

Reclamation Manual

Directives and Standards

Subject:	Audiovisual, Multimedia, Still Photography, and Related Equipment
Purpose:	Prescribes requirements and responsibilities for Bureau of Reclamation photographic and visual imagery products and equipment used to produce them. The benefit of this Directive and Standard (D&S) is that it ensures Reclamation resources are wisely used and brings Reclamation into compliance with the Department of the Interior and other Federal government requirements.
Authority:	36 CFR 1222.12, <i>Creation and Maintenance of Federal Records</i> ; 380 DM 1, <i>Records Management Program and Responsibilities</i> ; 382 DM 11, <i>Managing Records in Electronic Form</i> ; 384 DM 2, <i>Record Disposal Schedules</i> ; 384 DM 3, <i>Removal or Destruction of Official Records</i> ; 384 DM 4, <i>Transfer of Records</i> ; 471 DM 1, <i>Audiovisual Media and Publications</i> ; and 471 DM 2, <i>Still Photography</i>
Approving Official:	Deputy Commissioner
Contact:	Office of Communications, (92-40000)

1. **Introduction.** Photographic and audiovisual imagery products in either film or electronic based media play a critical role in documenting Reclamation's mission. All imagery products must be created, maintained, used, and archived in accordance with accepted practices which enhance the ease of retrieval and long-term preservation.
2. **Applicability.**
 - A. This D&S applies to all Reclamation employees, volunteers, consultants, third parties, and contractors who are doing audiovisual, multimedia, and still photography work for Reclamation.
 - B. This D&S applies to all audio and video recordings, slide shows, multimedia, , public service announcements, and still film or digital photography, whether the product is produced by Reclamation employees, contractors, consultants, third parties, or volunteers, using Government or personal equipment or contracted services, to document or officially represent events, activities, processes, or conditions in the normal course of Reclamation business.
3. **Requirements and Responsibilities.**
 - A. **Chief, Office of Communications.** The Chief, Office of Communications is responsible for:
 - (1) reviewing [Form DI-551](#), Audiovisual Authorization Request for cost-effectiveness; and

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- (2) ensuring products produced will be of acceptable technical quality, procured at the most advantageous rates to the Federal Government, and consistent with overall Department and Reclamation goals.

B. Regional Public Affairs Officers. Regional public affairs officers are responsible for:

- (1) providing one copy of each multimedia product to the Chief, Office of Communications;
- (2) ensuring the master of each completed audiovisual product is provided to the regional records officer;
- (3) providing the Chief, Office of Communications an annual list of videos available to the public for viewing and/or purchase;
- (4) reviewing all available audiovisual products annually; and
- (5) reviewing and approving the purchase of video or multimedia equipment and/or software as delegated.

C. Audio and Video Recordings, Multimedia, and Public Service Announcements.

This paragraph applies specifically to products such as audio and video recordings, digitally generated presentations (such as PowerPoint), and any other audiovisual products used for public showings or purchased with appropriated funds, including digital audio and video products and any multimedia programs.

- (1) **Content.** Reclamation photographic and audiovisual products will, where appropriate, strive to achieve a racial, ethnic, age, and accessibility balance in depiction and content. Materials produced must avoid the use of sexist language or characterizations. Consideration will be given to producing materials in languages other than in English with appropriate outreach efforts to minority media. Reclamation products or equipment purchased must be in compliance with current accessibility standards for both information technology and physical access which are available at www.access-board.gov.
- (2) **Visual Identity.** All products and services covered by this D&S, including their labeling and packaging, must comply with the Visual Identity (VI) Online Manual.
 - (a) Each product must identify Reclamation as part of the Department.
 - (b) Visual identification of the Department, either in text or by display of the Departmental seal, or both, must be shown at the beginning or end of all audiovisual products.

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- (3) **Technical Standards.** All photographic products used for either internal or external uses, including publications, audiovisual presentations, reports, etc., will meet or exceed requirements of the National Archives and Records Administration (NARA), the Department, Reclamation, or other accepted standards as defined in Volume IV Reclamation's Information Management Handbook as outlined in 36 CFR or subsequently issued regulations.
- (4) **Rights and Ownership.** All photographic or audiovisual products created for, or by employees of, Reclamation are Government property, regardless of the funding source used to create them. This includes the ownership and copyrights to all products, including scripts, storyboards, and multimedia finals, produced under contract or agreement using reimbursable funds. Contracts for audiovisual, multimedia and still film and digital photography produced by others with Government funds must include a stipulation for Government retention of ownership, including any copyright. All works produced by the Federal Government are in the public domain, unless explicitly indicated to be otherwise.
- (5) **Availability to the Public.** Products prepared by Reclamation may be available for public viewing provided that:
 - (a) use of the material does not imply Department or Reclamation endorsement of a commercial product or service or of a particular viewpoint espoused by a commercial firm or a special interest organization;
 - (c) the public is not charged a fee expressly and exclusively for the purpose of viewing the audiovisual product;
 - (d) the public is not required to purchase any specific vendor's software in order to view them; or
 - (e) printed materials are readily accessible to all publics and compliant with ADA standards which are available at www.access-board.gov.
- (6) **Approval Process.**
 - (a) Audiovisual products that feature details of Reclamation dams and power plants and other critical infrastructure and are intended for public distribution must be reviewed by the issuing office for compliance with SLE 02-01, *Identifying and Safeguarding Controlled Unclassified Information* to ensure that appropriate security considerations have been addressed.
 - (b) Prior to the development, or contracting for services for the development, of a video, motion picture, or audio production, Form DI-551 must be completed, initialed by the regional public affairs officer, and submitted for approval by the Chief, Office of Communications (92-40000) (471 DM 1.6).

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- (i) The Chief, Office of Communications, will review Form DI-551 for cost-effectiveness and to ensure that products produced will be of acceptable technical quality, procured at the most advantageous rates to the Federal Government, and consistent with overall Department and Reclamation goals.
- (ii) No funds may be expended on a project until an approved Form DI-551 has been returned to the requesting office.
- (iii) Audiovisual products produced entirely with in-house production capabilities, including personal desktop computers, and without outside contracting for production or post-production services, require a Form 7-551A, In-House Audiovisual Authorization Request. The process for a Form 7-551A is identical to that for Form DI-551.
- (iv) All Form DI-551s and Form 7-551As must include the following information:
 - (aa) statement of why the communication product chosen is correct for the intended audience;
 - (bb) anticipated life of product;
 - (cc) detailed distribution or viewing plan; and
 - (dd) evidence funding is available, including for anticipated duplication.

(7) Reporting, Review, Storage, and Archiving Requirements.

- (a) One copy of each completed video or multimedia product must be provided to the Chief, Office of Communications.
- (b) Original numbered and captioned still or digital photographs, and the master of each completed audiovisual product, must be provided to the regional records officer or the Information Management Group in the Information Resources Office, for transfer to NARA in accordance with Volume II and IV of Reclamation's Information Management Handbook.
- (c) Regional public affairs offices will provide the Chief, Office of Communications, an annual list of new video and motion picture products that are available to the public for viewing and/or purchase, and where the product is available. This report is due by the second Friday in December each year.

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- (d) All currently available audiovisual products will be reviewed by the regional public affairs officers and/or the Commissioner's Office of Communications annually. The master of those deemed unsuitable for further circulation will be forwarded to the regional records officer for transfer to NARA. All remaining copies will be disposed of in accordance with Volume II of Reclamation's Information Management Handbook. Audiovisual products exempted by [471 DM 1.3](#) will not be considered for permanent retention by NARA and must be disposed of in accordance with the records schedule. A report on current products will be sent out to all interested Reclamation offices following this review; this report will include a list of those products to be removed from circulation.
- (e) All film, video, or audio products designated as Official Record or master must be stored in accordance with standards set forth in 36 CFR 1228, Subpart K. In lieu of these standards, the original or master will be sent to the regional records officer or the Information Management Group in the Information Resources Office (Denver, Colorado), for accessioning to NARA annually. Copies will be retained for reference at local discretion. The organization, maintenance, and transfer of photographic media are governed by Reclamation Manual D&S, Information Management ([RCD 05-01](#)) and Volumes II and IV of Reclamation's Information Management Handbook.
- (f) Contracts for all commercial film, video, or audio products must include provisions for transfer of the master to the regional records officer or the Information Management Group in the Information Resources Office (Denver, Colorado), for storage and accessioning to NARA.

D. Purchase of Video and Multimedia Editing Equipment.

- (1) **Applicability.** This paragraph applies only to the purchase of free-standing or network-connected special-use computers intended for the purpose of creating, capturing, and/or editing video and other multimedia, and/or software purchased specifically for that purpose. This D&S excludes video playback software such as media players.
- (2) **Approval Process.**
 - (a) Before committing to the purchase of equipment and software covered by this D&S, offices must obtain the approval of the Chief, Public Affairs, or the appropriate regional public affairs officer. The request for approval must be in writing and contain the following information:
 - (i) justification for the need for such equipment, including why existing equipment and expertise elsewhere in the bureau cannot be used;

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- (ii) identification of the employee who will be the primary user of the equipment; and
 - (iii) training requirements.
- (b) No acquisition of such equipment by credit card or purchase order may commence until an approval has been returned to the requesting office.
 - (c) The responsibility for advance approval of purchase of video or multimedia equipment and/or software intended for use by a regional, area, or field office is delegated to the Regional Public Affairs Officer. Advance approval for purchases of such equipment by the Commissioner's or Denver Offices remains with the Chief, Office of Communications (471 DM 1.5 (F)).

E. Approval of Audiovisual Products.

- (1) The Chief, Office of Communications, has oversight and advance approval authority for all audiovisual products within Reclamation (471 DM 1.6).
- (2) **Exceptions.** The only audiovisual or multimedia products exempted from advance approval by the Chief, Office of Communications, are:
 - (a) training programs or documentation of internal events for employee use and not intended to be shown to the public;
 - (b) video strictly intended to be shared on social media (Facebook, Twitter, Instagram, LinkedIn or YouTube) that is two minutes in length or less.
 - (c) video news releases dealing with fast-breaking news stories;
 - (d) radio news actualities, reports, and other time-critical news stories;
 - (e) digital imagery such as PowerPoint presentations, collections of slides or transparencies, or video footage when used as visual accompaniments to speeches or other oral presentations by Reclamation employees, unless contracted for with appropriated funds;
 - (f) stock footage specifically for use by broadcast news organizations – known as “B-roll”-- minimally edited, and not intended for use in a specific audiovisual presentation;
 - (g) audiotapes, CDs, and DVDs intended for data storage and distribution;
 - (h) raw, unedited footage for internal use only; and
 - (i) still photography.

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4. **Definitions. Multimedia.** Use of a computer to present multiple types of media simultaneously in an integrated manner, PowerPoint products, whether by a Reclamation office or in cooperation with a private entity or another public agency. Such products can include sound, graphics, video, text, animation, and any other form of information representation.
5. **Review Period.** The originating office will review this release every four years.

RECLAMATION MANUAL TRANSMITTAL SHEET

Effective Date: _____

Release No. _____

Ensure all employees needing this information are provided a copy of this release.

Reclamation Manual Release Number and Subject

Summary of Changes

NOTE: This Reclamation Manual release applies to all Reclamation employees. When an exclusive bargaining unit exists, changes to this release may be subject to the provisions of collective bargaining agreements.

Filing instructions

Remove Sheets

Insert Sheets

All Reclamation Manual releases are available at <http://www.usbr.gov/recman/>

Filed by: _____

Date: _____