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<b>Contact:</b>	
<b>Title:</b>	
<b>Email:</b>	
<b>Phone:</b>	

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## **I. POLICY SUMMARY**

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The Division Visual Media unit (VM) located at Davis, assists Division staff in developing visual media materials for the effective dissemination of information. It is responsible for preparation and distribution of graphic art materials, posters, slides, slide sets, photographs, computer-generated imagery, videos, films, audiotapes, and visual media training. VM services are available to all personnel and programs within the Division to the extent resources permit. Priorities for service are based on Division communications priorities.

The VM unit includes still and video photographers, computer artists, graphic artists, camera crews, video producers, and film librarians. VM provides graphic artist services to Publications as required. VM operates slide, video, film, and audio-visual equipment libraries. VM handles sales of slides, videos, and films.

Division personnel are encouraged to submit proposals for larger projects annually during a formal solicitation period by the Office of External Relations. Division staff are encouraged to seek outside funding as available for major projects.

Failure to obtain funding will not preclude VM undertaking a major project that meets other priority criteria.

County-based Division personnel will be assisted in developing their own skills and in obtaining local services where proposed projects cannot be accommodated within Division priorities.

Training of Division personnel in VM services and access methods and requirements is a high priority.

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## **II. DEFINITIONS**

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## **III. POLICY TEXT**

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Audio-visual equipment is available for loan to all Cooperative Extension Specialists and Advisors. Contact the VM office at Davis.

Slide sets from the loan library are available through the VM office. There is no charge for the use of these sets by Division staff unless the borrowed set is returned to the library late, in which case a penalty charge may be imposed.

The VM office keeps a photo file for members of Cooperative Extension for publicity use as well as a large number of color 2 x 2 slides in many subject areas.

Videotapes and films are available through the VM at Davis. There is no charge for Cooperative Extension staff to use them.

Staff who borrow slides, films, videotapes, or equipment are responsible for their timely

return in good order. Borrowing materials or equipment constitutes agreement to that responsibility. The borrowing unit must make compensation to the VM inventory to repair or replace damaged or lost materials or equipment.

Original work in photography, film, video, graphic art, or computer imagery created by the VM staff on assignment for Division personnel remains the property of the Division. The original artwork shall remain in the VM archives unless prior arrangements are agreed upon for the good of the University.

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#### **IV. COMPLIANCE / RESPONSIBILITIES**

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#### **V. PROCEDURES**

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#### **VI. RELATED INFORMATION**

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#### **VII. FREQUENTLY ASKED QUESTIONS**

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#### **VIII. REVISION HISTORY**

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Format updated.