

**PROCEDURES FOR AUDIOVISUAL PRODUCTION  
ACQUISITION AND DISTRIBUTION**

- 1. REASON FOR ISSUE:** This Veterans Health Administration (VHA) Handbook provides procedures for the management and operation of the VHA Audiovisual (AV) Production Acquisition and Distribution Program.
- 2. SUMMARY OF MAJOR CHANGES:** This new VHA Handbook contains mandatory procedures for the operation of the AV Program.
- 3. RELATED ISSUE:** VHA Directive 1930, to be published.
- 4. RESPONSIBLE OFFICE:** AV Program Office (193B), Health Information Resources Service, VHA Chief Information Office (19), is responsible for the contents of this Handbook.
- 5. RECISSION:** VHA Manual M-8, Part III, Chapter 5, "Audiovisual Production Review Process," dated June 4, 1986, is rescinded.
- 6. RECERTIFICATION:** This Handbook is scheduled for recertification on or before the last working day of October 2004.



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## **PROCEDURES FOR AUDIOVISUAL PRODUCTION ACQUISITION AND DISTRIBUTION**

### **1. PURPOSE**

a. This Handbook provides procedures for the management and operation of the Veterans Health Administration (VHA) Audio-visual (AV) Production Acquisition and Distribution Program which supports national-level strategic programs. This Handbook outlines the leadership, responsibilities, planning, and coordination necessary to provide timely and effective training, educational, or informational AV materials. These procedures outlined are designed to maximize VHA resources and to provide easy access to AV materials by Department of Veterans Affairs' (VA) employees and the public.

b. This Handbook applies to:

(1) VHA-produced AV materials having a total cost greater than \$5,000.00. VHA AV productions intended for national distribution to the Department of Veterans Affairs' Library Network (VALNET) or as additions to the inventory of the National Audiovisual Center (NAC) of the National Technical Information Service (NTIS). AV productions intended for local support and distribution are exempt.

(2) AV materials acquired by purchase from commercial sources. The AV Program Manager will coordinate a review by a Subject Matter Expert (SME) prior to purchase to ensure that the contents are consistent with VA policies and procedures.

c. The provision of this Handbook requiring Employee Education System (EES) to submit Pre- and Post-Production Documentation to the AV Program Manager does not apply to productions not intended for distribution to VALNET. With this exception, EES will follow the process described herein for all their AV products in order to maintain the records required to comply with the provisions of the Office of Management and Budget (OMB) Circular A-130.

### **2. AUTHORITY**

The authority of this Handbook and its provisions derive from:

a. OMB Circular A-130, "Management of Federal Information Resources," which incorporates the provisions of OMB Circular A-114, "Management of Federal Audiovisual Activities."

b. Title 36 Code of Federal Regulations, Chapter 12, Part 1232, "Audiovisual Records Management."

### 3. DEFINITION

The term “AV production” means a unified presentation, developed according to a plan or script, containing visual imagery, sound or both, and used to convey information. It is usually presented in one of the following formats:

- a. One-half inch VHS video recording,
- b. Audio recording,
- c. Photographic slides (usually 35 mm),
- d. CD-ROM, or
- e. Print materials which accompany and are a part of, or a supplement to, any of the foregoing productions.

### 4. SCOPE

a. AV materials acquired through this program from commercial sources, or produced by VHA, must support VHA strategic plans and policies, or training or informational programs directed by the Under Secretary for Health.

b. VHA-produced AVs must have a documented need, such as new or amended legislation or policy, results of a national needs assessment, or task force or audit team recommendation, which cannot be met by commercially-available AVs or AVs produced by other government agencies.

c. The VHA Headquarters SME(s), at the level of Chief Officer or designee, must certify the need for VHA-produced AVs. This certification will be provided to the AV Program Manager as part of the AV Pre-Production documentation. The certification must state that:

- (1) There is a system-wide need for the information,
- (2) An appropriate target audience has been identified,
- (3) No other appropriate AVs are available,
- (4) Content will be in accordance with VA policies, and
- (5) Clinical information will meet Standards of Practice in effect at the time of production.

d. Federal employees are prohibited from playing dramatic roles, narrating, or acting in Federal AV productions except when:

- (1) Performing their own job,

(2) A production is to be used only for local communications or training and when the Federal employees are playing roles developed for training purposes in connection with their own jobs, and

(3) The skills and knowledge of Federal employees cannot be readily supplied by professional actors.

e. Personal name credits are used to lend credibility and responsibility for content, therefore, only SMEs will be credited.

f. The AV Program Manager, Health Information Resources Service, Office of the Chief Information Officer (OCIO), is responsible for distributing AV materials for the use of VA staff through VALNET. Delivery responsibility may be delegated only when cataloging and other documentation requirements have been met.

g. All VA activities producing AVs will comply with AV Pre- and Post-production documentation procedures set forth in this Handbook. Compliance with these procedures must be reviewed for concurrence by the AV Program Manager prior to duplication and distribution of any VHA AV production.

h. AV material added to the VALNET Networked AV Collection must be professionally cataloged. AV and print packaging labels and titles will be in accordance with this Handbook in order to establish a national cataloging record for inclusion in bibliographic data files.

## **5. RESPONSIBILITIES**

a. The Under Secretary for Health delegates the authority for the implementation and management of VHA AV policy and procedures required by OMB Circular A-130 to the CIO (19), specifically to the AV Program Manager (193B).

b. The Dean, VA Learning University (VALU) (102) will designate a single EES Point Of Contact to coordinate with the AV Program Manager on the implementation of this directive.

c. The AV Program Manager (193B) selects and recommends VHA AV productions for intra-governmental and public sale, providing documentation and mastering material enabling the NAC to make the AVs available to the public.

d. The Director, Media Services (032B), Office of the Assistant Secretary for Human Resources and Administration, is the departmental approving authority for NAC Media Input Forms required to be submitted to NTIS for all VHA AV productions.

## 6. AV ACQUISITIONS

a. AV titles are centrally acquired by the AV Program Manager and support departmental or VHA training initiatives; present clinical training requirements; present clinical or administrative information; or represent materials which would be difficult to justify and acquire on a local level because of cost or limited use. AV titles acquired by Health Information Resources Services (HIRS) are primarily for addition to the VALNET; distribution may be made to other VA elements in support of training and information programs.

b. AVs may be acquired through liaison with other governmental departments and agencies, from NAC of NTIS, academic institutions, commercial vendors and other non-governmental sources, or original VA production, including satellite television presentations that are re-purposed as enduring materials.

c. Titles are considered for acquisition after review by VHA Headquarters' SMEs who have determined that the content of the AVs meet educational, informational and developmental needs of VHA staff as outlined in VHA strategic plans, directives or policies.

d. The AV Program Manager coordinates with commercial developers and producers of AVs, VHA field personnel and other VHA officials, and reviews published critiques, trade publications and catalogs to select programs which meet VHA quality standards.

## 7. VA AV PRODUCTION

a. **AV Pre-Production Documentation.** Proposals for the production of AVs may originate from VHA Headquarters officials, Veterans Integrated Service Network (VISN) or facility directors, or EES officials. Proposals describing the production, target audience, production calendar, and distribution will be sent to AV Program Manager on VHA Form 10-0378, "Audiovisual Pre-Production Notification," (see App. A) showing that the following criteria have been met:

(1) The proposed production is supported by a documented need in accordance with this Handbook, and an available, equivalent program does not exist either from commercial or governmental sources.

(2) The need can be addressed adequately using AV, and funding is available to support the program.

(3) The VHA Headquarters' SME whose field service is the target audience has approved the project, and the content of the AV is in compliance with VA policies. Any clinical information presented meets the Standards of Practice in effect at the time of the production.

(4) A NAC Media Input Form, dated April 1998, will accompany VA Form 10-0378, Audiovisual Pre-Production Documentation.

*NOTE: Except for the information requested in preceding subparagraph 3a(4), all original documentation is maintained by the submitting official. Such information is subject to review by VA or other governmental auditors.*

b. **AV Pre-Production Concurrence.** Within 10 working days after receipt of VA Form 10-0378, the AV Program Manager will coordinate with appropriate VHA Headquarters' SMEs, resolve any questions concerning the proposal, and will concur in the production by completing VA Form 10-0378, and returning the form to the submitting facility (see App. A). The form is retained in the production file. The production facility informs the AV Program Manager of any changes in the production plan as soon as they occur.

c. **AV Post-Production Documentation.** Completed productions may be distributed only after the production facility has submitted to the AV Program Manager VA Form 10-0378-1, Audiovisual Post-production Documentation (see App. B), and received concurrence and cataloging information. Within 10 working days of receipt, the AV Program Manager will review the production and any accompanying print material, coordinate with VA Central Office SMEs, and resolve any issues. The AV Program Manager will have the production cataloged and will concur by completing VA Form 10-0378-1, and returning it to the submitting facility. The following information must be included on the VA Form 10-0378-1:

(1) AV Post-production approval signed by the VHA Headquarters' SME who approved the Pre-Production proposal.

(2) List of SMEs.

(3) Certification that the production contains no personal name credits other than recognition of SMEs.

(4) Concise summary of the production for cataloging purposes, containing title, running time, and description of any print material to accompany the AV. Titles are descriptive, concise and consistent on viewing frames, packaging, labeling, and print material to ensure a national level bibliographic record that meets professional library standards.

(5) Completed NAC Form, Dubmaster, Viewing Copy, and all print material for NAC use.

(6) Proposed duplication and distribution plan.

(7) Viewing copy and all print material for cataloging.

## 8. CATALOGING

a. **Call Number.** The AV Program Manager will ensure that the titling, labeling and description of VHA-produced AVs is accurate and sufficient to establish a national level bibliographic record. The "Call Number" is assigned by professional catalogers under contract to VHA.

b. **Insert Sheet.** Upon completion of cataloging, an “AV Insert Sheet” will be prepared by the AV Program Manager, containing the title which has been entered into the national bibliographic data base, Call Number, and a synopsis of the contents useful for local publicity and information to library customers. A copy of this Insert Sheet will accompany each AV when it is distributed.

## 9. DISTRIBUTION

a. **Delivery.** The AV Program Manager ensures delivery of VHA and commercially-procured AVs to VALNET and to other VA and VHA activities. Delivery of AVs by other VA or VHA activities may be done after prior coordination with the AV Program Manager to ensure that any required cataloging has been accomplished and that accurate addresses are being used.

b. **Delivery Levels.** The AV Program Manager maintains current distribution lists. Delivery levels are:

(1) **ALLHCF.** One copy at each VHA Health Care Facility Library Service or Section and one copy at VHA Headquarters’ Library (174 copies).

(2) **VISN.** One copy at each VHA Health Care Facility Library Service or Section designated to receive and hold networked AVs or print for VISN-wide use and one copy at VHA Headquarters’ Library. Staff access to the material is ensured through the Inter Library Loan (ILL) process within the VISN. (23 copies)

(3) **SPEC.** One or more copies at selected VHA Library Services or Sections, or other VA element, to support clinical, educational or developmental programs at those sites. Includes AV material not made a part of the networked ALLHCF or VISN collections.

## 10. REPLACEMENT AVs

The AV Program Manager maintains the VALNET Networked AV Collection by replacing lost or damaged material. Libraries will submit requests for replacements electronically.

## 11. QUALITY REVIEW AND ARCHIVING

a. **Review.** The AV Program Manager will periodically review the AV holdings in the VALNET Collection to ensure currency of material, relevancy to VA and VHA strategic plans and policies, and redundancy or replacement by more recently acquired AVs. Titles not meeting these standards will be removed from the active collection and archived. National-level bibliographic data bases will be amended to reflect this change.

b. **Archiving.** One copy of each AV will be archived for 5 years from the date of withdrawal in the National VALNET Archives, VA Medical Center, Salt Lake City, UT. NAC will be notified of the withdrawal and archiving of VA and VHA-produced AVs. After 5 years from date of withdrawal the AVs will be destroyed.