

# Glossary of Terms

<u>Course-Specific Terms</u>	
Acronym/ Abbreviation/Term	Definition
<b>Exception to policy (ETP)</b>	Any requested exception to an existing standing order, special order or other policy. Must be processed by a team leader per the DINFOS Information Guide and submitted via the chain of command, where it will be reviewed on a case-by-case basis.
<b>Performance exam</b>	A recorded exercise/assignment that does impact a student's final grade. Instructors may evaluate using go/no-go judgment or may use a prescribed grading rubric. They will record the assignment grade.
<b>Practice exercise</b>	An unrecorded exercise/assignment that does not impact a student's final grade — traditionally the first of its kind for the class or individual student. Instructors may evaluate using go/no-go judgment or may use a prescribed grading rubric but should not record the assignment grade.
<b>Restriction of movement (ROM)</b>	Limiting movement of an individual or group to prevent or diminish the transmission of a communicable disease — including limiting ingress and egress to, from, or on a military installation.
<b>Review for Release (RFR)</b>	A practical exercise that sees students reviewing a PA product prior to its release to verify it is free of errors in content or mechanics (e.g., punctuation, spelling or syntax errors).

## Military Planning Terms

Acronym/ Abbreviation/Term	Definition
<b>Combatant Command (CCMD)</b>	A unified or specified command with a broad continuing mission under a single commander established and so designated by the President, through the Secretary of Defense and with the advice and assistance of the Chairman of the Joint Chiefs of Staff.
<b>Command Information</b>	Communication by a military organization directed to the internal audience that creates an awareness of the organization's goals, informs them of significant developments affecting them and the organization, increases their effectiveness as ambassadors of the organization, and keeps them informed about what is going on in the organization. Also called internal information.
<b>Commander's Communication Synchronization (CCS)</b>	A process to coordinate and synchronize narratives, themes, messages, images, operations, and actions to ensure their integrity and consistency to the lowest tactical level across all relevant communication activities.
<b>Commander's Critical Information Requirement (CCIR)</b>	An information requirement identified by the commander as being critical to facilitating timely decision making.
<b>Community Engagement</b>	Public affairs activities that support the relationship between military and civilian communities.
<b>Concept of Operations (CONOPS)</b>	A verbal or graphic statement that clearly and concisely expresses what the commander intends to accomplish and how it will be done using available resources.
<b>Course of Action (COA)</b>	<ol style="list-style-type: none"> <li>1. Any sequence of activities that an individual or unit may follow.</li> <li>2. A scheme developed to accomplish a mission.</li> </ol>
<b>D-Day</b>	The unnamed day on which a particular operation commences or is to commence.

<b>Decision point</b>	A point in space and time when the commander or staff anticipates making a key decision concerning a specific course of action.
<b>Essential task</b>	A specified or implied task that an organization must perform to accomplish the mission that is typically included in the mission statement.
<b>External Engagement</b>	In public affairs, all people who are not United States military members, Department of Defense civilian employees, and their immediate families.
<b>Fragmentary Order (FRAGO)</b>	An abbreviated operation order issued as needed to change or modify an order or to execute a branch or sequel.
<b>Full Operational Capability (FOC)</b>	The state is achieved when a military capability is fully available to conduct all assigned missions.
<b>Implied task</b>	In the context of joint operation planning, a task derived during mission analysis that an organization must perform or prepare to perform to accomplish a specified task or the mission, but which is not stated in the higher headquarters order.
<b>Information Operations (IO)</b>	The integrated employment, during military operations, of IRCs in concert with other lines of operation to influence, disrupt, corrupt, or usurp the decision making of adversaries and potential adversaries while protecting our own.
<b>Information-Related Capabilities (IRCs)</b>	A tool, technique, or activity employed within a dimension of the information environment that can be used to create effects and operationally desirable conditions.
<b>Initial Operating Capability (IOC)</b>	The state achieved when a military capability is available in its minimum usable form.
<b>Internal audience</b>	In public affairs, United States military members and Department of Defense civilian employees and their immediate families.
<b>Joint Planning Group (JPG)</b>	A planning organization consisting of designated representatives of the joint force headquarters principal and special staff sections, joint force components (Service and/or functional), and other

	supporting organizations or agencies as deemed necessary by the joint force commander.
<b>Joint Planning Process (JPP)</b>	The JPP is an orderly, analytical set of logical steps to frame a problem; examine a mission; develop, analyze, and compare alternative COAs; select the best COA; and produce a plan or order that includes seven steps: Planning Initiation (Step 1), Mission Analysis (Step 2), COA Development (Step 3), COA Analysis and Wargaming (Step 4), COA Comparison (Step 5), COA Approval (Step 6) and Plan or Order Development (Step 7).
<b>Line of Effort (LOE)</b>	In the context of planning, using the purpose (cause and effect) to focus efforts toward establishing operational and strategic conditions by linking multiple tasks and missions.
<b>Military Deception (MILDEC)</b>	Actions executed to deliberately mislead adversary military, paramilitary, or violent extremist organization decision makers, thereby causing the adversary to take specific actions (or inactions) that will contribute to the accomplishment of the friendly mission.
<b>Mission Statement</b>	A short sentence or paragraph that describes the organization’s essential task(s), purpose, and action containing the elements of who, what, when, where, and why.
<b>Objective</b>	<ol style="list-style-type: none"> <li>1. The clearly defined, decisive, and attainable goal toward which an operation is directed.</li> <li>2. The specific goal of the action taken which is essential to the commander’s plan.</li> </ol>
<b>Operation Order (OPORD)</b>	A directive issued by a commander to subordinate commanders for the purpose of effecting the coordinated execution of an operation.
<b>Public Affairs Guidance (PAG)</b>	Constraints and restraints established by proper authority regarding public communication activities.
<b>Security Review</b>	The process of reviewing information and products prior to public release to ensure the material will not jeopardize ongoing or future operations.

<b>Specified Task</b>	In the context of joint operation planning, a task that is specifically assigned to an organization by its higher headquarters.
<b>Status-of-Forces Agreement (SOFA)</b>	A bilateral or multilateral agreement that defines the legal position of a visiting military force deployed in the territory of a friendly state.
<b>Supported Commander</b>	The commander who has primary responsibility for all aspects of a task assigned by the Joint Strategic Capabilities Plan or other joint operation planning authority.
<b>Supporting Commander</b>	A commander who provides augmentation forces or other support to a supported commander or who develops a supporting plan.
<b>Universal Time</b>	A measure of time that conforms, within a close approximation, to the mean diurnal rotation of the Earth and serves as the basis of civil timekeeping. Also called ZULU time.
<b>Warning Order (WARNORD)</b>	<ol style="list-style-type: none"> <li>1. A preliminary notice of an order or action that is to follow.</li> <li>2. A planning directive that initiates the development and evaluation of military courses of action by a commander.</li> </ol>

## Communication Planning Terms

<b>Acronym/ Abbreviation/Term</b>	<b>Definition</b>
<b>Audience</b>	A broad, roughly defined group based on common characteristics. It defines a population that contains relevant stakeholders. Military communications to audiences are generally one-way and are often indirect and without feedback. Audience examples include the American people; DOD military, civilians, contractors, and family members; international, host nation (HN), and local communities; and adversaries. For joint force planners, audiences are not groups on which to formulate a communication approach, but simply the beginning of the planning process for determining stakeholders and assessing publics.
<b>Goal</b>	A broad, summative statement that spells out the overall outcomes of a program; states what the coordinated effort is intended to accomplish; establishes what will be accomplished if the objectives are achieved.
<b>Measures of Effectiveness (MOEs)</b>	An indicator used to measure a current system state, with change indicated by comparing multiple observations over time. These are used to measure outcomes to determine objective success. Examples of MOEs include: surveys, focus groups, command audits and field reports.
<b>Measures of Performance (MOPs)</b>	An indicator used to measure a friendly action that is tied to measuring task accomplishment. These are used to measure outputs. Examples of MOPs include: distribution statistics, event attendees, website visits and media content analysis.
<b>Objectives</b>	An explicit statement of intentions that supports a communication strategy. The statement must be SMART: specific, measurable, achievable, relevant, and time-oriented. Objectives must contain four elements: a target public, an outcome, a measurement and a target date. Examples include: <ul style="list-style-type: none"> <li>● Knowledge outcome:</li> </ul>

	<ul style="list-style-type: none"> <li>○ By July 1, to increase from 150 to 300 the number of local homeowners who know that wildland fires destroyed 2,500 homes during the past three fire seasons.</li> <li>● Attitude outcome: <ul style="list-style-type: none"> <li>○ To increase neighboring property owners' confidence in our ability to conduct field tests safely, from a mean confidence rating of 2.7 to 3.5, by January 15.</li> </ul> </li> <li>● Behavioral outcome: <ul style="list-style-type: none"> <li>○ To increase the percentage of employees who use seat belts when driving on the job from the current 51 percent to at least 70 percent within 30 days after the program begins.</li> </ul> </li> </ul>
<b>Outcome</b>	Quantifiable changes in knowledge, attitude or behavior levels that occur as a result of a communication program or campaign.
<b>Output</b>	What is generated as a result of a communication program or campaign that may be received or processed by members of a target public. Examples include: number of press releases, amount of social media posts, number of attendees at an event or number of hours at an event.
<b>Outtake</b>	Audience reaction to the receipt of a communication, including favorability of the product and recall and retention of the message embedded in the product. Examples include social media key performance indicators such as likes, comments and shares.
<b>PESTLE Analysis</b>	A template designed for organizing research about an issue and how it affects an organization. PESTLE analysis assists in organizing, synthesizing and applying the information as a key part of communication planning and strategizing. Consider the potential threats and opportunities that exist within each of the following factors: Political, Economic, Social, Technological, Legal and Environmental.
<b>Public</b>	In public affairs, a segment of the population with common attributes to which a military force can tailor its communication. The groups we communicate with to change knowledge, attitude or behavior.
<b>Stakeholder</b>	In public affairs, an individual or group that is directly impacted by military operations, actions, and/or outcomes, and whose interests

	positively or negatively motivate them toward action. Groups that are or should be interested, or are affected by, an issue.
<b>Strategy</b>	The overall concept, approach or general plan for the program designed to achieve an objective.
<b>Strength Weakness Opportunity Threat (SWOT)Analysis</b>	A strategic planning technique used to help an organization identify its internal strengths and weaknesses, as well as external opportunities and threats, related to competition or communication planning.
<b>Tactic</b>	The actual tools we use - things we do to communicate. Press releases, social media campaigns, signage, etc.



## Media Engagement Terms

Acronym/ Abbreviation/Term	Definition
<b>Defense Media Activity (DMA)</b>	A Department of Defense field activity that provides a broad range of high-quality multimedia products and services to inform, educate, and entertain Department of Defense audiences around the world.
<b>Joint Information Center (JIC)</b>	A facility established as the central point of contact for news media and interest parties to coordinate incident information activities at the scene of the incident. Public information officials from all participating federal, state, and local agencies should collocate at the JIC.
<b>Joint Operations Center (JOC)</b>	A facility established by a joint force headquarters to serve as a central location for planning, monitoring and guiding the execution of the commander's decisions during joint military missions.
<b>Media Operations Center (MOC)</b>	A facility established by the commander to serve as the focal point for the interface between the military and the media during the conduct of military operations. In essence, the MOC is a command post for media support efforts. It serves as both the primary information source and as a logistical support and coordination base for commercial news organizations covering military operations.
<b>Media Availability</b>	Access to a particular medium, whereas media participation involves or engages the public for any reason or cause on a particular medium. Media avails are meant to get right to the most important questions and reporters just want answers.
<b>Media Gaggle/Press Gaggle</b>	An informal off-camera briefing given by a spokesperson, however, video recording is not allowed.
<b>Media Facilitation.</b>	Includes assisting media entry into the area of operations, registering media representatives, orienting them on the ground rules for coverage and ensuring that they understand the security policies and constraints under which they must agree to operate if they desire military support. Media facilitation also involves arranging interviews and briefings, coordinating unit visits and escorts, and assisting media

	representatives with transportation, housing, billeting, communication support, safety and equipment.
<b>Media Pitch</b>	A brief letter, email or phone call offering a news story to a journalist or editor at a newspaper, magazine, radio or television station. The aim of the pitch is to create interest in the story and to find out if the contact is willing to use it. A successful media pitch helps gain publicity and builds good relations with the media for future coverage.
<b>Media Pool</b>	A limited number of news media personnel who represent a larger number of news media organizations for purposes of news gathering and sharing of material during a specified activity. Pooling is typically used when news media support resources cannot accommodate a large number of journalists.
<b>Media Roundtable</b>	A form of academic discussion between subject matter experts. Participants agree on a specific topic and are given equal time for a discussion. The participants are moderated by an impartial subject matter expert tasked with managing the flow of conversation by keeping everyone on topic and on time.
<b>Murder Board</b>	Also known as a “mock interview.” A Public Affairs Officer (PAO) or Communication Strategy Officer (CSO) will sit down with a chosen subject matter expert and rehearse the talking points and command messages to be delivered for an upcoming media interview. The PA/CS officer(s) will simulate being the reporter(s) and ask the SME multiple questions.
<b>Persuasion</b>	A form of communication meant to influence a person or group to change their minds, behaviors or attitudes or to consider a different point of view. Persuasion is organized communication that attempts to influence the behavior or beliefs of others.
<b>Propaganda</b>	A form of communication with the intent of the communicator, called a propagandist, to influence a person or group of persons to think or behave differently or to reinforce pre-existing thoughts or behaviors. Propaganda is a deliberate organized attempt to influence ideologies of others to further the goals of the propagandist.
<b>Public Affairs</b>	Is more in the political industry and focuses on influencing policy. Public affairs campaigns target aspects of public life in a way that can affect how people act or respond.

<b>Public Affairs Assessment</b>	An analysis of the news media and public environments to evaluate the degree of understanding about strategic and operational objectives and military activities and to identify levels of public support.
<b>Public Relations</b>	Typically focused on helping companies from a marketing perspective. A public relations campaign can focus on generating goodwill for a company and gaining awareness about its product or service.

## Writing and English Usage Terms

Acronym/ Abbreviation/Term	Definition
<b>Action Statement</b>	Normally the last sentence of a release, it tells readers where to get more information. It reads, “For more information, call (or email or go to) xyxy.” The term “visit” is not appropriate.
<b>Attribution</b>	Who provided the information or from what source it was taken. Attribution is needed for opinions or facts that are not common knowledge or cannot easily be verified. Citing sources allows readers to evaluate the credibility of the sources and the information. If a person provided information, the Associated Press recommends the use of “said,” not “stated.” Attributed information does not necessarily arrive in quotes, but it generally appears before the attribution. Example: Temperatures are expected to rise to about 90 degrees today, said Ted Prince, a local meteorologist.
<b>Authority, Competency and Ability (ACA)</b>	Before releasing information on any subject, we must make sure that we have the <i>authority</i> to release it, i.e., that the facts and associated messaging lie within the scope of our commander’s responsibilities. A task force leader, for instance, does not speak for the United States or a combatant command. Next, we must have the <i>competency</i> to discuss it, i.e., understand or be able to rely on an expert to explain what occurred. Finally, we must have the <i>ability</i> to release it, i.e., have the facts.
<b>Boilerplate</b>	This is a sentence or two, sometimes in italics, at the end of a release, typically explaining the mission of an organization. Once agreed upon, the words are repeated exactly in every release. Example: The mission of the Defense Information School is to train and sustain a corps of professional communicators for the Department of Defense and its partners.
<b>Bridge</b>	This is the second sentence of a release. It also gets its own paragraph. A bridge typically supplies the “why” of an event (unless that was

	included in the lead). Following the WAITS formula, it also can supply some combination of attribution, identification of a person left out of a lead, a tie-back or secondary information.
<b>Dateline</b>	<p>This represents the location from which the writer -- in person, not by telephone or email -- gathered information for an article. For instance, a writer who calls Tokyo from Fort Meade to get information cannot claim Tokyo as a dateline. Datelines are written in all capital letters, e.g., TOKYO. Some cities stand alone, but most are followed by states (abbreviated or not according to AP style) or countries (always written out). Examples:</p> <ul style="list-style-type: none"> <li>● MONTGOMERY, Ala.</li> <li>● OSAKA, Japan</li> </ul>
<b>Full Identification (Full ID)</b>	For anyone mentioned in a release, full identification includes name, job description and unit/organization. For military personnel, add service and rank: Service, rank, name, etc.
<b>Hard news vs. soft news</b>	Some news events, e.g., change of command ceremonies, are planned. Other events are unexpected. Information about either type of event can be presented in a release.
<b>Headline</b>	These are the words above a release, summarizing the release for the reader. In news, they track closely to the lead, less articles (a, an and the) and W's that don't fit. Headlines are normally written in the subject, verb, object pattern and in present tense. They are sometimes written in the passive voice. (See lead emphasis.) Writing without articles, e.g., "Dog bites man," is called telegraphic English.
<b>Impersonal Who</b>	News writers use this technique to avoid cluttering leads with unfamiliar information. For instance, because members of the public would not normally know a division commander's name, we would write in a lead: "The commander of the 22nd Maintenance Squadron announced today that . . . ." Then, in the bridge, we would provide the commander's rank and name.

<b>Investigation Statement</b>	Until the results of an investigation are known, this statement is always included in releases about events resulting in death, injury or property damage. It reads, “The cause of the (x) is under investigation,” with “x” being replaced by crash, explosion, etc., as appropriate.
<b>Lead</b>	The first sentence of a news article. It should include the four W’s (who, what, when and where) and should be presented in its own paragraph.
<b>Lead emphasis</b>	The first few words of a lead, indicating to the reader what the writer and editor consider most important. For instance, in a release about an award, we would not lead with the person presenting it. Instead, we would lead with the person receiving it. In a release about a crash or a natural disaster, we would lead with the people killed or injured, not with the vehicle or the storm.
<b>News brief</b>	This is a short release, three or four sentences in length. It includes a headline, a dateline (if appropriate), a lead and a bridge, and frequently a command message, sometimes in the form of a quote, or an investigation statement.
<b>News vs. features</b>	The purpose of a news article is to convey a change in a situation. Readers expect efficiency in news articles, not pretty writing. The purpose of a feature is to persuade its readers — normally through the use of narratives and storytelling techniques — of the truth of the assertion that is presented in the focus statement.
<b>News Peg</b>	Often expressed as “the reason we wrote this article today,” the news peg is the nearest event of significance to the time or date of publication. For example, if service members returned last week from a deployment and attended an awards ceremony this week, the awards ceremony would be the news.
<b>Quotes</b>	These are the exact words a person said — although even if exact words are used, they do not need to be quoted. For example, quotes would be wasted on the meteorologist’s statement above. Ideas

	<p>expressed in unusual ways and command messages normally go inside quotes, however. Examples:</p> <ul style="list-style-type: none"> <li>● “Today will feel like the inside of a clam in a pot of boiling water,” Prince said.</li> <li>● “We urge airmen to look after themselves and one another while keeping the mission in mind,” said Lt. Col. Denise Clark, the division training officer.</li> </ul>
<p><b>Security, Accuracy, Policy and Propriety (SAPP)</b></p>	<p>No product released by a PA/CS staff should violate security, i.e., put people or a mission at risk. Every product should be accurate. No product should violate DOD, service or command policies. Every product should remain within the bounds of propriety, i.e., should not offend readers’ sensibilities.</p>
<p><b>Tie-back</b></p>	<p>Writers use this technique to refresh readers’ memories about earlier news events. For example, if a news lead concerns identities of service members killed in a certain event, the bridge would include some details about it.</p>

## Visual Information Terms

<b>Acronym/ Abbreviation/Term</b>	<b>Definition</b>
<b>Accession</b>	The acts and procedures by which records are taken into the physical custody of a record holdings activity, archival agency, or other record repository. Typically used when describing the act of uploading/transmitting VI records to DVIDS.
<b>After Action Report (AAR)</b>	A detailed critical summary or analysis of a past event (such as a military action) made for the purposes of re-assessing decisions and considering possible alternatives for future reference.
<b>B-roll</b>	Secondary or stock footage used to augment principal photography. Frequently used with voice-over narration. Contemporary usage of the term includes original video available for reuse.
<b>Caption</b>	Short explanatory or descriptive data accompanying imagery. A caption should answer who, what, when, where, how, how many, and why questions relative to the imagery. Captions are embedded as metadata in digital imagery.
<b>Combat Camera (COMCAM)</b>	Specially trained expeditionary forces from Service-designated units capable of providing high-quality directed visual information during military operations.
<b>Combat Camera Squadron (CTCS)</b>	Air Force specific - To provide senior Department of Defense and joint leaders with a directed imagery capability in support of strategic, operational and planning requirements during wartime operations, worldwide crises, contingencies, joint exercises and humanitarian operations.
<b>Composition</b>	How the elements of an image are arranged. Compositional rules apply to all imagery to include photos, video shots, and graphics. Some basic compositional rules include leading lines, rule of thirds, negative space, horizon lines, mass, patterns, and contrast. Composition that is sound will support the storytelling of an image and make it more aesthetically pleasing.



<b>Defense Imagery Management Operations Center (DIMOC)</b>	<a href="http://www.dimoc.mil">www.dimoc.mil</a> is the website where you can find information about the DOD VI program, policies, references, and customer support. The title DIMOC is an acronym for an office within DMA that has since been realigned, but the website remains as the primary source of information about the DOD VI program.
<b>Defense Media Activity (DMA)</b>	The Department of Defense's direct line of communication for news and information to U.S. forces worldwide. The agency presents news, information and entertainment on a variety of media platforms, including radio, television, internet, print media and emerging media technologies.
<b>Defense Visual Information Activity Number (DVIAN)</b>	A five-character unique identifier in alpha (A) numeric (N) format, rendered as (ANNNN), assigned to approved VI activities (such as unit Public Affairs offices, PA detachments and support elements, Combat Camera units, ships and other major commands) to validate their authority to operate and to enable unit-level attribution of VI records.
<b>Defense Visual Information Distribution Service (DVIDS)</b>	24/7 operation providing a timely, accurate and reliable connection between the media around the world and the military serving worldwide. DVIDS makes available real-time broadcast-quality video, still images and print products as well as immediate interview opportunities with service members, commanders and subject matter experts.
<b>Distribution</b>	In VI, the process of supplying an end product to its intended end users, by any means.
<b>DoD Instruction (DoDi)</b>	A DoD issuance that implements the policy, or prescribes the manner or a specific plan or action for carrying out the policy, operating a program or activity, and assigning responsibilities.
<b>For Official Use Only (FOUO), Controlled Unclassified Information (CUI)</b>	Controlled Unclassified Information (CUI) is a category of unclassified information within the U.S. Federal government. CUI replaces the labels For Official Use Only (FOUO), Sensitive But Unclassified (SBU), and Law Enforcement Sensitive (LES).

<b>Freedom of Information Act (FOIA)</b>	A federal freedom of information law that requires the full or partial disclosure of previously unreleased information and documents controlled by the United States government upon request.
<b>Joint Mission Center (JMC)</b>	The Joint Combat Camera Center (JCCC) and the Joint Operations Center (JOC) have been disestablished as of 30 Sept 2019 and both have been integrated into the DMA Joint Mission Center (JMC). The JMC mission is developing and will include planning, analysis, and evaluation of the DMA mission program performance.
<b>Lifecycle Management (LCM)</b>	<ol style="list-style-type: none"> <li>1. The overall process from the point of creation by an individual, to its transfer to DIMOC, and consideration of the record's permanent historical value is called the Lifecycle Management of Visual Information (VI).</li> <li>2. A process that seeks to optimize the management of equipment and capital purchases by incorporating planning at all phases of the equipment's life cycle.</li> </ol>
<b>Long shot (LS), medium shot (MS), close-up (CU)</b>	The basic sequence in video storytelling.
<b>Mass Communication Foundations Course (MCF)</b>	Students in Mass Communication Foundations learn and apply the concepts and skills needed in both the public affairs and visual information specialties.
<b>METADATA</b>	The information that is required to be input into all permanent VI records. This information includes the VIRIN, caption, release status, keywords...etc. See VISG Ch. 5 for more info.
<b>Modification Table of Organization and Equipment (MTOE)</b>	An authorization document that prescribes the modification of a basic TOE necessary to adapt it to the needs of a specific unit or type of unit.
<b>Multimedia</b>	The integration of text, audio, still or video imagery, graphics, and animation in a non-linear production according to a plan or script for the purpose of conveying information to a user.

<b>Security, Accuracy, Policy and Propriety (SAPP)</b>	No VI product released by a PA/CS staff should violate security, i.e., put people or a mission at risk. Every product should be accurate. No product should violate DOD, service or command policies. Every product should remain within the bounds of propriety, i.e., should not offend readers' sensibilities.
<b>Sequence</b>	A series of shots that work together to show action unfolding. A sequence is the foundation in video storytelling and often flows from Long Shot to Medium Shot to Close up.
<b>Subject Matter Expert (SME)</b>	A person who is an authority in a particular area or topic.
<b>Standard Operating Procedure (SOP)</b>	A set of step-by-step instructions compiled by an organization to help workers carry out routine operations.
<b>Storyboard</b>	Graphic images representing proposed shot sequences organized in a sequence to enable visualization of a VI production.
<b>Table of Organization and Equipment (TOE)</b>	A document that prescribes the wartime mission, capabilities, organizational structure, and mission essential personnel and equipment requirements for military units.
<b>Troop to Task (T2T)</b>	The process of matching equipment and personnel to taskings.
<b>Unfunded Requirement (UFR)</b>	A program need that is not included and funded in the annual program execution plan.
<b>Unit Manning/Manpower Document (UMD)</b>	A list of personnel authorizations for each work center in the organization.
<b>VI Manager (VIM)</b>	The person assigned the responsibilities of VI Management

<b>VI Managers Course (VIM)</b>	The Visual Information Management Course provides in-depth training in the duties required to manage visual information operations.
<b>VI Record</b>	VI with a related caption and identifying number designated as record material in accordance with the requirements of Federal law or Federal regulations.
<b>Visual Information (VI)</b>	Information in the form of visual or pictorial representation of person(s), place(s), or thing(s), either with or without sound.
<b>Visual Information Record Identification Number (VIRIN)</b>	A DoD standard, alphanumeric designator assigned to a VI record.
<b>Visual Information Style Guide (VISG)</b>	Provides standardized guidance on writing captions and entering metadata associated with all DoD Visual Information. Well-written captions and robust metadata increase the value of Visual Information in both the short- and long-term. The VISG supplements the Associated Press (AP) Stylebook and adheres to the tenets of spelling, grammar, punctuation and general style outlined by AP.
<b>Vision ID</b>	The alpha numeric identification number generated by the DIMOC assigned as a personal identifier to all photographers, videographers, graphic artists, photojournalists, broadcasters, public affairs and other personnel involved in the creation of official DoD imagery. The Vision ID is used for identification of the originator in field three of the VIRIN for all official VI content created by that specific VI Professional.