

Department of the Interior Departmental Manual

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Series: Information

Part 471: Audiovisual Media and Publications

Chapter 1: Audio and Video Tape Recordings, Slide Shows and Public Service Announcements

Originating Office: Office of Communications

471 DM 1

1.1 Scope. The provisions of this Chapter apply generally to audio and video tape recordings, motion pictures, sound-synchronized slide shows, digital audio tapes (DAT), CD-Rom programs and laser discs as used for exhibits and any other audiovisual products used for public showings, including digital audio and video products and any multimedia programs. Multimedia, as defined in this chapter refers to the use in combination, of audiovisual formats and elements produced by a bureau or office, or cooperatively with a private entity. Included are radio and television public service announcements and features.

1.2 Department Responsibilities. The Department's Office of Communications (OCO) is responsible for, and has oversight for all audiovisual policies and procedures within the Department.

1.3 Exceptions. The only exceptions to this chapter are:

- A. Training programs and other intra-bureau audiovisual products produced entirely with in-house production capabilities and without outside contracting for production or post-production services.
- B. Video news releases (VNR) dealing with fast-breaking news stories.
- C. Radio news actualities, reports and other time-critical news stories.
- D. Collections of slides or transparencies to be used as one-time visual accompaniments to speeches or other verbal presentations by Departmental offices.
- E. Stock footage specifically for "B" roll use, and not specifically intended for use in a specific audiovisual presentation.
- F. Materials produced by the Office of Inspector General.

1.4 Authorization. Prior to developing a video, motion picture or audio production which require in whole, or in part, the services of an outside contractor, bureaus and offices will submit a Form DI-551, Audiovisual Authorization Request, (see Form DI-551) approved by the bureau director and bureau public affairs officer, to OCO. The DI-551 will be reviewed by OCO for cost-effectiveness and to ensure that products produced will be of acceptable industry quality, and procured at the most advantageous rates to the federal government. No production work

may commence until an approved DI-551 has been returned to the requesting office or bureau. All bureau procurement offices have been instructed not to complete purchase orders unless accompanied by an approved DI-551.

1.5 General Policies.

A. Audiovisual products prepared by, or for the Department (or any of its subdivisions) may be available for public showing, provided that: (1) use of the material does not imply Department of the Interior endorsement of a commercial product or service, or of a particular viewpoint espoused by a commercial firm or a special-interest organization; and (2) the public is not charged a fee expressly and exclusively for the purpose of viewing the audiovisual product.

B. Visual identification of the U.S. Department of the Interior, either in character generation, or by displaying the Department Seal, or both, must be shown in the beginning or end of all audiovisual productions.

C. When an audiovisual product is produced by a bureau or office, that bureau or office will be identified, at least once, as part of the U.S. Department of the Interior.

D. All Department of the Interior publications and audiovisual productions will, where appropriate, strive to achieve a racial, ethnic, age and handicap balance in depiction and content. Materials produced will also 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.

E. When advantageous, offices and bureaus will contract commercially for the production, procurement and distribution of materials, and they will include the Department of the Interior's contractor-operated Audiovisual Center in Denver, Colorado in all bid solicitations.

F. Bureau public affairs offices may develop more detailed policies or guidelines to oversee audiovisual productions in an effort to provide effective communicative messages and cost effective production.

1.6 Reporting Requirements.

A. All Department and bureau activities will provide to OCO an annual list of new video and/or motion picture products which are available to the public for viewing and/or purchase, and where the product is available.

B. All Department and bureau activities will provide one copy, upon request, of each completed audiovisual product to the Audiovisual Officer, Office of Communications, Office of the Secretary, Washington, D.C. 20240

1.7 Periodic Review. All audiovisual products will be reviewed by the responsible office or bureau at least once annually, and those deemed unsuitable for further circulation should be disposed of in accordance with the approved bureau/office records schedule. Upon disposition, the master record will be sent to the Archivist of the United States. Audiovisual products exempted by 471 DM 1.3 will not be considered for permanent retention by the Archives and can be disposed of in accordance with the records schedule.