



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
POSTAL SERVICE CENTER BOX 8003
CHERRY POINT, NORTH CAROLINA 28533-0003

ASO 3104.1D
COMMSTRAT
31 JAN 2023

AIR STATION ORDER 3104.1D

From: Commanding Officer, Marine Corps Air Station, Cherry Point
To: Distribution List

Subj: MARINE CORPS AIR STATION CHERRY POINT COMMUNICATION STRATEGY AND
OPERATIONS VISUAL INFORMATION AND PRODUCTION SUPPORT

Ref: (a) MCO 3104.1B
(b) MCO P1070.12K w/Ch 1
(c) MCO 5600.31B
(d) MARADMIN 463/01
(e) MARADMIN 003/09
(f) Joint Ethics Regulation 5500.7-R

Encl: (1) COMMSTRAT Visual Information and Production Support Standard Operating Procedures

1. Situation. Reference (a) establishes policy for the Marine Corps Air Station Cherry Point (MCAS CHERPT) concerning Communication Strategy and Operations (COMMSTRAT) visual information and production functions, formerly Combat Camera, and sets forth command responsibilities, procedures, and functions for the management and administration of the stated functions. Reference (b) provides information concerning the production of official administrative photographs, video motion media, graphics, and desktop publishing. Reference (c) establishes policy for Marine Corps printing operations.

2. Cancellation. ASO 3104.1C.

3. Mission. COMMSTRAT production operations provides high-quality photographs, graphic arts, video motion media, printing, and desktop publishing capabilities in support of the MCAS CHERPT Commanding Officer (CO), directorates and its tenant appropriated-fund commands. Per the references, MCAS CHERPT shall maintain COMMSTRAT production resources to provide:

a. General-purpose support that satisfies Department of Defense (DoD) and Department of Navy (DoN) requirements for audiovisual documentation, production, distribution, records centers, and installation-level support.

b. Directed photographic and video image support of such activities relevant to MCAS CHERPT mission, which also includes general and criminal investigation, medical and intelligence functions, and for research, development, testing, and evaluation.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent

(a) To provide multimedia and visual information products, services and support to MCAS CHERPT.

(b) This Order delineates guidance required for the effective management and operation of COMMSTRAT visual information and production operations. MCAS CHERPT will comply with the intent and content of this order.

(2) Concept of Operations

(a) COMMSTRAT visual information and production activities shall be authorized and managed per the references; operated in the most cost-effective manner; and shall support all DoD organizations and commands within a region through Memorandums of Agreement, Inter-Service Support Agreements, and on a reimbursable basis. COMMSTRAT, located in MCAS CHERPT Building 4279, is the primary center for photographs, graphic arts, video motion media, printing, and desktop publishing capabilities at MCAS CHERPT. The general hours of operation are 0730 to 1600, Monday through Friday; specific hours of specified services are otherwise noted in the enclosure.

(b) Visual information and production services include, but are not limited to, still photography, video, motion media, graphic arts, desktop publishing, video productions, and printing.

(c) All forensic and criminal investigative photography are within the scope of duties for COMMSTRAT occupational field-designated Marines, as they are trained for this purpose. All forensic and crime scene photography shall be accomplished by COMMSTRAT Marines or civilian employees photographers to ensure admissibility in court.

(d) COMMSTRAT visual information and products shall be used to support mission requirements per reference (a) when they have been justified by front-end analysis and are cost-effective.

(e) All COMMSTRAT products will be provided for official use only. No lewd, vulgar, profane, insidious, lascivious, immoral, illegal, or personal requests will be supported.

b. Subordinate Element Mission

(1) Director COMMSTRAT. Will be assigned the primary responsibility of management and operation of the MCAS CHERPT visual information and production operations and support services. The Director will:

(a) Centrally manage, direct, and market COMMSTRAT visual information and production operations within the command.

(b) Ensure that COMMSTRAT production operations are operated in compliance with existing orders and directives.

(c) Develop and publish local standard operating procedures (SOP) for visual information and production services and support.

(d) Ensure that COMMSTRAT visual information and production functions are recorded and reported in accordance with applicable directives, orders, and local SOP.

(e) Plan and budget operational resources (e.g., materials, supplies, equipment, maintenance, contracts, training, conferences, and seminars) for visual information and production services.

(f) Advise the commanding officer (CO), MCAS CHERPT on visual information and production services capabilities, state of readiness, and the status of personnel and equipment.

(g) Publish local information that describes VI services and how to get them.

(h) Establish production control procedures with a priority system. A detailed explanation of production control procedures will be incorporated into local SOP and orders.

(i) Establish and supervise the quality control program within COMMSTRAT.

(j) Establish a program to ensure the safety of personnel when handling hazardous materials or equipment. The proper posting and use of manufacturer's instructions, material safety data sheets, safety equipment, and supplies will help to avoid accidents.

(k) Produce instructional and informational products within local capabilities per applicable directives, orders, and SOP. Examples include video and multimedia products in various formats (e.g., CD, DVD, computer file).

(l) COMMSTRAT equipment, facilities, and materials are to be used for official purposes only and COMMSTRAT gear and equipment is the exclusive property of the Marine Corps. COMMSTRAT visual information and production resources will not be used to duplicate entertainment products, stamps, obscene/pornographic material, or to support social functions (Examples: Mess Nights and anything other than the ceremony portion of the Marine Corps Ball). Refer to the local legal office for instructions on when and how to apply the Fair Use Clause of the copyright law.

(m) Serve as the technical expert for all things relating to command visual information and production operations.

(n) Coordinate all printing requirements through COMMSTRAT (stated as ComCam, in Reference (c), and the Defense Logistics Agency (DLA) Document Services. All requests to print forms, however, shall be approved by the command forms manager.

c. Coordinating Instructions

(1) MCAS CHERPT COMMSTRAT is prohibited from photocopying or duplicating copyrighted material without written permission from the copyright owner(s). The Marine Corps Training and Audiovisual Support Manual (copyright law info) authorizes the use of copyrighted material for one-time use for teaching, scholarship, and research purposes, and is permissible in the Marine Corps under "fair use" guidelines. Copyrighted materials to be reproduced will be staffed through the Staff Judge Advocate's Office accompanied by justification for approval under "fair use" guidelines. Written approval will accompany the request for reproduction and be a permanent attachment to the job request.

(2) COMMSTRAT is not authorized to process classified material higher than SECRET. There is no secure storage available at COMMSTRAT facilities, therefore classified information will be handled in accordance with security protocols.

(3) A duty photographer is available 24 hours a day, seven days a week. The photographer is trained for investigation and documentation/photographic missions and shall be the source for these responsibilities. All requests for the duty photographer must be routed through the Security and Emergency Services Desk Sergeant. The duty photographer's primary responsibilities are to provide photographic coverage for the following:

- (a) Aircraft Mishaps
- (b) Disasters
- (c) Motor vehicle accidents involving government vehicles and property, or serious injury
- (d) Industrial accidents
- (e) Investigations (e.g., theft, arson, assault, abuse)
- (f) **The responsibilities of the duty photographer are not limited to the above.**

5. Administration and Logistics. The CO, MCAS CHERPT is the authority for this Order.

6. Command and Signal

(a) Command. This Order is applicable to MCAS CHERPT and its subordinate and tenant commands.

(b) Signal. This Order is effective the date signed.



B.C. BURKS

DISTRIBUTION: A

TABLE OF CONTENTS

<u>IDENTIFICATION</u>	<u>TITLE</u>	<u>PAGE</u>
Chapter 1	GENERAL OPERATIONS AND SERVICES	
1.	Purpose	6
2.	General	6
3.	Operations	6
4.	Visual Information (VI) Service Delivery	7
5.	Visual Information Management	7
Chapter 2	INTERNAL SUPPORT FUNCTIONS	
1.	General	8
2.	Administrative Photography	8
3.	Command Information Products	10
4.	Historical Documentation	10
5.	Investigation Imagery and Enhancement	11
6.	Reproduction and Print Products	11
7.	Video and Motion Media Production	12

CHAPTER 1

GENERAL OPERATIONS AND SERVICES

1. Purpose. This order is to serve as a guide to Marine Corps Air Station Cherry Point (MCAS CHPT) air station and tenant organizations regarding Communication Strategy and Operations (COMMSTRAT) visual information (VI) and production support services, and what procedures to follow in accessing the required support. Air station and tenant appropriated funds operations directors and managers should refer to the information contained herein to know what services are available and the way to request the applicable support in carrying out mission tasks.

2. General. This chapter outlines the basic scope and requirement for COMMSTRAT to provide VI and production support to MCAS CHPT and its tenant organizations for a specific purpose, audience, or documentation of operations, official engagements and various mission requirements. COMMSTRAT visual information and support services were formerly known as Combat Camera services. VI support in this reference, essentially, includes still photography, motion picture photography, video or audio recording, graphic arts, visual aids, visual presentation services, and the support processes. COMMSTRAT Marines and visual information specialists perform services in support of command mission that usually yield products in multiple forms such as print or digital photographs, documents, or graphic illustrations, and motion picture video on portable media or digital networks such as the [Defense Visual Information Distribution Service \(DVIDS\)](#).

3. Operations. COMMSTRAT is in Building 4279, MCAS Cherry Point. It operates during the hours of 0730 to 1600, Monday through Friday; some services are offered during otherwise specified times. VI and production support is limited on Fridays, as the staff reserves afternoon hours for training and other administrative activities.

4. VI Service Delivery. COMMSTRAT manages the air station's photo studio, print and reproduction assets and four digital marquee systems, and the command website to provide command and internal communication and in support of appropriated funds managed operations. The services are made available daily, unless otherwise posted.

a. Services

(1) Photo Studio

(a) Hours of Operation: 0800 to 1500 (closed for chow from 1200-1300), Tuesday and Thursday, by-appointment.

(b) Appointment Booking: Patrons can self-book appointments by logging on to the SharePoint portal at: https://usmc.sharepoint-mil.us/sites/MCIEAST_CHPT_COMMSTRAT/SitePages/Photo-Studio-Reservations.aspx. [*Note: Requesters are required to have a MCEN account and common-access card. A requester assigned to a Navy tenant organization at Cherry Point may need to contact COMMSTRAT for assistance with booking, at 466-4241.*]

(2) Print and Reproduction Graphics

(a) Hours of Operation: 0800 to 1530, Monday-Thursday; 0800 to 1200, Friday

(b) Job Order Requests: Submit specifications for job orders to CHPT.commstrat.omb@usmc.mil. Job orders should include name of requester, unit, contact information, job specifications (dimensions, media, amount, etc.), required or desired delivery date.

(c) While walk-ins are welcomed for picking up job orders, it is recommended that customers contact the office ahead of visiting to facilitate an efficient visit.

(3) Duty Photographer

(a) On-call, available 24 hours a day.

(b) All requests for the duty photographer must be routed through the Security and Emergency Services Desk Sergeant.

5. Visual Information Management

a. Imagery acquisition

(1) Official visual imagery pertaining to MCAS Cherry Point is created, originates or is acquisitioned via coordination with COMMSTRAT staff, per Reference (a). Original photographic or video imagery is usually captured using issued professional gear such as cameras and equipment. A high volume of graphic imagery is created through use of industry-standard graphics editing software.

b. Imagery accessioning

(1) COMMSTRAT is the designated release authority for official MCAS CHPT information. All official imagery released or shared to public platforms is accessioned to the DVIDS. Metadata is included during the uploading phase to increase ease of searching for MCAS Cherry Point products.

(2) Imagery can be accessed at <https://www.dvidshub.net>. The products found therein are generally open-source.

c. Local archival

(1) MCAS Cherry Point manages a local server of content, that is purged annually. Generally, content is temporarily stored on the local server and is not accessible to audiences outside of COMMSTRAT. COMMSTRAT Marines retain content at least until the primary archival to DVIDS hub has been accomplished.

d. Imagery transmission

CHAPTER 2

INTERNAL SUPPORT FUNCTIONS

1. General. COMMSTRAT functions as the primary tools for commanders and staffs to communicate intended messages directly with specific internal audiences. It accomplishes this task with a myriad of VI capabilities and administrative imagery collection. COMMSTRAT personnel specialize in isolating audiences to a target demographic using communication theory, and then choosing the best communication method to maximize the effectiveness of the intended message.

a. COMMSTRAT Internal VI Support. COMMSTRAT is equipped to support MCAS CHPT and tenant activities with the following capabilities:

- (1) Administrative Photography
- (2) Command Information
- (3) Historical Documentation
- (4) Investigative Imagery
- (5) Reproduction and Print Products
- (6) Video and Motion Media
- (7) Imagery Archival and Submission/Accessioning

b. VI support outside the normal capabilities will be coordinated with the COMMSTRAT director, deputy or chief.

c. COMMSTRAT VI support exists to support the operational requirements of the air station commanding officer and staffs. If justification is required, the requester will provide documentation conveying that failure to garner COMMSTRAT support will result in mission failure. Units can gain approval for COMMSTRAT VI support by submitting a written exemption from the MCAS CHPT commanding officer.

2. Administrative Photography.

a. Promotion (OMPF) Photos.

(1) All personnel within MCAS Cherry Point and tenant units will have their official OMPF photograph taken at the MCAS Cherry Point COMMSTRAT Photo Studio in Building 4279.

(2) All personnel must present a Height/Weight Verification Letter before an OMPF photo is taken, regardless of rank. This letter must be endorsed by the unit CO, XO, SgtMaj, 1stSgt, Senior Enlisted Advisor, or Company Gunnery Sergeant, per references (b) (d) and (e).

(a) Letters certified by anyone other than a command billet will not be accepted.

(3) The photographed subject is responsible for his or her appearance (i.e., uniform wear, hair, body art). COMMSTRAT personnel will ensure the photograph is taken in compliance with official guidelines.

(4) Any digital copy of an OMPF photograph will bear an "FOUO" watermark.

b. Command Board Photos. The Command Board Photograph will be taken in accordance with reference (a). A digital name placard and unit logo will be placed in the lower-third of the image consisting of rank, first and middle initial, last name, and billet. Photos from previous units may be used if they do not contain a digital name placard. Prints of these photos are provided based on operational requirements, availability of resources, and size or dimension of the print requested. Print requests for section heads or billets (e.g., operations officer, supply chief, personnel officer, etc.) will NOT be supported.

(1) Command Senior Leadership: Command billets are commanding officers, executive officers, sergeants major, company first sergeants, senior enlisted advisors, and squadron gunnery sergeants. These billets are authorized a physical print for display upon unit command boards.

(2) "Of-the-Quarter" Board Winners: The unit or command senior enlisted advisor owns the unit board program and will provide uniform guidelines for the image.

(3) First Responder Billets: These billets are NOT authorized a physical print by COMMSTRAT, but the photo will be provided digitally, including a label, to the requester:

- (a) Sexual Assault Prevention and Response coordinator
- (b) Equal Opportunity Advisor/Representative
- (c) Uniform Victim Advocate
- (d) Provost Marshal's Office ID photos (to include members of the Fleet Assistance Program)
- (e) Fire Department Personnel attached to MCAS Cherry Point.

(4) Additional Supported Programs: These programs are supported due to their importance and function on MCAS CHPT. Prints will be based on availability of resources and dimension requirements:

- (a) Pilot Identification photos
- (b) Corporals Course Instructor photos

(5) Command Board Locations: COMMSTRAT will provide prints for command board displays ONLY to unit headquarters locations. Unit sections can display command boards at their discretion, but COMMSTRAT is not required to provide professional prints to support them.

(6) Official /Biographical Photographs: These images follow the same guidelines as command board photos, but without the Marine Corps colors/flag in the backdrop. These photos support professional growth and assist in command information requirements. They are only provided digitally.

(a) Professional Bio photographs are taken for official DoD requirements (e.g., Blue Angel package submission, Young Marines Program, etc.). Personal requirements (e.g., job application, professional head shots) will not be supported.

(b) Billet Identifiers will be taken on a case-by-case basis and will NOT be printed. These include a section command board.

(7) RELM Package/Tattoo Documentation: These photos will be taken in the Marine Corps physical training uniform (Green-on-Green). Requester must bring his or her own running shoes and wear white socks per reference (a).

(a) COMMSTRAT Personnel will attach images to Tattoo Screening Form and send to requestors by email.

(8) **Passport Photos:** Passport photos will be provided to personnel with official orders to duty stations requiring a government passport. Sponsors of families requiring passport photos must provide proof of accompanied orders. Personal passport photos are not authorized.

3. **Command Information Products.** COMMSTRAT exists as an asset that aids in conveying commander's intent through visual mediums such as photo, video, graphic design, prints, and multimedia products. All imagery is Controlled Unclassified Information (CUI) until publicly released. COMMSTRAT personnel transmit all released imagery to the DVIDS, and all CUI imagery to DIMOC, prior to being archived locally.

a. **Training Documentation** - COMMSTRAT Personnel will provide VI photo, video, and audio documentation of training events for the purposes of review and reuse for the requesting unit.

(1) COMMSTRAT can record lectures and classroom environments. However, it is hardly advised because of its lack of effectiveness.

b. **Strategic Messaging Products** - COMMSTRAT can create VI products to deliver a specific message or idea tailored to internal audiences. The purpose of these products usually falls within three categories:

(1) **To Inform/Prepare** – These VI products are designed to raise awareness of an issue or subject to a specific audience(s).

(2) **To Educate/Train** – These VI products enhance or aid instructors in teaching a specific audience(s) on a skill or method.

(3) **To Motivate/Entertain** – These VI products are designed to evoke an intended emotion in a specific audience(s).

c. **Media / Communication Strategy Training** - COMMSTRAT personnel can provide commanders, staffs, and units media or communication strategy training that is either required or deemed necessary. These include media interaction training, stakeholder and community relations analysis training, and social media training.

4. **Historical Documentation.** COMMSTRAT supports unit command chronology and acts as custodians of unit and installation history by ensuring all major events and activities are properly recorded, accessioned, and archived. MCAS CHPT commanders and staffs should keep COMMSTRAT personnel informed of all significant events in order to plan adequate coverage and support. Examples of historical events are:

a. **Ceremonies**

(1) **Changes of Command Ceremonies** – COMMSTRAT will provide at least one photographer or videographer to document the event.

(2) **Relief and Appointment Ceremonies** – COMMSTRAT will provide at least one photographer or videographer to document the event.

(3) **Unit Activation/Deactivation** - COMMSTRAT will provide at least one photographer or videographer to document the event.

(4) Retirements – COMMSTRAT support for retirements is NOT required, but often provided. All COMMSTRAT support for retirements will be dependent on availability of resources. A photographer and videographer will be provided, granted that the request is made with sufficient time for planning.

(a) COMMSTRAT personnel will not provide or create personal gifts, keepsakes, or memorabilia for retiring members, Reference (f).

(5) Memorial Service – COMMSTRAT personnel will provide video coverage of the memorial service for a fallen Marine and provide a digital copy of the event to the family and unit to distribute. Up to 100 single-page programs will be designed and printed in support of the service. COMMSTRAT will also provide a “Memorial Photo” print mounted for display. For best results, it is recommended the point-of-contact in charge of the ceremony provided a high-resolution image of the service member; not one downloaded from a social media account.

b. Unit Events - COMMSTRAT personnel may provide VI documentation and support on specific unit events, provided they are of an operational or training nature (i.e. Field Meets, physical challenges, etc.).

(1) COMMSTRAT will NOT support:

(a) Unit morale functions (i.e. barbeques, family days, or hails/farewells.)

(b) Teambuilding or training at the section or shop level.

5. Investigation Imagery and Enhancement. COMMSTRAT exists as the primary imagery acquisition asset to on-scene commander for any mishap involving government personnel or property. It also provides video, audio, and image enhancement capability to aid the command in the investigation. All imagery is collected on a pre-determined camera system and computer and classified as For Official Use Only unless the command dictates a different classification. Should the classification be SECRET or higher, the computer system, camera, and digital memory card will be signed over to the classifying authority until such time they can be cleared and returned to COMMSTRAT.

a. Crime Scene Documentation – Photo and video of the scene, casualty collection, evidence gathering, etc. Digital graphics and representation of the scene can be created upon request for use in briefings and investigative purposes.

b. Mishap Investigation – Air mishaps, damage assessments, government vehicle collisions, equipment malfunctions, and ordnance incidents will be thoroughly documented, and imagery provided as immediately as possible. COMMSTRAT equipment will be designated specifically to cover the mishap and classified per the direction of the commander.

c. Imagery and Audio Enhancement – COMMSTRAT can offer limited still image, audio, or video enhancement to assist investigators upon request. Capabilities of this service are limited based on the skill and knowledge of COMMSTRAT personnel, as well as the nature of the request. Images can be enhanced, expanded, or digitally recreated. Audio recordings can be enhanced to slightly improve clarity. Video can be isolated or edited for investigative purposes

6. Reproduction and Print Products. COMMSTRAT will limit printed materials to only what is necessary. Requests that violate the DoD/Marine Corps Fraud, Waste, and Abuse Policy will not be accepted. As a policy matter and cost avoidance measure, wherever practicable, all publications and other official documents approved for public release should be disseminated via the Marine Corps official web pages distributed on the Marine Corps Publications Electronic Library (MCPEL) in lieu of distribution of printed matter. Uncontrolled blank forms shall be disseminated via the internet through the Department of the Navy Forms website in lieu of distribution as printed matter. All printed matter issued shall be devoted to the work

in which the Marine Corps is required by law to undertake (which includes matters pertaining to the health and welfare of personnel). It shall not contain matter that is unnecessary to transact public business or matters relating to work that any other branch of the government is authorized to perform. The content, editorial and physical format, production, procurement, and distribution of duplicated or copied publications must comply with trademark and copyright laws.

a. Official Documents - Publicly releasable official documents, publications and local documents and publications (MCO's, T&R Manuals, SOP's, etc.) shall be disseminated electronically via the Internet, intranet, downloaded and retained on desktops and/or portable media for ready reference upon demand, per Executive Order 13589, "Sec. 5., Printing. Agencies are encouraged to limit the publication and printing of hard copy documents and to presume that information should be provided in an electronic form, whenever practicable, permitted by law, and consistent with applicable records retention requirements. Once a sample or proof of work is agreed upon, requester holds responsibility of program content.

b. Business Cards - Government funds will not be used in the printing, engraving, or embossing of business cards. An electronic and editable template can be created by the COMMSTRAT office. Units requesting the document will be responsible for printing the business cards on their unit's multi-function device (MFD) as managed by the MCAS Cherry Point S-6 office and Property Control. Once a sample or proof of work is agreed upon, requester holds complete responsibility of program content.

c. Forms - Forms available through the supply system, items containing Publication Control Numbers, or any other pre-printed material will not be reproduced unless written approval from the originating agency or local forms manager is given due to inability to procure through the supply system.

d. Invitations - Invitations will only be printed for command-level ceremonies (Change of Command, Relief and Appointment, Activation/Deactivation, Air Station/MAG Marine Corps Cake Cutting Ceremony and Uniform Pageant). Marines and Sailors are encouraged to use the e-Invitations website (<https://einvitations.afit.edu>) to aid in reduction of paper consumption. Once a sample or proof of work is agreed upon, requester holds complete responsibility of program content.

e. Training Materials - Pilot In-Flight Guides are an operational requirement and will be printed as needed, provided enough resources are on hand. Marine Corps Martial Arts Instructor Booklets and Corporals Course booklets will be printed with the intent to be reused as much as possible, per Reference (a). All other training prints will be considered on a case-by-case basis. Once a sample or proof of work is agreed upon, requester holds complete responsibility of program content.

f. Ceremonial Programs - Programs commemorating ceremonies are NOT an operational requirement but can be supported provided enough resources are on hand. Ceremonial programs and prints are limited to 50 two-paged programs for squadron-level ceremonies, and 100 three-paged for air station ceremonies. Additional prints will be considered per Reference (a) on a case-by-case basis, depending on resources, time, and priority of support. Once a sample or proof of work is agreed upon, requester holds complete responsibility of program content.

(1) Retirement programs are designed based on requestor's direction, and 25 two-paged programs will be provided, along with a digital copy. Additional booklets must be purchased by the requestor using non-government business.

7. Video and Motion Media Production. MCAS Cherry Point COMMSTRAT can produce in-depth professional video productions. This capability is amongst the most labor-intensive as far as COMMSTRAT capabilities go, and require the most amount of time, research, writing, and planning in order to produce an "industry standard" product that clearly articulates an intended message to a specific audience.

a. Video Production Procedures - There are seven phases for the video production process:

(1) **Initial Production Meeting** – Requestors should always email their requirements via the COMMSTRAT OMB at CHPT_COMMSTRAT_OMB@usmc.mil. The COMMSTRAT Director, Chief, and/or Video NCO meets with the requestor and discusses the planned video. The requestor must provide a predetermined target audience, main objective of the piece, and operational impact. This creates a clear “end state” for the video team. Contact the COMMSTRAT director, deputy or chief at 466-4241 to schedule the meeting.

(2) **Pre-production** – This is the most labor-intensive part, as the film team is compiling and planning all that is needed to complete the piece. This includes draft production outlines, scripts, shot lists, sequence planning, camera blocking, scene transitions, audio acquisition, motion graphic design, still images, and additional equipment. Logistical requirements must also be identified and secured (e.g., flight line access, power requirements, scheduling, and timelines.) Frequent guidance and interaction with the requestor is key in this phase to ensure the film team is meeting the original intent.

(3) **Production** – The film crew will capture the imagery necessary in accordance with the requestor-approved script and shot lists.

(4) **Post-production** – All imagery will be compiled and arranged in sequential order on the video editing timeline, per the requestor-approved script. The video team will edit the piece, forming a logical storyline.

(5) **Rough-cut Review** – The video piece at this point has been edited to a “70% solution.” The COMMSTRAT NCOIC and Chief will perform quality control (QC) checks. The requestor meets with COMMSTRAT personnel and reviews the piece, making final checks and adjustments.

(6) **Adjustment** – The video teams re-shoots any additional footage, adjusts transitions, masters audio, and renders any effects or graphics. The corrections will go through the previous QC process.

(7) **Finalization** – The piece is exported to required settings and distributed. If approved for public release, it is submitted to DVIDS and published on social media, per the requestor’s discretion. The requestor will have the product sent to him via digital means, depending on resources. All pieces are archived locally.