



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
1400 DEFENSE PENTAGON
WASHINGTON, DC 20301-1400

PUBLIC AFFAIRS

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
COMPTROLLER OF THE DEPARTMENT OF DEFENSE
DIRECTOR, DEFENSE RESEARCH AND ENGINEERING
ASSISTANT SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF DEFENSE
DIRECTOR, OPERATIONAL TEST AND EVALUATION
ASSISTANTS TO THE SECRETARIES OF DEFENSE
DIRECTOR OF ADMINISTRATION AND MANAGEMENT
DIRECTORS OF DEFENSE AGENCIES

SUBJECT: Visual Information (VI) Activity Management

- References: (a) DoD Directive 5040.2, "Visual Information (VI)," December 7, 1987
(b) DoD Directive 4100.15, "Commercial Activities Program," March 10, 1989
(c) DoD Instruction 4100.33, "Commercial Activities Program Procedures,"
September 9, 1985
(d) DoD Instruction 4000.19, "Interservice and Intragovernmental Support,"
August 9, 1995
(e) DoD Directive 5530.3, "International Agreements," June 11, 1987
(f) DoD Directive 5122.5, "Assistant Secretary of Defense for Public Affairs
(ASD(PA))," September 27, 2000

1. PURPOSE

This Directive-type memorandum:

1.1. Establishes policy, assigns responsibilities, and prescribes procedures under reference (a) for managing DoD visual information (VI) activities.

1.2. Authorizes DD Form 2858, "Visual Information Activity Profile," available at the Defense Visual Information website (<http://dodimagery.afis.osd.mil/>).

2. APPLICABILITY



2.1. This memorandum applies to the Office of the Secretary of Defense, the Military Departments, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities and all other organizational entities within the Department of Defense (hereafter referred to collectively as “the DoD Components”).

2.2. This memorandum does not apply to the organizations and activities listed at enclosure 2.

3. DEFINITIONS

Terms used in this memorandum are defined in enclosure 1.

4. POLICY

It is DoD policy that:

4.1. VI activities bring together the equipment, facilities, and skills essential to generating, preserving, disseminating, and providing ready access to DoD visual information.

4.2. DoD VI activities shall:

4.2.1. Be authorized and managed in accordance with this memorandum.

4.2.2. Be operated in the most cost-effective manner possible.

4.2.3. Be consolidated wherever practical.

4.2.4. Be defined as commercial activities in accordance with references (b) and (c).

4.2.5. Be centrally managed, at the DoD Component headquarters level.

4.2.6. Provide VI products and services to other DoD Components in accordance with reference (d).

4.3. Information about the products and services available from each common support VI activity in the Department of Defense shall be made available to prospective customers via a central DoD information system.

4.4. Where there is no additional expense to either the providing DoD Component or the Department of Defense, and it is otherwise in the best interests of the United States Government, DoD VI activities may enter into support agreements with and provide VI products and services to DoD Components other than their own; non-DoD Federal activities; state and local governments; and foreign governmental entities. See references (d) and (e).

4.5. VI activity support shall be limited to events or activities that are related to official missions and functions.

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense (Public Affairs), consistent with reference (f), shall:

5.1.1. Establish, operate, and maintain a VI activity as DoD's central VI management office.

5.1.2. Establish, operate, and maintain VI activities to support the DoD Components' requirements for:

5.1.2.1. Replicating, distributing, and life cycle managing Other Than Local, joint-interest DoD productions, and other VI end products.

5.1.2.2. Storing, preserving, providing reference service on, reproducing, and disposing of VI records.

5.1.2.3. Receiving and rapidly distributing current joint-interest imagery.

5.1.3. Establish, operate, and maintain an information system that identifies the products and services available from each common support VI activity DoD-wide.

5.2. The Heads of the DoD Components shall:

5.2.1. Maintain a central VI management office at the DoD Component headquarters level.

5.2.2. Approve the establishment and capabilities of VI activities; assign Defense Visual Information Activity Numbers (DVIANs); and maintain permanent records that document the establishment, transfer, changes in functions performed and capabilities authorized, or closure of those activities.

5.2.3. Ensure that each of the DoD Component's common support VI activities completes DD Form 2858, "Visual Information Activity Profile," and annually reviews and updates the information as required.

5.3. The Secretaries of the Military Departments shall plan, program, authorize, and maintain VI activities sufficient to provide Combat Camera (COMCAM) support and VI products and services necessary to accomplish DoD missions, as tasked.

5.4. The Secretary of the Army shall:

5.4.1. Operate and maintain a VI activity to support the Office of the Secretary of Defense, the Office of the Chairman of the Joint Chiefs of Staff, and Major Commanders and other DoD organizations in the National Capitol Region, as required.

5.4.2. Operate and maintain a specialized VI activity to procure productions and other VI end products from commercial sources to support DoD requirements.

5.5. The Secretary of the Navy shall operate and maintain a specialized VI activity to procure productions and other VI end products from commercial sources to support DoD requirements.

6. PROCEDURES

6.1. The DVIAN is a unique identifier assigned to each authorized DoD VI activity.

6.1.1. The DVIAN shall consist of 5 data elements in a single field organized in the alpha (A) numeric (N) format ANNNN, where "A" is the letter designator of the authorizing DoD Component and "NNNN" is a number assigned by the Component VI Management Office. (Example of an Office of the Secretary of Defense DVIAN: D0204).

6.1.2. The DVIAN letter designators for the DoD Components shall be as follows:

- 6.1.2.1. A - Department of the Army
- 6.1.2.2. B - National Geospatial-Intelligence Agency
- 6.1.2.3. D - Office of the Secretary of Defense
- 6.1.2.4. F - Department of the Air Force
- 6.1.2.5. J - Joint Chiefs of Staff
- 6.1.2.6. K - Defense Information Systems Agency
- 6.1.2.7. M - United States Marine Corps
- 6.1.2.8. N - Department of the Navy
- 6.1.2.9. O - Other
- 6.1.2.10. S - Defense Logistics Agency
- 6.1.2.11. W- Uniformed Services University of the Health Sciences

6.2. The DD Form 2858, "Visual Information Activity Profile," may be accessed and completed online via the Defense Visual Information website (<http://dodimagery.afis.osd.mil/>).

7. INFORMATION REQUIREMENTS

7.1. DD Form 2858, "Visual Information Activity Profile," shall be used to identify organizational information and the functions, products, and services that authorized common support VI activities provide.

8. EFFECTIVE DATE

This memorandum is effective immediately. This memorandum will be published as a DoD Instruction within 180 days.

A handwritten signature in black ink, appearing to read "Lawrence Di Rita". The signature is written in a cursive style with a large initial "L" and "D".

Lawrence Di Rita
Principal Deputy Assistant Secretary of Defense
for Public Affairs

E1. ENCLOSURE 1

DEFINITIONS

E1.1.1. Combat Camera (COMCAM). The providing of imagery-related support to combat and other military operations by members of military units specifically trained, organized, equipped, and tasked to provide such support.

E1.1.2. Commercial Activity (CA). A process resulting in a product or service that is or could be obtained from a commercial source.

E1.1.3. Common Support VI Activity. A VI activity that provides visual information products and services to all organizations on an installation or within a defined geographic area. A VI activity that is not dedicated to providing VI products and services to a single organization, usually of which it is a part.

E1.1.4. Defense Visual Information Activity Number (DVIAN). A unique identifier assigned to each authorized DoD VI activity.

E1.1.5. Distribution. In VI, the process of supplying an end product to its intended end users, by any means.

E1.1.6. End Product. In VI, visual information in the form of a finished deliverable immediately ready for its intended end users.

E1.1.7. Graphic Art. In VI, hand-, mechanically-, or computer-drawn art works or pictorial representations that are created rather than recorded in a camera. Graphic art includes charts, posters, photo illustrations, photo montages, computer-generated pictures, drawings, paintings, animation cels, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits.

E1.1.8. Production. In VI, a complete, linear or non-linear presentation, sequenced according to a plan or script, that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

E1.1.9. Video. Motion imagery that is recorded or transmitted as either a digital or analog electromagnetic signal.

E1.1.10. Visual Information. Information in the form of visual or pictorial representations of person(s), place(s), or thing(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand- or computer-generated graphic art and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes three-dimensional, alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial

representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic art that depicts abstractions or abstract relationships, i.e., objects other than persons, places, or things (such as organizational structures, symbols, process flows, quantitative data, or logical relationships).

E1.1.11. VI Activity. An organizational element or a function within an organization whose principal responsibility is to provide VI products and/or services.

E1.1.12. VI Activity Profile. A DoD-wide information system used to identify organizational information and the functions, products, and services that authorized VI activities provide.

E1.1.13. VI Facility. Anything, either stationary or mobile, permanent or temporary, that houses a VI activity.

E1.1.14. VI Functions. The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, fabrication of training aids and displays, and provision of related technical services.

E1.1.15. VI Management Office. A staff office at the headquarters level that typically prescribes VI policies and procedures and supervises or oversees VI functions.

E1.1.16. VI Product. A copy of a VI record, or a collection, compilation, or composite of such copies.

E1.1.17. VI Program. The system of personnel, equipment, supplies, facilities, policies, procedures, training, and logistical support that enables the acquisition, recording, transmission, storage, production, and generation of VI records and VI products in support of DoD missions.

E1.1.18. VI Record. Visual Information with a related caption and identifying number designated as record material in accordance with the requirements of Federal Law or Federal regulations. While a VI record resides on a physical medium (such as film, tape, or disk), the record is the informational content as distinct from the medium on which it resides.

E1.1.19. VI Services. Providing support of a VI nature, such as maintaining VI equipment, providing presentation services, operating conference facilities, making loans of VI products, processing film, and copying VI records to VI end products.

E2. ENCLOSURE 2

EXCLUSIONS

E2.1.1. This Directive-type Memorandum does not apply to:

E2.1.1.1. The American Forces Radio and Television Service

E2.1.1.2. The broadcasting services of the Military Departments

E2.1.1.3. Activities engaged in or supporting research, development, testing, and evaluation

E2.1.1.4. Military exchanges and exchange services

E2.1.1.5. Military morale, welfare, and recreation programs

E2.1.1.6. The Defense Commissary Agency

E2.1.1.7. National Geospatial-Intelligence Agency

E2.1.1.8. Stars and Stripes