

U.S. NUCLEAR REGULATORY COMMISSION

DIRECTIVE TRANSMITTAL

TN: DT-91-22

To: Branch Chiefs and Above

Subject: Transmittal of Directive 3.15, Audiovisual and Photographic Services

Purpose: Directive and Handbook 3.15 are being reissued in their entirety because the name of Volume 3 has been changed from "Disclosure, Distribution, and Management of Information" to "Information Management." The name of the volume appears in the headers on the top of each page, thus necessitating reissuance of the directive and handbook in their entirety in accordance with Management Directive 1.1.

Office and Division of Origin: Administration, Freedom of Information and Publications Services

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Volume: 3 Information Management

Directive: 3.15 Audiovisual and Photographic Services

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Audiovisual and Photographic Services

Directive
(Formerly
MC 0261) **3.15**

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U. S. Nuclear Regulatory Commission

Volume: 3 Information Management
Part 1: Publications, Mail, and Information
Disclosure

ADM

Audiovisual and Photographic Services Directive 3.15

Policy (3.15-01)

This directive and handbook govern NRC responsibilities for (a) the management, control, and evaluation of audiovisual and photographic services; (b) the acquisition, operation, and maintenance of the associated facilities and equipment, and the submission of reports required by the Office of Management and Budget (OMB Circular No. A-114); (c) liaison with the National Audiovisual Center (NAC) of the National Archives and Records Administration (NARA); and (d) interagency agreement and contract technical monitoring.

Objectives (3.15-02)

- To promote economy and efficiency by coordination of audiovisual productions and related activities within NRC and with other agencies. (021)
- To use audiovisual and photographic services where appropriate as support tools for specific programs within NRC's statutory authority, and to preclude their use to promote the agency or to provide forums for agency opinions on broad subjects without specific program reference. (022)
- To ensure that NRC does not develop audiovisual products or lend its name to products used to influence pending legislation, promote sales of products, or promote status of various industries. (023)
- To provide review and evaluation of requests for audiovisual products and evaluation of effectiveness of the product. (024)
- To ensure that requests for the acquisition of microcomputer-based audiovisual equipment and products are adequately

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Objectives

(3.15-02) (continued)

coordinated for evaluation between agency organizations with the requisite automatic data processing (ADP) and audiovisual expertise. (025)

- To ensure that the audiovisual and photographic products not available through Government audiovisual libraries are, to the extent practicable, acquired through the use of private contractors. (026)
- To ensure that slide sets, film strips, motion pictures, videotapes and disks, audio records (tape and disk), photographs, exhibits, and any combination of these are produced, acquired, preserved, stored, distributed, and used in accordance with applicable statutes and Federal regulations. (027)
- To ensure compliance with security regulations and copyright restrictions. (028)

Organizational Responsibilities and Delegations of Authority

(3.15-03)

The Director, Office of Administration (ADM)

(031)

- Develops and maintains, in consultation with directors of offices and regional administrators, policies, procedures, standards, and guidelines for NRC audiovisual and photographic services. (a)
- Reviews, on a periodic basis, the efficiency and effectiveness of audiovisual and photographic services carried out by NRC and its contractors. (b)

The Director, Division of Freedom of Information and Publications Services (DFIPS), ADM

(032)

- As delegated by the Director, Office of Administration, develops and maintains policies, procedures, standards, and guidelines for NRC audiovisual and photographic services;

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The Director, Division of Freedom of Information and Publications Services (DFIPS), ADM (032) (continued)

- maintains management oversight of NRC's audiovisual services in accordance with OMB Circular No. A-114. (a)
- Coordinates internal and interagency audiovisual services and represents NRC on interagency committees, task forces, and study groups involving other Federal and State agencies concerned with these activities. (b)
- Reviews, evaluates, and approves requests and proposals from outside organizations for NRC support and assistance to develop audiovisual products. (c)
- Approves plans for all audiovisual productions before obligation of funds. (d)
- Maintains close and early liaison with the Telecommunications Branch, Office of Information Resources Management (IRM), and ensures that timely technical support will be available for audiovisual services requiring audio and video teleconferencing. (e)
- Prepares annual audiovisual report to the NAC of NARA on a fiscal-year basis, in accordance with OMB Circular A-114 and GSA Bulletin FPMR B-82. (f)
- Reviews all requests, coordinates with requester for procurement of audiovisual and photographic products, facilities, and equipment, including maintenance services, and budgets for agency-wide requirements to ensure efficiency and effectiveness. (g)
- Forwards all proposed requests for microcomputer-based audiovisual equipment and products to IRM for a review of its ADP compatibility, cost-effectiveness, and assurance that it does not overlap with or duplicate existing ADP equipment. (h)
- Maintains close liaison with the Office of the Secretary to ensure timely technical support for audiovisual services to support Commission meeting activities. (i)

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**The Director, Office of Information
Resources Management (IRM)**
(033)

- Forwards all proposed requests for microcomputer-based audiovisual equipment and products for which IRM provides funds to DFIPS/ADM for a review of the functional requirements and technical adequacy of the equipment or product relative to its audiovisual purpose.

**Directors of Offices and
Regional Administrators**
(034)

- Recommend to DFIPS/ADM subject areas in which NRC should support, produce, acquire, distribute, or evaluate audiovisual and photographic services. (a)
- Refer to DFIPS/ADM all proposed audiovisual productions for approval, including those requests from outside organizations, prior to the initiation of development, coordination design, or acquisition. (b)
- Submit all requests for procurement of audiovisual equipment, facilities, and services to the Director, DFIPS/ADM, for review and budgeting. (c)
- Provide to DFIPS/ADM annual budget estimates and justifications for audiovisual and photographic equipment, facilities, and productions for NRC headquarters offices. (d)
- Approve all requests for photography that are estimated to exceed \$1,000. (e)

Regional Offices
(035)

Submit to DFIPS/ADM all requests for contracts for services and procurement of audiovisual and photographic facilities and equipment exceeding \$2,500 to ensure systems compatibility with headquarters offices.

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Applicability
(3.15-04)

Employees
(041)

This directive applies to and must be followed by all NRC employees.

Handbook
(3.15-05)

Procedures for implementation of this directive are presented in the handbook to this directive.

Copyright Exclusion
(3.15-06)

If audiovisual products are prepared by non-Government entities with NRC support funds, NRC must obtain for the U.S. Government at least a nonexclusive, royalty-free license to use and reproduce the product, or allow others to do so, for U.S. Government purposes.

References
(3.15-07)

1. OMB Circular No. A-114, "Management of Federal Audiovisual Activities," March 20, 1985.
2. OMB Circular No. A-76, "Policies for Acquiring Commercial or Industrial Products and Services for Government Use." August 30, 1967, and revisions thereto.
3. 3.36 CFR 1232.6, "Centralized Audiovisual Services."
4. GSA Bulletin FPMR B-82, "Management of Federal Audiovisual Activities." October 18, 1978.
5. NRC Management Directive Volume 12: Security (formerly MCs 2101 and 2301).
6. Title 17, U.S.C. Code, Copyrights.
7. *Government Printing and Binding Regulations*, S. Pub. 101-9, February 1990.
8. NRC Management Directive 2.2, Planning and Control of ADP Resources (formerly MC 0904).

Audiovisual and Photographic Services

Handbook
*(Formerly
Appendix 0261)* **3.15**

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Obtaining Audiovisual and Photographic Services

How to Request Audiovisual Services (A)

At headquarters, submit requests for audiovisual productions to the Director, Division of Freedom of Information and Publications Services (DFIPS) on NRC Form 459, "Request for Audiovisual and Photographic Services" (Exhibit 1). Provide the following information on the Form 459 and attachments as necessary.

1. Name of the requesting organization, person to contact, and telephone number.
2. Audiovisual services required.
3. Working title for a production.
4. Description of the subject and purpose.
5. Approximate length (running time in minutes).
6. Intended audience (technical, general, etc.).
7. Justification (identify the program need and explain briefly why the proposed audiovisual product is considered the most effective means to achieve your program objectives).
8. The method of production (contractor, in-house, etc.).
9. Estimated cost.
10. Estimated production schedule.
11. Distribution method (identify the outlet or method recommended by which your proposed audiovisual is to reach its intended audience).
12. Number of copies required by requesting organization.
13. Concurrence by program area manager and division director.

At regional offices, submit requests on the Form 459 to the regional Division of Resource Management and Administration for submission to DFIPS.

How Requests Are Evaluated (B)

- (1) The DFIPS staff will search the National Audiovisual Center and other audiovisual product libraries for similar products.
- (2) If potentially suitable audiovisual materials are found, you will be given an opportunity to accept or reject them.
- (3) If the materials are rejected or if no suitable substitutes are found, the Director, DFIPS, will evaluate your request for approval, disapproval, or modification.

How to Obtain Products from Audiovisual Libraries (C)

NRC staff may send requests to DFIPS for audiovisual products maintained in the NRC documentary collection and in the collections of other organizations. DFIPS will maintain records of loans and returns for those products located within DFIPS and other lending organizations.

How to Request Support of Non-Government Audiovisual Activities (D)

The procedures described in Section A for submitting proposals must be used for requesting support of non-Government audiovisual activities. These proposals will be evaluated in the same manner as NRC proposals. If the proposals are approved, DFIPS will develop a Request for Procurement Action for support of the activity, maintain technical cognizance, and evaluate the result.

How to Request the Use of Audiovisual or Photographic Equipment at Headquarters (E)

Submit requests to DFIPS for assignments of equipment and for maintenance of that equipment. The audiovisual and photography staff will provide instructions in the use of the equipment requested, as necessary.

How to Request Audiovisual and Photographic Equipment, Facilities, and Maintenance Services at Headquarters (F)

Submit all requests for audiovisual and photographic equipment, facilities, and maintenance services to the Director, DFIPS, on NRC Form 34, Requisition for Supplies, Equipment, or Labor Services (Exhibit 2), for approval reviews.

How to Acquire and Maintain Audiovisual and Photographic Equipment in Regional Offices (G)

Submit all requests for the acquisition and maintenance of audiovisual and photographic equipment to the regional DRMA for all purchases under \$2,500. For purchases over \$2,500, have the DRMA submit the request on NRC Form 34, Requisition for Supplies, Equipment or Labor Services (Exhibit 2), to DFIPS for approval review.

Maintenance of Office-Specific Training Tapes, Slides, Transparencies, and Photographic Prints (H)

Each office should retain its own training tapes, slides, transparencies, and photographic prints if used exclusively by that office.

How to Request Photographic Services at Headquarters (I)

Submit an NRC Form 459 to obtain photographic services. Photographic services may be requested for award ceremonies, signing ceremonies, official portraits, official passports, equipment and industrial models, etc. Requests for photo retouching will be referred from the Printing, Audiovisual, and Mail Services Branch, ADM, to the Automated Graphics Section, IRM, only after the approval of the Chief, Printing, Audiovisual, and Mail Services Branch.

How to Request Photographic Services at Headquarters (I) (continued)

If copyrighted material is involved, the requester must indicate on NRC Form 459 that permission to use that material has been obtained from the copyright holder. (See NUREG-0650, Rev.1, Section 3.4 for information about obtaining copyright releases.) Send the completed Form 459 to the Printing, Audiovisual, and Mail Services Branch, mail stop P-203.

When to Schedule Services (J)

Request photographic services a week ahead of time. Then allow two to three days for film processing and printing. (Otherwise, NRC pays premium costs for tighter deadlines.)

To request photographic services after normal working hours, submit a memorandum specifying the reason for the assignment along with a Form 459 to the Chief, Printing, Audiovisual, and Mail Services Branch, mail stop P-203.

How to Request Photographic Services Outside the Washington, DC, Area (K)

For headquarters offices needing these services, contact DFIPS, which will arrange for a commercial photographer to provide the services in the area where they are needed. For regional offices, these services may be provided by a regional staff member or by a professional photographer whose services are obtained by the regional DERMA. All photographs and negatives taken by a contractor become NRC property.

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Glossary

The following definitions are derived from Office of Management and Budget Circular A-114, "Management of Federal Audiovisual Activities," March 20, 1985.

Audiovisual Activities. Use of equipment, facilities, personnel, supplies, and accessories to provide an audiovisual service or to produce an audiovisual product.

Audiovisual Equipment. Equipment used for the recording, production, reproduction, processing, distribution, or exhibition of audiovisual products.

Audiovisual Facility. A building or space within a building, owned or operated by the Federal Government that houses an audiovisual activity, audiovisual equipment, or has the capability to provide an audiovisual service. Space used to produce an audiovisual product with portable equipment may be classified as an audiovisual facility.

Audiovisual Production. A prepackaged arrangement of audiovisual and visual elements, including motion pictures, video tapes, sound tapes and recordings, and slide shows into a unified presentation designed to communicate information to an audience.

Audiovisual Products. Material containing sound or visual imagery for conveying a message; refers to slide sets, film strips, motion pictures, television (film, videotape, and disk), audio recording (tape and disk), and mixed media (any combination of two or more media) productions.

Audiovisual Services. Those functions performed in the production, reproduction, utilization, broadcasting, distribution, and storage of audiovisual products. Included are such functions as scripting, photography, film processing, videotape transfer, sound recording and duplication, tape or film editing, audiovisual media depository and records center operations, and support and maintenance of audiovisual equipment and facilities.

Photographic Services. Onsite photography, laboratory photography, photographic copying, enlarging/reducing, duplicating, and laboratory film processing services.

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Exhibit 1

NRC FORM 469 U.S. NUCLEAR REGULATORY COMMISSION REQUEST FOR AUDIOVISUAL AND PHOTOGRAPHIC SERVICES										JOB NUMBER (Same as on)													
REQUESTING OFFICE DATA (The appropriate office code box must be checked before request will be stored)																							
ACR		ACR		AD		AD		AD		AD		AD		AD		AD		AD		AD			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
REQUESTER										TELEPHONE NUMBER					DATE OF REQUEST		AND TIME REQUIRED (if ASAP)			MAIL STOP NUMBER			
TITLE OF REQUEST										CLASSIFICATION					CALL FOR PICKUP			RETURN BY MAIL					
										CLASSIFIED					UNCLASSIFIED								
										OTHER													
PHOTOGRAPHIC LABORATORY SERVICES (Check and complete all appropriate items)																							
NUMBER OF ORIGINALS										BLACK AND WHITE					COLOR								
SIZE		QUANTITY (EACH)			SIZE		QUANTITY (EACH)			SIZE		QUANTITY (EACH)											
2 X 2"					8 X 7"					OTHER (Specify)													
3 1/2 X 5"					8 X 10"					OTHER (Specify)													
NEGATIVES					35mm SLIDES					OTHER (Specify)													
POSITIVES					PRINTS																		
VUDGRAPHS					PROOF SHEET																		
PHOTOGRAPHER SERVICES																							
PERSON TO CONTACT (if other than requester)										TELEPHONE NUMBER					DATE REQUIRED			TIME REQUIRED					
LOCATION																							
AUDIOVISUAL SERVICES (Check appropriate and explain under Special Instructions)																							
VIDEO RECORDING										AUDIO RECORDING					OTHER								
VIDEO DUPLICATION										AUDIO DUPLICATION													
VIDEO PLAYBACK										PUBLIC ADDRESS													
SPECIAL INSTRUCTION																							
SIGNATURES (Must be included for other services)																							
MATERIAL SUBMITTED BY										DATE					REQUEST FOR EXPEDITED SERVICE (Branch Chief or above)					DATE			
IMMEDIATE ATTENTION REQUIRED (Division Director or above)																				DATE			
COPYRIGHTED MATERIALS: IF COPYRIGHTED MATERIAL IS INVOLVED THE FILE SHOULD INDICATE THAT PERMISSION TO USE THAT MATERIAL HAS BEEN OBTAINED FROM THE COPYRIGHT OWNER. PLEASE SIGN BELOW TO INDICATE THAT YOU HAVE RECEIVED SUCH PERMISSION.																							
ADMINISTRATIVE OFFICER																				DATE			

ORIGINAL

**Audiovisual and Photographic Services
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Exhibit 2A

NRC FORM 34 (5-85)		U.S. NUCLEAR REGULATORY COMMISSION		
REQUISITION FOR SUPPLIES, EQUIPMENT, OR LABOR SERVICES				Page _____ of _____
FOLLOW INSTRUCTIONS ON REVERSE OF FORM SET. Retain "Requester's Pending Copy" for record until a copy is returned. SUBMIT THE FORM SET TO: PROCUREMENT AND PROPERTY BRANCH		B. PROCESSING OFFICES		
A. REQUISITIONING ORGANIZATION		1. REQUISITION NUMBER		
1. REQUESTER	2. PHONE NO.	3. DATE OF REQ.	2. FUNCTIONAL CODE	
4. ORGANIZATION (Office/Division/Branch)		5. BUILDING AND ROOM	6. MAIL STOP	
7. SHIP TO (Consignee and Destination. Complete Mailing Address)		3. REQUIREMENT APPROVED (Signature)		
B. APPROVALS (Items identified under Groups 2 through 9 on the reverse of this form must be approved by the Property Custodian and Office/Division or Designee.) I certify that personal property assets within the Office/Division have been carefully screened for excess; are currently fully utilized, and the additional requested items are absolutely essential to work performance and will be used only for essential, official purposes.		4. REQUISITIONING OFFICER (Signature)		
		5. ACTION	SIGNATURE	DATE
a. PROPERTY CUSTODIAN (Signature)		4. POSTED b. P.O. ENTRY c. FILLED d. DELIVERED e. COMPLETED		
		C. CERTIFICATION OF FUNDS FUNDS AVAILABLE: ALLOTMENT SYMBOL 31X0200.		
b. OFFICE/DIVISION DIRECTOR OR DESIGNEE (Signature)		FIN NUMBER	B & R NUMBER	AMOUNT FUNDED
		CERTIFIED BY (Signature)		
D. REQUESTED ITEMS (Please Type or Print and Double Space Between Items)				
1. ITEM OR STOCK NUMBER	2. DESCRIPTION <i>(INCLUDE JUSTIFICATION for items identified under Groups 2 - 9)</i>	3. QUANTITY	4. UNIT	LEAVE COLUMN BLANK
The material and/or services itemized above have been received in the quantity and quality specified, except as otherwise noted.		7. RECIPIENT (Signature)		DATE

NRC FORM 34 (5-85)

1. PROCUREMENT (VENDOR FILE)

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Exhibit 2B

INSTRUCTIONS

PREPARE SEPARATE REQUISITIONS FOR EACH OF THE FOLLOWING GROUPS:

GROUP

ITEMS

- 1 **Stock Items:**
Office supplies cited in the NRC Stock List of Supplies. State stock item number, description and quantity.
Forms listed in the NRC Stock List of Supplies or NRC Forms Facsimile Handbook as being available from Procurement and Property Branch. State stock number, form number, title and quantity.
(ITEMS IN GROUPS 2 THROUGH 9 REQUIRE APPROVAL OF PROPERTY CUSTODIAN AND OFFICE/DIVISION DIRECTOR OR DESIGNEE IN BLOCKS A.8.a. & A.8.b. AND JUSTIFICATION IN BLOCK D.2., "DESCRIPTION.")
- 2 **Supply Items not included in the NRC Stock List of Supplies or NRC Forms Facsimile Handbook.**
- 3 **Petty Cash**
- 4 **Office Furniture**
- 5 **Office Equipment**
- 6 **Specialized Equipment**
- 7 **File Cabinets, Special Filing Equipment, Bookcases, and Wall Shelving**
- 8 **Carpeting**
- 9 **Moving Services**

RETAIN "REQUESTER'S PENDING COPY" FOR RECORD UNTIL FOURTH COPY, "REQUESTER (NOTICE OF PROCESSING ACTION)," IS RETURNED.