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Communications and Information

**BASE MULTIMEDIA SUPPORT CENTER
POLICY**

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This instruction establishes policies and procedures for requesting electronic and graphic imaging support, still/alert photography services, television production service, and video taping to units who require multimedia (MM) support. It describes the MM support center responsibilities and establishes guidelines on the type of MM processes and services available to its customers. This instruction is in accordance with policies established within AFI 33-117, *Multimedia Management*, and applies to all organizations that require MM support. Maintain and dispose of records created as a result of prescribed processes in accordance with the *Records Disposition Schedule*.

1. Organizational Policy: The Wing Commander has wide latitude in tailoring the base multimedia center's (BMC) operations to meet the specific needs of the installation. The BMC must ensure efficient and cost effective use of its resources. MM services are for official and direct mission support only. Purpose and justification on the work order must substantiate the request. When a request for MM services is not clearly official, the request must be approved by the Wing Commander, the Base Multimedia Manager (BMM), or designated representatives. In all cases where the requested MM services are approved base activities but do not provide direct mission support, the BMC may choose to provide self-help services, such as nonprofessional still and video cameras. BMC personnel will closely monitor work order requests for potential fraud, waste, and abuse (FW&A) of time, material, or funds.

2. Base Multimedia Manager (BMM) Responsibilities:

2.1. The BMM or designated representative will coordinate on AF Forms 9, **Request for Purchase**, and GPC purchases for MM equipment requests.

2.2. Customers will route AF Forms 9 and GPC purchases through the BMM for coordination when services are not available locally.

2.3. The BMM must approve AF Forms 9 involving equipment, services, or maintenance of MM equipment. Include the following statement on the AF Form 9: "I certify that government services are not available to meet this requirement."

2.4. The BMM or designated representative has the authority to disapprove customer work requests submitted with less than 24 hours notice of completion date.

2.5. The BMM will conduct periodic work order audits within the BMC to audit and verify accuracy of required data and feedback from customers.

3. Graphics Support Services: Graphics provides professional design and creation of illustrations, charts, graphics, diagrams, vinyl lettering, certificates, book covers, status boards, patch designs, posters, displays, exhibits, lamination, temporary or interior signs, and other artwork for managerial, training, educational, and administrative purposes. A maximum of **10** copies will be provided per request on all workorders submitted.

3.1. Recognition Certificates: 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. Unit-level certificates are designed to be overprinted by the unit and no freehand calligraphy will be accomplished.

3.2. Posters/Charts: Original art includes lettering and/or illustrations in black & white and color. Standard sizes of posters are 20x30 (limit **10** copies) and 30x40 (limit **5** copies).

3.3. Laminations: Requests for lamination include official maps for reproduction. Standard size of maps are 30x40 with a limit of **10** copies.

3.4. Prohibited Support: Graphics **cannot support** the following, except as noted:

3.4.1. Mementos: Cannot support requests for personalized items for permanent change of station (PCS), separation, or retirement presentations such as souvenirs, plaques, engravings, caricatures, shadow boxes, scrapbooks, unit farewell certificates (original design), or similar mementos.

3.4.2. Copyrights: Cannot reproduce copyrighted material 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; approval must be in writing.

3.4.3. Drawings and Signs: Cannot draft or create architectural drawings, draw maps, or make permanent outdoor signs. This is the responsibility of Civil Engineering.

3.4.4. Picture Frames: Cannot assemble picture frames, glass, or cut mats for specialty picture frames.

3.4.5. Forms/Visual Aids: Cannot provide products that duplicate the intent of existing publication, form, or visual aid.

3.4.6. Seating Charts/Programs: Cannot prepare seating charts or programs unless it is for an official organizational Dining In/Out, specialty functions (Federal Women's Program, Black History, Hispanic Heritage, Handicap Employment, etc.), or as requested by the Public Affairs, Protocol, or Wing Historian.

3.4.7. Posters: Cannot provide picture posters for wall decorations, posters, or charts requiring periodic updates due to added/changed information.

3.4.8. Copier Reproduction: Cannot reproduce large quantity printing (the limit is **30** copies, color or black and white). Additional copies are available through DAPS printing services (<http://www.bangor.daps.dla.mil>). Requests take up to 6 weeks for completion.

4. Base Still Photo Services: Photo support will be provided for official award and recognition ceremonies, changes of command, official retirement ceremonies, studio/on-location photography, alert photography, passports, defective equipment for reports, etc., and events considered newsworthy by the Public Affairs, Protocol, or Wing Historian. Requests for such support must be coordinated through the Public Affairs, Protocol, or Wing Historian. Standard photo sizes are 3x5, 5x7, and 8x10 with a limit of **2** copies.

4.1. Requirement Scheduling: All routine photographic requests must be coordinated no later than 24 hours prior to requested completion date to effectively meet customer requirements. Still Photo Services may offer, as an alternative: self-help services of nonprofessional still digital cameras and development for approved but not direct mission support photo opportunities, or when last minute coordination prevents the dispatch of a photographer.

4.2. Alert Photography:

4.2.1. Alert photographic services will be provided for the emergency needs of the Security Forces, Air Force Office of Special Investigations, disaster preparedness, flying or ground safety offices, and other emergency response agencies.

4.2.2. An Alert Photographer is available 24 hours a day, seven days a week and will respond to all emergencies as requested by authorized agencies. Agencies authorized to contact the Alert Photographer are the Security Forces and Wing Command Post. The Alert Photographer will not be activated for routine assignments that could have been scheduled through established procedures. To contact the Alert Photographer after normal duty hours, the authorized agency should utilize the current Alert Photographer stand-by schedule and instructions for pager, cell phone, and home phone contact.

4.3. Base Still Photo Services cannot provide the following services:

4.3.1. Photo albums for promotions or retirements.

4.3.2. Unofficial ceremonial slide presentations to include the making of color slides of personal or official photography for retirement dinners, personality roasts, PCS going away parties, etc.

4.3.3. Breakfasts, luncheons or dinner events unless for specific awards, presentations, recognition ceremonies or as requested by the Public Affairs, Protocol, or Wing Historian. Photographs of guests mingling, eating or drinking are prohibited for these occasions.

4.3.4. Pictures of unit personnel for organizational status boards.

4.3.5. Unofficial passport or resume photographs.

4.3.6. Squadron Dining Ins/Dining Outs.

4.3.7. Memento photos of unofficial functions such as unit parties or related events.

4.3.8. 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.

4.3.9. Air Force dependent activities, i.e., receiving communion; pictures of infants or youths for respective day care or after school programs.

4.3.10. Military personnel performing official duties when the official duty uniform is not worn.

4.3.11. Prints larger than 8" x 10" unless justified on the work order request and approved by the Base Multimedia Manager.

4.3.12. Unit 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. Group photos for presentation to individuals are authorized for Airman Leadership School graduations, training squadron classes, wing or higher level sponsored exercises such as Guardian Challenge, official seminars, classes, or historical purposes.

4.3.13. Office decoration photos (unless approved and justified in writing and specifically stating for official use by the unit commander as required to communicate the unit mission). Chain of command photo displays are discouraged and will be limited to squadron commanders and above.

5. Video/ Multimedia Production Services: Video and/or MM productions are limited to local product distribution only. Official video/MM productions include education and training videos/MM presentation, historical documentation, corporate communications, and information dissemination requirements. All supported video/MM productions are available on the following mediums; VHS (1/2") tape, HI-8mm tape, mini DV tape, CD-ROM (VCD/SVCD) and DVD. All video/multimedia production requests are subject to review and approval by the BMM.

5.1. Requirement Scheduling: All video product requests are subject to approval by the BMM. Local productions must be requested at least 6-8 weeks in advance. Preliminary Coordination with the videographer is essential. Customers will be provided a "*Customer Guide for Multimedia Productions.*" At a minimum, the point of contact (POC) will provide a script outline of the production. The POC will coordinate dates, times, and locations with their personnel who will appear in the production.

5.2. Multimedia productions are for official business. Productions for memorial services are authorized and shouldn't be confused with mementos or tributes.

5.3. Provide support for production of wing mission briefings; wing video projects; retirement/change of command videos for officers (O-6 and above).

5.4. The BMC will provide self-help services for non-professional video cameras for video recording and editing of:

5.4.1. Other retirement/promotion ceremonies.

5.4.2. Sporting events, golf tournaments, Special Olympics, etc.

5.4.3. History month.

5.4.4. All other events where the video services do not provide direct mission support.

6. Video Teleconference (VTC) Services: VTC support will be provided for official briefings, training, conferences, and telephone conference calls.

6.1. All video teleconferences must be scheduled at least 72 hours in advance or 1 day for point-to-point calls.

7. Presentation Services: Technical support for Microsoft powerpoint presentation development to include audio and/or visual content formatting, audiovisual equipment support, and audiovisual equipment "self help" support.

8. Multimedia Equipment/Self-help Services: Self-help efforts will be coordinated in advance to determine the nature of the project and a date and time the work can be accomplished. MM resources will be made available to accomplish self-help work. Resources include an in-house self-help graphics workstation, digital cameras an in-house videotape duplication system, and self-help audiovisual equipment checkout.

8.1. Audiovisual equipment support includes set-up, tear down, and configuration of A/V equipment by BMC personnel. Equipment operation will normally be the responsibility of the requesting organization.

8.2. MM managers will encourage customers to use self-help equipment whenever the nature of the request does not require technical expertise of a trained professional. Self-help equipment includes multimedia laptops and projectors, projection screens, camcorders and tripods.

9. Requesting Base Multimedia Services: All customers requesting MM services are required to complete and sign an AF Form 833 or AF Form 1995 for local productions. A signature on this form certifies the work is for official business.

10. Work Order Priorities: All work orders received by the Base Multimedia center shall fall within one of the following priorities. Please note that the completion date of any submitted work order may be changed by the government due to increase in priority workload.

10.1. Priority 1: (Critical response 24/7 coverage): This shall be reserved for emergency requirements, when time is of the essence, such as aircraft or drone accidents, accident investigation boards, intelligence collection, criminal investigations, and certain time sensitive Public Affairs work. Physical response time is one hour. Product delivery time is 24 hours or less.

10.2. Priority 2: (Enhanced): This shall be assigned to work that is required by directive. This includes work requested for DV support, key leaders, DV/special event, VTC support, 341 SW/PA for internal or public release, public safety agencies (Security Forces, Fire Department, Safety Office, AFOSI, Wing/Base Commanders) and products needed to support other work with time restraints. Product delivery time is 1-48 hours.

10.3. Priority 3: (Basic): General, non-mission critical support. This shall apply to all work that can be planned and requested in advance, or on a recurring basis. Product delivery time is 1 hr-10 days. **(NOTE): Video products may take up to 30 days depending on complexity.**

11. Reimbursable Services: Official multimedia service requests that are above and beyond the limits set in each service area or requests that are out of the ordinary will be approved by the Base Multimedia Manager or the 341st Communications Squadron Commander and may be subject to material cost reimbursement.

12. Forms prescribed: AF Form 9, **Request for Purchase**; AF Form 833, **Multimedia Work Order**; and AF Form 1995, **Production Request and Report**. The completion of these forms is self-explanatory, unless otherwise outlined in this instruction.

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