

**BY ORDER OF THE COMMANDER  
42D AIR BASE WING (AETC)**



**AF INSTRUCTION 33-117**

**MAXWELL AIR FORCE BASE  
Supplement 1**

**12 MAY 2004**

**Communications and Information**

**MULTIMEDIA MANAGEMENT (MM)**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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**AFI 33-117, 16 JUNE 2003, is supplemented as follows:**

This instruction establishes policies, responsibilities and priorities for providing and obtaining Multimedia support from the Base Multimedia Center (BMC). It applies to all Maxwell and Gunter personnel and visitors. For base instruction and procedure of video and media production, refer to Air University Instruction 33-101, *Visual Information (VI) Management*, 26 Oct 98.

1.1.1. (Added) (MAFB) General Information. 42d Communications Squadron (42 CS) operates a Base Multimedia Center (BMC) for graphic arts, photography, customer self-help support. The BMC, under the direction of the Multimedia Service office (42 CS/SCSV), is divided into two centers: The graphic arts and photographic center, which is a contracted service, and the customer self-help center, which is operated by BMC personnel. The BMC also provides presentation services support for Headquarters Air University (HQ AU) and its Schools located at Maxwell Air Force Base (AFB) and Maxwell AFB/Gunter Annex.

1.6.2.1. The Base Multimedia Manager (BMM) is responsible to ensure the presentation staff is available and fully trained to provide HQ AU with presentation support. Use of MM resources beyond AU support will be provided secondary to training, system maintenance and essential administrative functions. For presentation services outside of manned presentation booths (i.e. retirements, commanders calls, award presentations and miscellaneous organization functions, etc.), self-help equipment from the BMC may be used on a first come, first served basis.

1.6.2.4.1. (Added) (MAFB) Requestors will not need to fill out an AF IMT 3215 for formal approval for equipment purchases if all four of the following are met:

- a) The equipment being purchased is less than \$2500.00.
- b) The purchase will satisfy a recurring need.
- c) The purchase will not serve to replace or duplicate available professional services and or official MM services without coordination through the BMM.
- d) The provisions in AFI 64-117, Air Force Government-Wide Purchase Card (GPC) Program, paragraphs 2.2 and 2.2.5 are met.

To maintain the highest quality of cost-effective equipment purchases possible, requestors are still required to seek out technical solutions when unfamiliar with the technology and or equipment being considered for purchase.

1.6.2.4.2. (Added) (MAFB) Prior to obtaining purchase approval of equipment costing \$2,500 or more, all organizations will adhere to the purchase procedures found in the *Base Multimedia Guide*, located on the MAFB Intranet. AU/SC is the final approval authority to purchase multimedia equipment IAW procedures outlined in AUI 33-103, Air University Supplement 1, which defines the processes for AU, the 42 ABW and Maxwell/Gunter tenant units to use in obtaining new Communications and Information (C&I) systems capabilities. Any multimedia equipment, system or software used to create, distribute or visually display educational media at AU requires BMM requirement validation, AU/SCX coordination, an AUTV technical solution and AU/SC purchase approval.

1.6.2.5.1. (Added) (MAFB) AUTV is a high-end video production facility supporting DoD, Air Force and HQ Air University video production requirements.

1.6.2.5.2. (Added) (MAFB) AUTV will be responsible for all high-end video production, and all related coordination, administration and resource management.

1.6.2.6. All installation-level video productions and their related coordination, administrative and managerial/resource needs shall be the responsibility of, and managed by, AUTV.

1.6.2.7.1. (Added) (MAFB) The BMC keeps management records for MM products (with the exception of those products produced in paragraphs 1.6.2.5.1. and 1.6.2.6.) and non-production training aids produced with BMC resources.

1.6.2.11. BMC services and turn-around times are listed in the *Base Multimedia Management Guide* available on the MAFB Intranet.

1.6.2.12. The BMC priority system is listed in the *Base Multimedia Management Guide* found on the MAFB Intranet.

1.6.2.13. Requests to purchase services the BMC does not offer must be approved by the BMM. Letters of approval will be provided via Memorandum For Record or electronic mail.

1.6.2.15. All DAVIS database searches of DoD visual information production for use by customers shall be performed by AUTV.

1.6.2.19. AUTV will ensure management of access channel video recording and playback equipment and helping the base commander and public affairs office with local government access channel video operation are in accordance with AFI 64-101, *Cable Television Systems on Air Force Bases*.

1.10.1. Unofficial work requests are identified in the *Base Multimedia Management Guide* found on the MAFB Intranet.

2.1.1.1.1. (Added) (MAFB) Only a commander, director, or their appointed representative may sign an AF IMT 833 authorizing a request for photographic portrait support. Larger units may elect to designate more than one representative. A letter of appointment, signed by the unit commander, must be on file in the BMC for each unit representative.

2.1.1.1.2. (Added) (MAFB) Limitations on photographic support:

- a) Graduation exercises: Photos of class award winners and symbolic photo of Distinguished Graduate accepting class diploma.
- b) Enlisted Promotion Ceremonies: Only ceremonies sponsored by 42 ABW/CC and AU/CC will receive photographic support.
- c) Other ceremonies: "Final Flight" coverage is limited to 0-6 Commanders and above.
- d) Restricted support: See AFI 33-117, paragraph 1.10.4.

2.1.3.1. (Added) (MAFB) Certificates and Forms. The MSD/SSHPPF, IMT Manager, must approve all requests for graphic arts support for creating certificates and or forms masters before the work is accomplished as per AF IMT 833. Criteria and instructions can be found in AFI 33-360, Volume 1, *Air Force Content Management Program-Publications*, and or AFI 33-360, Volume 2, *Air Force Content Management Program-Information Management Tools (CMP-IMT)*.

2.1.4. Presentation services are limited to supporting those auditoriums where multimedia personnel are already in place. Support for all other facilities will be on a self-help basis by using organizations.

2.1.5.1. (Added) (MAFB) Graphic arts self-help services are only for those services *not* supported by the base Multimedia Contract. Without impacting essential services, BMC personnel will help customers determine if a requested service can be accomplished via self-help or require use of contracted services.

2.1.5.2. (Added) (MAFB) The BMC maintains a self-help equipment issue facility in Bldg 926. Further information can be found in the *Base Multimedia Guide* located on the MAFB Intranet. Equipment can be reserved up to 2 months in advance.

2.1.6. (Added) (MAFB) Multimedia products and self-help items are to be use in support of Maxwell/Gunter Annex facilities only.

2.2.3. Commercial CATV services are provided via contracted services. BMC personnel shall not provide any commercial CATV service or support. AUTV manages and operates Air University Cable Network (AUCN), a CATV network for HQ AU and its schools.

2.3.1.1.1. (Added) (MAFB) For VTC Services:

- a) The AETC/SC is the final approving authority for installation of VTC services.
- b) Procedures for requesting and installation of VTC Systems can be found in the *VTC Implementation Guide* developed by HQ AFCA/GCOM. The link to this guide is:  
<https://www.aetc.af.mil/sc/scm/scmy/pages/vtc.1.html>
- c) Questions concerning the requirements found in the VTC Implementation Guide should be addressed thru the host SCX to your MAJCOM SCX

2.3.5.4. (Added) (MAFB) Video Teleconferencing (VTC) services provided by the BMC are limited to AU/CC and are a contracted service. All other organizations with VTC capability are responsible for the management, maintenance and operation of their own facility and equipment as per AFI 33-117 and this supplement.

2.4.1.1. AUTV will operate as a separate DVIAN and manage VTT Systems and Facilities and fulfill all requirements laid out in AFI 33-113.

2.5.2.1. (Added) (MAFB) Electronic AF IMT 833 transmittal procedures: AF IMTs 833 may be e-mailed to the "VI Services" mailbox (on Maxwell's Global Access List), or faxed to 953-6318. The individual e-mailing the 833 shall be the individual requesting MM services. The BMC will print out both the e-mail letter and the attachment containing the AF IMT 833. If the AF IMT 833 is not supplied with the e-mail letter, the contractor may attempt to use the information contained in the e-mail letter to fill out the AF IMT 833. The e-mail printout will be considered an authorized signature. Customers must sign the AF IMT 833 before picking up any work produced as a result of the request form.

2.6. Support for Appropriated Fund Morale, Welfare, Recreation (MWR) Activities. MWR activities supported by the BMC are limited to the MWR office itself. Persons requesting support for MWR activities must have the MWR office approve the request and certify that the MWR office needs the service by obtaining the MWR representative's signature on the AF IMT 833.

2.7.3.1. The BMM and Quality Assurance Evaluator (QAE) are to be filled by GS grade civil servants. If the BMM position is to remain vacant for more than 30 days, the commander or authorized designee shall appoint an interim BMM until the permanent BMM returns. Should the BMM position become vacant, an Interim BMM will be appointed until the position is filled.

4.1.1. All AFI 33-117 Chapter 4 Visual Information functions and responsibilities shall be handled by AU/TV.

5.1.1. BMC services are restricted to self-help and contracted photographic and graphic arts services. VDOC services are limited to photography and graphic arts support of wing exercises, DCG requirements and pre-deployment processing. Combat camera services may be provided by AU/TV personnel.

8.3. Procedures for requesting aerial support can be found in the *Base Multimedia Management Guide* located on the MAFB Intranet.

JOHN A. NEUBAUER  
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**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION**

**The following are added to Attachment 1:**

***References***

AFI 33-360, Volume 1, *Air Force Content Management Program-Publications*  
AFI 33-360, Volume 2, *Air Force Content Management Program-Information Management Tools (CMP-IMT)*  
Air University Instruction 33-101, *Visual Information (VI) Management Base Multimedia Guide*

***Abbreviations and Acronyms***

**AETC** – Air Education and Training Command  
**AFB** – Air Force Base  
**AU** – Air University  
**AUTV** – Air University Television  
**CSRD** – C4 Systems Requirements Document  
**DoD** – Department of Defense  
**DVD** – Digital Video Disc  
**FET** – Federal Equipment Transfer  
**GPC** – Government Purchase Card—formerly known as IMPAC Card  
**PDO** – Publications Distribution Office  
**QAE** – Quality Assurance Evaluator  
**VCR** – Video Cassette Recorder  
**VTC** – Video Teleconference