

Standard Operating Procedure

VIM Training Base - PA/VI Self-Help Program

(Equipment Checkout) - 1.0

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Purpose/Summary Statement:

This standard operating procedure (SOP) provides instructions for the management of the self-help program for the Visual Information shop at VIM Training Base, MD.

This document focuses on the procedures for VI equipment checkout and return for VIM Training Base personnel attached to official units on post as well as the return of official VI for processing.

This document provides guidance on what VI equipment is available for checkout, reservation procedures for VI equipment (to include hand receipts), use of VI equipment, return of VI equipment and the return of VI assets to the VI shop for processing and accessioning.

VI equipment checkout and use must be for official, VIM Training Base activities ONLY. Use of VIM Training Base VI equipment for activities that are not official VIM Base activities are UNAUTHORIZED.

It is DoD policy that VI equipment and products be managed in accordance with procedures outlined in the references for this SOP.

Scope/Audience:

This SOP is written specifically for VI managers and those within the PA/VI Shop at VIM Training Base, MD who are responsible for officiating the checkout and return of VI equipment. It is also written for VIM Training Base personnel that wish to checkout and use VI equipment and create VI products*.

VIM Training Base PA/VI Shop personnel should read the entire SOP and be familiar with all aspects of the document.

VI managers are responsible for understanding and ensuring that anyone under their supervision understands and fulfills their assigned responsibilities.

Roles & Responsibilities:

It is the responsibility of the entire PA/VI shop staff to ensure that VI equipment is in good working order and is ops-checked prior to checkout and upon return. It is also the responsibility of the entire PA/VI shop staff to ensure collected VI is archived and managed in accordance with DoDI 5040.02, the VI Style Guide (VISG) and Visual Information Records Schedule (VIRS). These include but are not limited to ethical guidelines, naming conventions, metadata standards and standards for local archive management.

POSITION	ROLES & RESPONSIBILITIES
PAO	The PAO is responsible for ensuring the proper release of VI products. Dependent on the subject, the PAO may need to reach out to SMEs in relation to the official activity that was documented for release. VI is subject to the same safeguards and release requirements as other materials intended for release to the press, public or individuals. For policies governing release of material outside the DoD, see DoDD 5230.09, DoDI 5040.07
VI Manager (PAOs, senior NCOs, CIV)	The VI manager is responsible for implementing and maintaining the VI self-help program. They manage multiple programs and associated processes simultaneously. The VI manager will typically have the authority to delegate responsibility of some programs or processes associated with the VI self-help

	<p>program. For example: the VI manager can delegate equipment management responsibilities for VI equipment to their NCO(s), or the content management responsibilities for returned VI products to their junior enlisted. The VI manager is ultimately responsible for the VI self-help program, but they rely on all of their assigned personnel to effectively implement and adhere to it.</p>
<p>Equipment Managers (PA/VI shop personnel to include NCOs, CIV, contract personnel that are handling equipment checkout and return)</p>	<p>Equipment managers have a responsibility to ensure that the VI equipment is managed properly before checkout and after return. Equipment managers are responsible for conducting ops-check of gear upon return and prior to checkout. Equipment managers are responsible for keeping inventory logs and hand receipts for checked-out VI equipment. Equipment managers may be delegated other responsibilities from the VI manager that are in support of the VI self-help.</p>
<p>Content Managers (PA/VI shop personnel to include NCOs, CIV)</p>	<p>Content managers have a responsibility to ensure that the VI content is managed properly after its creation IAW DoD VIRS. Content managers may also be responsible for conducting quality control checks on VI products. Content managers may be delegated other responsibilities from the VI manager that are in support of the VI Self-Help program.</p>
<p>Content Creators (Official VIM Training Base personnel to include NCOs, junior enlisted, CIV, contractors)</p>	<p>Within the scope of this SOP, content creators are not official PA/VI personnel, but VIM Training Base personnel that wish to checkout VI equipment in support of official VIM Training Base activities. Content creators must understand that content created with official VI equipment of VIM training based activities are the property of the DoD and that the DoD VI content they produce must remain IAW DoD VI policy, and local policy and guidance.</p>

	Content creators are responsible for returning checked-out VI equipment in good working order at the agreed upon time. Content creators are responsible for returning VI products and associated captions for content managers to accession IAW DoD VIRS and DoDI 5040.02 once it has been reviewed for release.
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Procedure:

Content Creators

1. Hours for Checkout/Return
 - a. The PA/VI office is open for equipment checkout/reservations/returns from 0800-1600 Tuesdays and Thursdays.
 - b. You may also make equipment reservations by calling the PA/VI shop at 301-123-4567, M-F between the hours of 0800-1600.
 - c. Equipment is available to you for two weeks following checkout. You must return the equipment on your assigned date of return.
 - d. Visit www.VIMTrainingBase.mil/PA-VIShop/Self-Help for a list of equipment available for checkout.
2. Equipment Checkout
 - a. You must sign a hand receipt upon checkout of VI equipment.
 - a. Once signed, you are responsible for the VI equipment that you have signed out.
 - b. If the equipment is damaged or lost while in your care, please contact the PA/VI shop as soon as possible for further instructions.
 - b. When signing out equipment, you may have the staff demo/ops-check the equipment in your presence.
3. Equipment Return
 - a. Equipment must be returned within two weeks of checkout, by the agreed upon date during checkout.
 - b. Equipment will be assessed and ops-checked upon return by a member of the PA/VI staff.
4. Imagery Return
 - a. Imagery Shot
 - a. You must return the VI you captured to the PA/VI shop for proper accessioning.

- b. Captions
 - a. You must return associated caption information along with the VI to the PA/VI shop. This can be in the form of a document. Captions can be generalized for the purpose of the activity that you captured. Captions should include the 5 Ws - Who, What, When, Where and Why. For instructions on how to properly caption an image, refer to the VISG, Chapters 3-5.
 - b. If you have an assigned Vision ID, provide that along with the caption to the PA/VI staff upon return of VI and equipment.

PA/VI Shop Personnel

- 1. Hours of Operation
 - a. Equipment/content managers should be prepared to checkout and receive returned VI/VI equipment during self-help shop hours of 0800-1600 on Tuesdays and Thursdays.
 - b. PA/VI staff should be prepared to take equipment reservations by phone, M-F from 0800-1600.
- 2. Equipment Management
 - a. Checkout
 - a. Equipment reservations will be logged in the Self-Help Equipment Log Book.
 - b. Equipment will be ops-checked prior to sign out to customer with condition noted on the hand receipt.
 - c. Hand receipts must be signed and dated by customer as they checkout equipment.
 - 1. Make a copy of the hand receipt to place with the checked-out gear before the customer leaves the shop.
 - 2. If customer requests a demo or in person ops-check, supply that before they leave the shop.
 - b. Return
 - a. Equipment returns will be logged in the Self-Help Equipment Log Book.
 - b. Equipment will be ops-checked upon return with condition noted in the Self-Help Equipment Log Book.
 - c. Hand receipts will be returned to the customer upon return of the equipment.
- 3. Image Management
 - a. Customers (content creators) upon returning their checked-out VI equipment, will also return the VI they obtained with associated captions.

- a. Content managers will quality check imagery, and apply associated caption to the metadata.
- b. Content managers will edit captions as needed to ensure that they are IAW the VISG.
- c. All VI products will be identified as either temporary or permanent and handled according to guidance from the VIRS.
- d. Permanent released VI will be uploaded to DVIDS IAW DoDI 5040.02 Enclosure 5 following approval from release authority (PA/VI Shop PAO).
 1. Release authorities conduct a thorough review of imagery prior to public release. The PAO release authority should coordinate as many details as possible prior to the release of imagery.
- e. If the content creator doesn't have a Vision ID use the PA/VI shop issued DVIAN for imagery that is accessioned to DVIDS.

Considerations/Background:

1. Ethical Considerations
 - a. All VI products created for public release will adhere to the DoD's VI policy for ethical enhancements: DoDI 5040.02, Enclosure 10 and VISG Chapter 8.
 - b. All ethical edits and enhancements will be properly disclosed in the VI caption and metadata IAW VISG and 5040.02.
 - c. From DoDI 5040.02:
 - a. Official DoD imagery shall not be altered to misinform or deceive. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the DoD shall not be tolerated. Alteration of official DoD imagery is prohibited with exception for corrections, modifications and enhancements as specified.
 - d. If, upon reviewing, content managers find evidence of ethical violations (or of anything else they find concerning) they will report it directly to the VI manager for review.

Materials/References:

"VI Records Schedule." Defense Imagery Management Operations Center. Retrieved April 20, 2021. Website: <https://www.dimoc.mil/References/DoD-VI-References/VI-Records-Schedule/>

"DoDI 5230.09, Clearance of DoD Information for Public Release." PAVILION DINFOS Online Learning. Retrieved April 20, 2021. Website: <https://pavilion.dinfos.edu/Policy-Doctrine/Article/2131699/dodi-523009/>

“DoD Visual Information Style Guide.” PAVILION DINFOS Online Learning. Retrieved April 20, 2021. Website: <https://pavilion.dinfos.edu/Policy-Doctrine/Article/2135490/dod-visual-information-style-guide/>

“DoDI 5040.02, Visual Information.” PAVILION DINFOS Online Learning. Retrieved April 20, 2021. Website: <https://pavilion.dinfos.edu/Policy-Doctrine/Article/2202347/dodi-504002/>

“DoDI 5040.07, Visual Information Productions.” Washington Headquarters Services. Retrieved April 20, 2021. Website: <https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/504007p.pdf>

*VI products - refers to any imagery (to include photos and video), audio, graphics, or other multimedia products created in whole or in part using VI equipment. VI products also refers to any of the aforementioned products that were created on personal equipment if done so in the documentation of official VIM Training Base activities.