multimedia production capabilities. Multimedia Production design and development incorporates multiple media formats (i.e. audio, video, computer graphics and animation, photography, illustration, interactive interface design or programming) and user interactivity for classroom instruction and training programs. Distribution of final programming occurs via CD Rom, Digital Video Disc (DVD), internet or intranet.

8.4.2. Customer submits requests via AF Form 833 or DD Form 1995 to initiate project consultation and planning cycle.

8.4.3. Scope of requirement is determined and project details are identified.

8.4.4. Customer is advised of their roles, responsibilities and obligation to the project.

8.4.5. Restrictions to Multimedia support.

8.4.5.1. Multimedia products will not endorse commercial products or services, promote or endorse individuals or their personal activities, be inaccurate or incompatible with Air Force policy, or be discriminatory.

8.4.5.2. Multimedia services must advise all customers requiring video production services of potential impacts from the requirements contained in Section 508 of the Rehabilitation Act,

§1194.22 (handicapped accessibility).

8.5. Presentation and AudioVisual Checkout Services.

8.5.1. The presentation section performs a variety of tasks depending on local need, such as operation of conference room audiovisual (AV) and Video Teleconferencing equipment. The Presentations section also maintains an extensive equipment and video library, where authorized users can borrow equipment and media to support a variety of presentations requirements. Additionally, functional support, operational familiarization, advice and training to customers, help with presentation systems development, and tech solutions for AV equipment systems can be provided.

8.5.2. Restrictions to Presentation Services.

8.5.2.1. Loan of audiovisual equipment is accomplished via the USAFA Library checkout system. A valid USAFA Library or Falcon card is primarily required for checkout of loaner items. Equipment loans may also be accomplished via AF Form 1297, **Temporary Issue Receipt** on a case-by-case basis. Requestors will assume all responsibility for the safety and security of borrowed equipment.

8.5.2.2. Presentation services will not issue VI equipment, such as overhead projectors, screens, video cameras, 35mm slide projectors, etc for use at functions that are not AF or government official (mission related).

8.5.2.3. Presentations personnel will only provide support for equipment they own and utilize. For equipment procured and operated from other sources, such as public address or video recording devices, it is the requestors' responsibility to transport and operate the equipment. Equipment being utilized that belongs to other than Presentation services should be identified to the Presentations technician to ensure equipment compatibility.

8.5.2.4. Requestors must insure that all presentation media (i.e. compact discs, PowerPoint presentations, videotapes, DVD's, etc) is available a minimum of 1 hour prior to event start time.

8.5.2.5. Presentation services will not deliver or pickup VI issued equipment.

8.5.2.6. The use or loan of Air Force audiovisual equipment to record, reproduce, exhibit, or broadcast copyrighted material in any form, from any source, without prior license or agreement is expressly prohibited by federal law.

8.5.2.7. When requesting copy support for copyrighted material, requestor is responsible for obtaining approval from the owner.

8.6. Support for Morale, Welfare, and Recreation (MWR).

8.6.1. Appropriated fund MWR Category B activities, as designated in AFI65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation (MWR) and NonAppropriated Fund Instrumentalities*, must coordinate Media Services through the appropriate QAE and the BMM. Work must be official and cannot generate revenue.

9. Adopted Forms: DD Form 1995, **Visual Information (VI) Production Request and Report**, AF Form 833, **Multimedia Work Order**, and AF Form 1297, **Temporary Issue Receipt**.

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