



Right Image

Right Place

Right Time

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### SUBMISSIONS

Please contact us with your questions, feedback, and stories to share.

Barbara Burfeind  
 Chief, VI Plans & Integration  
 Defense Media Activity  
 6700 Taylor Ave.  
 Fort Meade, MD. 20755  
 Email: [barbara.burfeind@dma.mil](mailto:barbara.burfeind@dma.mil)  
 Phone: 301-222-6530 DSN: 733-6530

[www.defenseimagery.mil](http://www.defenseimagery.mil)

## Calendar

Events, conferences, workshops, & professional development opportunities.

| DATE             | EVENT   | LOCATION                |
|------------------|---|-------------------------|
| 29 April         | Defense Visual Information Steering Committee (DVISC) Meeting                                 | DMA                     |
| 30 April - 1 May | Defense Production Management Group (DPMG) Meeting  | DMA                     |
| 5 May            | IPR - Public Affairs Qualification Course (PAQC)  | DINFOS                  |
| 9 May            | Communicators of Excellence Awards Ceremony   | DINFOS                  |
| 20 May           | IPR - Digital Multimedia Course (DMC)   | DINFOS                  |
| 3 June           | IPR - Basic Multimedia Illustrator Course (BMIC)  | DINFOS                  |
| 10 June          | IPR - Intermediate Public Affairs Specialist Course (IPASC)                                   | DINFOS                  |
| 16-22 June       | Worldwide Military Photographer's Workshop  | DINFOS                  |
| 28 July          | Defense Visual Information Steering Committee (DVISC) Meeting                                 | Pentagon, Conf. Cntr.   |
| 15-16 August     | Military Visual Communications Seminar, Newhouse School of Communication, Syracuse University | Syracuse University, NY |

## VI Hot Topics

### VI Policy Updates

New Visual Information chapter drafted for Joint Pub 3-61 (Public Affairs) – The Joint Publication draft will be out for review and comment in the near future.

For more information, please contact:

Mr. Lee Thomas  
[lee.thomas@dma.mil](mailto:lee.thomas@dma.mil)  
(301) 222-6528

or

Ms. Barbara Burfeind  
[barbara.burfeind@dma.mil](mailto:barbara.burfeind@dma.mil)  
301-222-6530

### DIMOC and COMCAM Update

#### Name Change – IOCC now JCCC

DIMOC's Imagery Operations and Coordination Center (IOCC) has been renamed the Joint Combat Camera Center to align with the overarching program within DMA.

#### Joint COMCAM Planning Group Held

The JCCPG meeting was hosted at DMA on Feb. 25-26. Approximately 70 attendees heard and discussed agenda items that included: Global Force Management, Information Operations, Operation Damayan after action briefing, and COMCAM in the age of GoPro – Maintaining Relevance to the Warfighter.

For more information, please contact:

CDR Tom Cotton  
Joint COMCAM Program Manager  
[thomas.h.cotton.mil@mail.mil](mailto:thomas.h.cotton.mil@mail.mil)  
(703) 697-0216  
DSN: 227  
DMA Office  
[thomas.cotton@dma.mil](mailto:thomas.cotton@dma.mil)  
(301) 222-6516  
DSN: 733

### Awards

#### Highlighting the Best of Military Photos and Photographer of the Year for 2013

Judges selected the top submissions in March. View the winners at:

[http://www.dinfos.dma.mil/events/Milphog/index\\_milphog.aspx?cat=0&finish=0&start=0&EntryId=0&header=milphog](http://www.dinfos.dma.mil/events/Milphog/index_milphog.aspx?cat=0&finish=0&start=0&EntryId=0&header=milphog)

or

<http://www.businessinsider.com/military-photographer-of-the-year-2014-2014-4?op=1#ixzz2yQ1k8Gz2>

#### Ken Hackman, Mickey H. Osterreicher Honored with NPPA's Sprague Award

<https://nppa.org/news/ken-hackman-mickey-h-osterreicher-honored-nppa%E2%80%99s-sprague-award>

If you don't know Ken Hackman, you should. He is a lifelong advocate of all military photojournalists and Combat Camera photographers. His award is well-deserved and long overdue.

### Captioning Corner

by Thomas Ruyle, Lead Writer/Editor, DIMOC

**Is it released?** Who took the picture? Those are two of the most important questions asked about every image and video that comes through DIMOC. The answer to both questions can only be answered by the shooter and his/her release authority.

We often encounter images with no Public Release Instructions. When there are no instructions, the images cannot be released, so most of the imagery will not see the light of day. Please ensure proper release instructions are included with each image sent to DIMOC. For more information, refer to the DoD Captioning Style Guide, 28 OCT 13 edition, p. 18.

What constitutes proper Public Release Instructions?

- Release status (Released, Not Released, Not Reviewed).
- Rank, name, title and unit of the releasing authority.
- Contact information of the release authority.

For example: Released by Maj. Joe Snuffy, 99th Division Public Affairs Officer, DSN 123-4567, [joe.snuffy.photoguy@unit.mil](mailto:joe.snuffy.photoguy@unit.mil)

**What about who shot the image?** Are your photographers using their assigned VISION IDs? It's a key part of the VIRIN, and all photographers must have a unique VISION ID. If your photographers do not have a VISION ID, please have them go to <https://vipro.defenseimagery.mil> to obtain one. Then ensure they are using it with all imagery submitted to DIMOC. For more information, please refer to DoD Instruction 5040.02, Enclosure 7, and the DoD Captioning Style Guide, 28 OCT 13 edition, p. 17.

### VISUAL Storytelling

Storytelling is such a simple concept, but photographers should try the following steps as part of the process:

**Identify the imagery requirement.** How will the imagery be used? How will you package the imagery? (in a publication, on the web? As a cover story, within a briefing? )

**Capture the imagery.** Sometimes guidance is provided on the imagery needed, but often the photographer will self-assign or has the flexibility to take opportunities to capture other aspects of the event/operation and to be innovative/creative in their visual storytelling. Cover the event thoroughly, but use the least number of visuals to communicate the story. Don't inundate the viewer with too many images.

Consider the context and messages to be communicated – answer the reason this visual is important. It should be apparent, not something the viewer has to search for. Photographers take heed! The words that accompany your photos (especially the captions) are as important as the photos themselves. The best advice goes both ways: “To be a better writer, read more. To be a better photographer, shoot more.”

Package imagery in the most effective means to tell the story – be flexible, let the imagery help the decision process in how to package it best. Analyze what was captured.

**Review the imagery for release.** Pre-stage a point of contact (often the public affairs officer) and a process to review the imagery, captions and keywords for public release. In some cases, public release may not be appropriate. The imagery should then be marked appropriately as classified, sensitive or not for release, but can and should still be sent to DIMOC. If approved for release, the releasing authority must be indicated in the caption information with the photo.

**Transmit the imagery.** Having the equipment prepared and bandwidth coordinated prior to the imagery being cleared for release will speed the transmission and allow for more timely access. Conduct test transmissions before the event or operation.

Remember, your imagery is an official record and part of DoD history. Ensure the imagery is sent to DIMOC, which is the portal to the National Archives for DoD imagery.

And whenever you send imagery, ensure it was received.

-- by B. Burfeind

### Interview with travel photographer Bob Krist

Freelance photographer for National Geographic Traveler, Smithsonian and Islands. Short on time? Go to his last Q&A for some great feedback to other photographers.

<http://fusevisual.org/2014/04/06/bob-krist/>

### Preserving Digital movies more than 100 years; The Drone Empire

Two interesting articles in the March edition of IEEE Spectrum. The first is a discussion of storage technologies for modern film. The author asserts that it is actually more complex and costly to preserve a born-digital movie for 100 years than a physical reel.

<http://spectrum.ieee.org/consumer-electronics/standards/will-todays-digital-movies-exist-in-100-years>

The second article explores the growing capability and use of drones. <http://spectrum.ieee.org/aerospace/aviation/chris-andersons-expanding-drone-empire>

### LeanIn.org and Getty Aim to Change Women's Portrayal in Stock Photos

The nonprofit organization is partnering with the photo agency to try to eradicate traditional stereotypes.

[http://www.youtube.com/watch?v=DYu\\_bGbZiiQ&feature=youtube](http://www.youtube.com/watch?v=DYu_bGbZiiQ&feature=youtube)

### Preservation and Access: Digitization Services at NARA

<https://www.youtube.com/watch?v=fyKsNOTlwJk&feature=c4-overview-vl&list=PL52D84470A66DAC4A>

### History lessons, with popcorn, for America's undergraduates:

Recent movies have helped shape how today's students view the past.

<http://www.latimes.com/opinion/commentary/la-oe-adv-messitte-oscars-in-the-classroom-20140212,0,4939093.story#axzz2t7agRNdK>

### Check it out...Great places for photographers to explore in New York City.

The 9-11 Memorial and Museum (which opens this spring) is a beautiful tribute to the 2,977 lives lost in terrorist attacks on Sept. 11, 2001. The names of the Pentagon victims are there, memorialized both in New York and in DC. There are lines but the process is easy. Visitors can go to one of several Memorial Visitor Centers where timed visitor's passes are issued. Get in line a few minutes prior to your allotted time, get screened just like going through any airport and then walk through the park, spending as much time as you like.

## Training and Professional Development Opportunities

### Shoot-Off Workshops

[http://visualmediaone.com/Shootoff/Shoot\\_Off\\_Workshops.html](http://visualmediaone.com/Shootoff/Shoot_Off_Workshops.html)

May 1-4, 2014 (DC Shoot-Off Video)

September 2014 (Shoot-Off Online)

### SAVE the DATE!! Newhouse Military Visual Communications Seminar

"Managing your Digital Arsenal" -- 15-16 August 2014

An intensive two-day seminar highlighting the latest trends in visual journalism for military communicators with workshops by select Newhouse faculty-experts in their fields, and industry leaders.

- Military Keynote Speaker
- Key address by Joe McNally, internationally acclaimed photographer
- Address by a nationally recognized futurist
- Panel discussion to bring it all together with key military communication specialists

\$75 registration fee

Dinner Saturday night, August 16, to commemorate 50 years of military visual journalism at Newhouse School. Graduates of MMM/MPJ – Don't miss the opportunity to become reacquainted with your military colleagues and Newhouse professors.

For details, please contact: Nancy Austin at [njastin@syr.edu](mailto:njastin@syr.edu), Phone: (315) 443-4082, Website: <http://newhousemilitary.syr.edu/>

## DINFOS Training

[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 – 14 - 25 July 2014

### Combat Camera Leadership Course (2 weeks)

Class 010 – 02-13 June 2014 *(\*Note this is the only iteration offered in 2014)*

### Intermediate Photojournalism Course (8 weeks)

Class 030 – 14 May – 15 July 2014

040 – 21 July – 18 Sep 2014

### Intermediate Videography Course (3 weeks)

Class 030 – 8-30 May 2014

040 – 28 July – 15 Aug 2014

### Advanced Electronic Journalism Course (4 weeks)

Class 030 – 1-30 May 2014

040 – 21 Jul – 15 Aug 2014

050 – 22 Sep – 20 Oct 2014

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

Class 030 – 16-30 June 2014

010 – 1-12 Dec 2014

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

Class 010 – 27 Oct – 7 Nov 2014

### Joint Intermediate Public Affairs Course (6 weeks)

Class 020 – 19 May – 2 July 2014

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

Class 020 – 21 Jul – 5 Aug 2014

### Public Affairs Qualification Course (PAQC) (8 weeks)

Class 030 – 7 Jan -- 14 Mar 2014

040 – 17 Mar – 21 May 2014

050 – 4 Aug – 10 Oct 2014



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# Top Images



Front Image  
VIRIN: 140312-F-VY794-306  
Photographer's Name: SSgt Staci Miller  
Location: unknown



VIRIN: 140304-M-ZR832-836  
Photographer's Name: SSgt Oscar L. Olive IV  
Location: MCAS Yuma



VIRIN: 140302-N-ZG705-527  
Photographer's Name: MC3 Karl Anderson  
Location: USS Harry S. Truman (CVN 75)



VIRIN: 140220-A-HE359-462  
Photographer's Name: Gertrud Zach  
Location: Grafenwoehr



VIRIN: 140228-A-ZZ999-002  
Photographer's Name: CW2 Jason Williams  
Location: Fort Hood