



# Department of Defense DIRECTIVE

NUMBER 5040.3

December 5, 1985

Certified Current as of November 21, 2003

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ASD(PA)

SUBJECT: DoD Joint Visual Information Services

- References: (a) DoD Directive 5040.1, "Defense Audiovisual Agency," June 12, 1979 (hereby canceled)
- (b) [DoD Directive 5040.2](#), "Visual Information Activities," October 11, 1985
- (c) DoD Directive 4000.19, "Interservice, Interdepartmental, and Interagency Support," October 14, 1980

## 1. PURPOSE

This Directive:

- 1.1. Replaces reference (a).
- 1.2. Assigns responsibility for operational missions formerly provided by the Defense Audiovisual Agency (DAVA) under reference (a) to the Military Departments. These missions include audiovisual (AV) product and production procurement, as separately delegated, and central visual information (VI) distribution and depository functions.
- 1.3. Designates management oversight responsibilities for joint visual information services (JVIS).

## 2. APPLICABILITY AND SCOPE

This Directive:

2.1. Applies to the Office of the Secretary of Defense (OSD) and its field activities, the Military Departments (including their Reserve components), the Organization of the Joint Chiefs of Staff (OJCS), the Unified and Specified Commands, and the Defense Agencies (hereafter called "DoD Components").

2.2. Provides specific policy and guidelines for DoD JVIS, a subset of the broader applications of reference (b).

### 3. DEFINITIONS

3.1. Executive Agent. A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually.

3.2. Joint Visual Information Services. Visual information services operated and maintained by a DoD Component to support more than one DoD Component.

3.3. Visual Information Services. Services that:

3.3.1. Support the preparation of a completed AV or VI production.

3.3.2. Result in obtaining a VI product other than a completed AV production.

3.3.3. Support existing VI products such as distribution and depository operations.

3.3.4. Use existing VI products, equipment, equipment maintenance, and activities to support other functions, such as projection services, operation of conference facilities, or other presentation systems.

### 4. POLICY

4.1. The Assistant Secretary of Defense (Public Affairs) (ASD(PA)) shall appoint DoD Components to perform Executive Agent responsibilities for JVIS.

4.2. The Military Departments shall act as Executive Agents to provide JVIS as specified herein to all DoD Components requiring that support.

4.3. JVIS assigned by this Directive, or designated in the future by the ASD(PA), shall be maintained at the most current level of capability approved by the Director, American Forces Information Service (AFIS) (see subparagraph 5.2.4., below).

4.4. The Director, AFIS, shall exercise management oversight of JVIS on behalf of the ASD(PA). Conflicts in support priorities involving the application of JVIS resources shall be resolved by the Director, AFIS, during the Program Objective Memorandum (POM) review process. If necessary, the Director, AFIS, will coordinate with the Assistant Secretary of Defense (Comptroller) (ASD(C)) regarding the reallocation of resources.

4.5. Unless authorized by exemptions in DoD Directive 5040.2 (reference (b)) and its supporting documents or approved by the ASD(PA), the DoD Components shall use joint AV product procurement, and VI distribution and depository services rather than perform those functions themselves.

4.6. The Military Departments shall provide JVIS at an organizational level that ensures:

4.6.1. Timely, direct, and unrestricted access by all authorized customers (see subparagraph 5.3.1., below).

4.6.2. Timely response to customer requirements.

4.6.3. Compliance with references and published DoD standard operating procedures.

4.7. The Military Departments shall forecast and budget for those personnel, material, and equipment resources required to support their joint Executive Agent mission(s). Resources required for JVIS shall be planned, managed, and controlled as separate, dedicated identifiable entities.

4.8. DoD Component customers requiring JVIS support shall forecast their work-load requirements.

4.9. DoD Component customers shall fund for, and Executive Agents shall charge, the identifiable net additional cost of their joint VI services, in accordance with DoD Directive 4000.19 (reference (c)), EXCEPT for:

4.9.1. Reprint requirements.

4.9.2. Booking and distribution.

4.9.3. Depository research.

4.10. Military Departments designated as Executive Agents under this Directive shall establish a system to ensure each customer is provided individual accountability for status, itemized billing, and project review.

4.11. Visual information support of one DoD Component by another, not covered by this Directive, is governed by DoD Directive 4000.19 (reference (c)).

4.12. The Director, AFIS, shall, by separate letter, delegate to the appropriate DoD Components, authority to request a contract action (purchase request) from a procurement activity for VI services.

## 5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense (Public Affairs) (ASD(PA)) shall assign JVIS responsibilities to the Military Departments, as required.

5.2. The Director, AFIS, on behalf of the ASD(PA) as provided by DoD Directive 5040.2 (reference (b)), shall exercise management oversight of all JVIS functions. In carrying out these responsibilities, the Director, AFIS, shall:

5.2.1. Develop JVIS policies, conduct analyses, and issue guidance, in consultation with the Military Departments, on DoD JVIS plans and programs and advise the ASD(PA), as appropriate.

5.2.2. Develop, in consultation with the Defense Audiovisual Steering Committee (DAVSC) working groups, JVIS systems and standard procedures for distribution, depository, and the Defense Automated Visual Information System (DAVIS).

5.2.3. Review the Executive Agent's JVIS plans, programs, actions, and taskings in consultation with the DoD Components, to ensure that DoD policies and national security objectives are complied with and that JVIS programs and systems are designed to accommodate operational requirements.

5.2.4. Be responsible for the following program review actions:

5.2.4.1. Serve as program review authority for the Military Department's JVIS-related POM and budget submissions.

5.2.4.2. Coordinate with the ASD(C) and, as appropriate, the Director, Program Analysis and Evaluation (PA&E).

5.2.4.3. Review all JVIS-related POM and budget submissions, and make determinations regarding JVIS priorities and resources, and Program Budget Decisions to the Director, PA&E, and the ASD(C) for incorporation into the Planning, Programming, and Budgeting System (PPBS) process.

5.2.4.4. Monitor the execution of approved JVIS programs by the DoD Components and, subject to the direction of the ASD(PA), make decisions regarding priorities and resources as required to achieve DoD-wide program objectives.

5.2.5. Oversee contract quality control and assurance responsibility for JVIS AV product(s) and production(s) obtained under the Federal AV Contract Management System and this Directive.

5.2.6. Review, evaluate, and provide staff assistance, including on-site reviews, to ensure that JVIS plans and programs adhere to approved policies, standards, resource guidance, and decisions.

5.2.7. Promote coordination, cooperation, and mutual understanding about JVIS within the Department of Defense, and between the Department of Defense and other Federal Agencies and the civilian community.

5.2.8. Provide a Database Administrator and file managers for DAVIS.

5.3. The Heads of the DoD Components shall:

5.3.1. Provide to Executive Agents a register of those customers authorized direct access to JVIS functional support.

5.3.2. Provide to their subordinate elements guidance about the nature and limitations of JVIS support.

5.3.3. Ensure that this Directive is implemented.

5.4. The Secretary of the Army shall:

5.4.1. Designate the Commander, U.S. Army Audiovisual Center to provide JVIS for the Secretary of Defense, Organization of the Joint Chiefs of Staff, Headquarters, Department of the Army, Major Commanders in the National Capital Region, and other DoD and Federal Agencies, as required.

5.4.2. Operate and maintain a DoD central VI product distribution center for JVIS support of all DoD Components requiring its services; and act as the inventory control point (ICP) for all DoD VI products assigned to it for accountability and distribution.

5.4.3. Operate and maintain the U.S. Army Television-Audio Support Activity to provide JVIS support for the Department of the Army (DA) and other DoD Components requesting assistance. This assistance includes design, engineering, and initiation of procurement actions for commercially available, nontactical VI equipment and systems.

5.4.4. Operate one DA activity in support of Army and DoD requirements for JVIS products and production procurement.

5.5. The Secretary of the Navy shall:

5.5.1. Operate and maintain the DoD Central Still Photo Depository as the Executive Agent for support of the DoD Components, the Federal Government, and public requirements.

5.5.2. Operate one Department of the Navy activity in support of Navy and DoD requirements for JVIS products and production procurement.

5.6. The Secretary of the Air Force shall:

5.6.1. Operate the AV production activity at Norton AFB, CA, for support of Air Force requirements and, as required, Office of the Secretary of Defense, the Organization of the Joint Chiefs of Staff, and the Defense Agencies.

5.6.2. Operate and maintain the DoD Central Motion Media Depository as the Executive Agent for support of all DoD Components, the Federal Government, and public requirements.

5.6.3. Operate and maintain a DoD central VI product distribution center for support of all DoD Components requiring its services, and act as the Inventory Control Point (ICP) for all DoD VI products assigned to it for accountability and distribution.

5.6.4. Operate one Department of the Air Force activity in support of Air Force and DoD requirements for JVIS products and production procurement.

6. EFFECTIVE DATE AND IMPLEMENTATION

This directive is effective immediately. Forward one copy of implementing documents to the Assistant Secretary of Defense (Public Affairs) (ASD(PA)) within 120 days.

A handwritten signature in black ink, appearing to read "William H. Taft, IV". The signature is fluid and cursive, with a long horizontal stroke at the end.

William H. Taft, IV  
Deputy Secretary of Defense