

**U.S. NUCLEAR REGULATORY COMMISSION MANAGEMENT DIRECTIVE (MD)**

<b>MD 3.15</b>	<b>MULTIMEDIA SERVICES</b>	<b>DT-17-112</b>
<i>Volume 3:</i>	Information Management	
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<b>EXECUTIVE SUMMARY</b>		
Management Directive 3.15, "Multimedia Services," is revised to reflect organizational name changes and incorporate other minor revisions.		

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**I. POLICY**

- A.** It is the policy of the U.S. Nuclear Regulatory Commission to use appropriate multimedia technology to facilitate and enhance communication both internally among NRC staff and externally between the NRC and its stakeholders and the public. This directive and handbook provide policies, procedures, and standards contained in Federal legislation and regulations for using multimedia technology. This directive ensures the security, economy, and efficiency of the NRC’s multimedia program. The NRC’s policies and practices adhere to the policies and procedures specified in this directive and handbook in conformance with Federal legislation, regulations, and standards.
- B.** The multimedia program encompasses: (a) the management, control, and evaluation of multimedia 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) (OMB Circular No. A-130, “Managing Information as a Strategic Resource”); (c) liaison with the National Audiovisual Center (NAC) of the National Technical Information Service (NTIS) and the National Archives and Records Administration (NARA); and (d) interagency agreements and contract technical monitoring.

**II. OBJECTIVES**

- Promote economy and efficiency by coordinating multimedia productions and related activities within the NRC and with other agencies.
- Use multimedia services where appropriate as support tools for specific programs within the NRC’s statutory authority, and preclude their use to promote the agency or provide forums for NRC opinions on broad subjects without specific program reference.

- Review and evaluate requests for multimedia products and services and evaluate the effectiveness of the product or service.
- Ensure that multimedia services and products—video and audio records (digital copies, slide sets, film strips, tapes, and disks), photographs, exhibits, and any combination of these—are produced, acquired, preserved, stored, distributed, and used in accordance with applicable statutes and Federal regulations.
- Ensure that the multimedia not available through Government multimedia libraries are, to the extent practicable, acquired from private contractors.
- Ensure that the NRC does not develop multimedia products or lend its name to products used to influence pending legislation, promote sales of products, or promote status of various industries.
- Comply with security regulations and copyright restrictions.

### **III. ORGANIZATIONAL RESPONSIBILITIES AND DELEGATIONS OF AUTHORITY**

#### **A. Executive Director for Operations (EDO)**

Authorizes, directly or by designee, exceptions to or deviations from this directive within the limitations of authority set by law and Federal regulation.

#### **B. Deputy Executive Director for Materials, Waste, Research, State, Tribal, Compliance, Administration, and Human Capital Programs (DEDM)**

1. Chairs the Information Technology Senior Advisory Council (ITSAC), and oversees the Information Technology Business Council (ITBC) to provide executive review for multimedia investments as required by OMB.
2. Operates in conjunction with the EDO, ITSAC, and ITBC to provide an executive review of proposed multimedia investments.
3. Delegates the following to the Director, Office of Administration (ADM), as appropriate:
  - (a) Serves as head of the NRC multimedia program.
  - (b) Develops and maintains policies, procedures, standards, and guidelines for NRC multimedia services in consultation with office directors and regional administrators, as appropriate.
  - (c) Oversees the NRC's multimedia services program. This includes overseeing all in-house and contracted multimedia services.

**C. General Counsel (GC)**

Provides advice and counsel in review of multimedia products to ensure they do not promote or influence legislation, products, or industries (e.g., video news release).

**D. Inspector General (IG)**

Conducts audits and investigations of NRC multimedia services and usage to promote economy, efficiency, and effectiveness, and prevent and detect fraud, waste, abuse, and mismanagement.

**E. Director, Office of Administration (ADM)**

1. Performs the following functions as redelegated by the DEDM:
  - (a) Serves as head of the NRC multimedia program.
  - (b) Develops and maintains policies, procedures, standards, and guidelines for NRC multimedia services in consultation with office directors and regional administrators, as appropriate.
  - (c) Determines the programmatic requirements, in coordination with other offices as appropriate, for distribution of multimedia that are to be made available within the NRC or publicly, or both.
  - (d) Reviews, on a periodic basis, the efficiency and effectiveness of multimedia services carried out by the NRC and its contractors.
  - (e) Redelegates the items specified in Section III.M.1 to the Director, Division of Administrative Services (DAS), as appropriate.
2. Maintains close liaison with the Office of the Secretary (SECY) to ensure timely technical support for multimedia services to support Commission meeting activities.

**F. Director, Office of the Chief Information Officer (OCIO)**

1. Assists internal and external stakeholders in obtaining NRC information through the Public Document Room, Agencywide Documents Access and Management System (ADAMS) Support Center, the Technical Library, the Records and Archives Services, the NRC internal and external Web sites, and the Freedom of Information Act (FOIA) and Privacy Act programs.
  - (a) Manages a centralized system for the electronic search and retrieval of internal and external NRC documents.
  - (b) Develops and administers the NRC's information collection budget and directs the NRC's records management services.

2. Manages and implements the NRC's FOIA, Privacy Act, and Sensitive Unclassified Non-Safeguards Information (SUNSI) programs by establishing NRC policy, training, request, and appeal processing in coordination with NRC staff, and required reporting.
  - (a) Responsible for NRC privacy compliance with Federal requirements (systems of records, privacy impact assessments, training, and reporting).
  - (b) Responsible for managing the daily operation of the Public Meeting Notice System program by implementing NRC policy, posting notices, providing staff guidance, and database input and reporting.

**G. Director, Information Security Directorate (ISD), Office of the Chief Information Officer (OCIO)**

1. Plans, directs, and oversees a comprehensive, coordinated, integrated, and cost-effective NRC Information Technology (IT) Security Program consistent with applicable laws, regulations, Commission, EDO, and DEDM direction, management initiatives, and policies.
2. Functions as the NRC Chief Information Security Officer (CISO) and ensures appropriate, effective, and efficient NRC-wide integration, direction, and coordination of IT security planning and performance within the framework of the NRC IT Security Program and with related OCIO activities.
3. Provides agency-level liaison with external entities on mutual IT security interests, formulates and oversees an IT security program budget, and proposes and successfully advocates appropriate agency-level IT security guidelines.
4. Develops and promulgates an end-to-end, comprehensive IT security architecture integrated with the NRC's enterprise architecture, as the CISO.
5. Provides advice to the Chairman, Commission, and NRC senior management on programmatic, infrastructure, and administrative aspects of IT security.
6. Guides security process maturity within the NRC, advocates these concepts to NRC organizations, and makes necessary adjustments to components of the IT security program to counter the evolving threat to information technology.

**H. Director, Office of Public Affairs (OPA)**

1. Electronically distributes the following through the NRC public Web site: NRC press releases, speeches, fact sheets, statements for the record, brochures, and videos to the public and the media.
2. Reviews and approves any video news release.

**I. Office Directors**

1. Ensure that NRC employees and contractors under their supervision understand and comply with the provisions of this directive and accompanying handbook.
2. Obtain approval from the Administrative and Multimedia Services Branch (AMSB), DAS, before acquiring, deploying, or modifying any multimedia services or systems, excluding those exceptions outlined in this handbook.
3. Consult with OPA before requesting any video news release. See MD 5.5, "Public Affairs Program," for policy and objectives on video news releases.
4. Ensure that all multimedia products requested by their office are maintained by their office and adhere to established records management program guidance (e.g., MD 3.53, "NRC Records and Document Management Program;" NUREG-0910, "NRC Comprehensive Records Disposition Schedule;" and NARA General Records Schedule 12).

**J. Regional Administrators**

1. Ensure that NRC employees and contractors under their supervision understand and comply with the provisions of this directive and accompanying handbook.
2. Obtain approval from the AMSB, DAS, before acquiring, deploying, or modifying any multimedia equipment, services or systems, excluding those exceptions included in this handbook.
3. Consult with OPA before requesting any video news release. See MD 5.5, "Public Affairs Program," for policy and objectives on video news releases.
4. Ensure that all multimedia products requested by their office are maintained by their office and adhere to established records management program guidance (e.g., MD 3.53, "NRC Records and Document Management Program;" NUREG-0910, "NRC Comprehensive Records Disposition Schedule;" and NARA General Records Schedule 12).

**K. Associate Director for Space Planning and Consolidation (ADSC), Office of Administration (ADM)**

Plans, develops, and evaluates space planning, construction, and consolidation in coordination with the Chief, AMSB, as appropriate.

**L. Director, Division of Administrative Services (DAS), Office of Administration (ADM)**

1. Performs the following functions as redelegated by the Director, ADM:
  - (a) Serves as head of the NRC multimedia program.

- (b) Develops and maintains policies, procedures, standards, and guidelines for NRC multimedia services in consultation with office directors and regional administrators, as appropriate.
  - (c) Determines the programmatic and legal requirements, in coordination with other offices as appropriate, for distributing multimedia that are to be made available within the NRC or publicly, or both.
  - (d) Reviews, on a periodic basis, the efficiency and effectiveness of multimedia services carried out by the NRC and its contractors.
  - (e) Redelegates the items specified in Section III.M.1 to the Chief, AMSB, as appropriate.
2. Serves as the single NRC point of contact for multimedia systems and support to the NRC and other Government agencies.

**M. Chief, Administrative and Multimedia Services Branch (AMSB), Division of Administrative Services (DAS), Office of Administration (ADM)**

1. Serves as head of the NRC multimedia program as redelegated by the Director, DAS, ADM.
  - (a) Serves as the agency lead for multimedia standards and interoperability, including video/teleconferencing (VTC), Webstreaming systems and architecture.
  - (b) Develops and implements procedures and systems to ensure that all programmatic and legal requirements are met for the NRC's multimedia needs.
  - (c) Manages the NRC multimedia program and sets policy and procedures for multimedia services and activities, including the video/multimedia production program. Plans the development and use of multimedia resources to ensure effective support of the NRC's mission.
  - (d) Monitors the NRC multimedia planning, programming, and budgeting functions. Reviews, on a periodic basis, the efficiency and effectiveness of multimedia services carried out by the NRC and its contractors.
  - (e) Provides oversight for the acquisition and operation of the NRC's VTC systems.
  - (f) Approves requests for new multimedia facilities or requests to add multimedia functions.
  - (g) See Section II of this handbook for specific responsibilities by service location.
2. Ensures coordination, when needed, among the offices and regions to facilitate timely broadcast or production of multimedia.

3. Consults with OPA before issuing any video news release. See management directive (MD) 5.5, "Public Affairs Program," for policy and objectives on video news releases.
4. Ensures multimedia services comply with Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d).
5. Ensures that when providing services involving classified or sensitive unclassified information, the information is handled in accordance with all applicable security regulations as well as the provisions of the following MDs:
  - (a) MD 12.1, "NRC Facility Security Program,"
  - (b) MD 12.2, "NRC Classified Information Security Program,"
  - (c) MD 12.5, "NRC Cybersecurity Program,"
  - (d) MD 12.6, "NRC Sensitive Unclassified Information Security Program," and
  - (e) MD 12.7, "NRC Safeguards Information Security Program."

#### **IV. APPLICABILITY**

Policy and guidance contained within this directive apply to NRC multimedia equipment, systems, and services and must be followed by all NRC employees and contractors. When properly authorized, the policy and guidance contained within this directive also apply to contractor-based facilities that provide operational multimedia support to the NRC.

#### **V. HANDBOOK**

Handbook 3.15 provides guidelines and procedures for acquiring, managing, maintaining, and using NRC multimedia services.

#### **VI. EXCEPTIONS**

Exceptions to or deviations from this directive and handbook may be granted by the DEDM or ADM Director, in conjunction with DAS, on a case-by-case basis.

#### **VII. DEFINITIONS**

##### **Digital Signs**

Digital signs are forms of electronic display that show information, advertising, and other messages. Digital signs include liquid crystal display (LCD), light-emitting diode (LED), plasma displays, or projected images. Digital signs can be found in public and private environments to include retail stores and public and corporate buildings.

**Multimedia**

Multimedia is the integration of different forms of media. This may include the combining of text, audio, still images, animation, video, and interactive content forms.

**Video Production**

Video production, or videography, is the art and service of recording, editing, and distributing a finished video product. This can include the production of television broadcasts, commercial videos, and corporate and event videos.

**Videoconference**

A videoconference (also known as a video teleconference) is the use of interactive telecommunication technologies that allow users at two or more locations to interact simultaneously through two-way video and audio transmissions.

**Webstreaming**

Webstreaming is video content sent in compressed form over the Internet and displayed by the viewer on a computer. Streaming video is either a live broadcast feed or pre-recorded video files.

**VIII. REFERENCES*****Code of Federal Regulations (CFR)***

Federal Acquisition Regulations (FAR) (Title 48 CFR, Chapters 1 and 20).

***Federal Register Notice (FRN)***

Revision of OMB Circular No. A-130, "Managing Information as a Strategic Resource," July 28, 2016 (81 FR 49689).

***General Services Administration (GSA)***

GSA Federal Chief Information Officer's (CIO) Council, "Recommended Executive Branch Model Policy/Guidance on 'Limited Personal Use' of Government Office Equipment Including Information Technology," May 19, 1999.

***Nuclear Regulatory Commission***

Management Directives—

2.3, "Telecommunications."

2.7, "Personal Use of Information Technology."

- 2.8, "Integrated Information Technology/Information Management (IT/IM) Governance Framework."
- 3.4, "Release of Information to the Public."
- 3.53, "NRC Records and Document Management Program."
- 4.2, "Administrative Control of Funds."
- 5.5, "Public Affairs Program."
- 7.4, "Reporting Suspected Wrongdoing and Processing OIG Referrals."
- 10.99, "Discipline, Adverse Actions, and Separations."
- 11.1, "NRC Acquisition of Supplies and Services."
- 11.8, "NRC Procedures for Placement and Monitoring of Work With Federal Agencies Other Than U.S. Department of Energy (DOE) Laboratory Work."
- 12.1, "NRC Facility Security Program."
- 12.2, "NRC Classified Information Security Program."
- 12.5, "NRC Cybersecurity Program."
- 12.6, "NRC Sensitive Unclassified Information Security Program."
- 12.7, "NRC Safeguards Information Security Program."
- 13.1, "Property Management."

NRC Guidance on Electronic Displays Web Site:

[http://www.internal.nrc.gov/ADM/manuscriptdev\\_print/manudev\\_print.html#introduction](http://www.internal.nrc.gov/ADM/manuscriptdev_print/manudev_print.html#introduction).

NRC Organization Charts and Functional Descriptions—

Internal Organization Web site:

<http://www.internal.nrc.gov/HR/organization.html>.

Administrative and Multimedia Services Branch (AMSB) Web Site:

<http://www.internal.nrc.gov/ADM/admservicecenter/asc.html>.

NRC Public Address Announcements on the ADM Web Site:

<http://www.internal.nrc.gov/ADM/announcements/publicaddress.html>.

NUREG-0910, "NRC Comprehensive Records Disposition Schedule," Revision 4, March 2005.

SRM-COMSECY-06-0024, "Proposed Policy Statement on Controls Over Video News Releases," June 8, 2006.

**Office of the Attorney General**

Office of the Attorney General Memorandum for the Heads and Inspectors General of Executive Departments and Agencies, "Procedures for Lawful, Warrantless Monitoring of Verbal Communications," May 30, 2002.

**Office of Management and Budget (OMB)**

OMB Circular No. A-76, "Competitive Sourcing Requirements in Division D of Public Law 110-161," February 20, 2008.

OMB Circular A-123, "Management's Responsibility for Enterprise Risk Management and Internal Control," July 15, 2016.

OMB Circular A-130, "Managing Information as a Strategic Resource," July 28, 2016.

**Other Federal Guidance**

Federal Communications Commission Memorandum Opinion and Order, "In the Matter of Use of Recording Devices in Connection with Telephone Service," Docket No. 20840, 86 F.C.C.2d 313 (May 18, 1981) and Reconsideration and Clarification of Commission's Order, 86 F.C.C.2d. 848 (October 1983).

Government Accountability Office (GAO) and the President's Council on Integrity and Efficiency (PCIE), GAO/PCIE Financial Audit Manual (FAM), Vols. 1-3, July 2008, available at <http://www.gao.gov/special.pubs/gaopcie/>.

"National Archives and Records Administration, General Records Schedule 12, Transmittal 24, August 2015," available at <http://www.archives.gov/records-mgmt/grs/grs12.pdf>.

**United States Code (U.S.C.)**

Copyrights (17 U.S.C.).

Electronic Freedom of Information Act Amendments of 1996 (5 U.S.C. 552).

Federal Information Security Management Act of 2002 (44 U.S.C. 3541, et seq.).

Freedom of Information Act of 1974, as amended (5 U.S.C. 552).

Clinger-Cohen Act of 1996 (40 U.S.C. 11101 (6)).

Joint Committee on Printing, United States Congress, Government Printing and Binding Regulations (S. Pub. 101-9, February 1990).

Omnibus Crime Control and Safe Streets Act of 1968, as amended (18 U.S.C. 2510, et seq.).

Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et seq.).

Privacy Act of 1974, as amended (5 U.S.C. 552a).

Rehabilitation Act of 1973, Section 508, as amended (29 U.S.C. 794d).

U.S. NUCLEAR REGULATORY COMMISSION DIRECTIVE HANDBOOK (DH)

<b>DH 3.15</b>		<b>MULTIMEDIA SERVICES</b>		<b>DT-17-112</b>	
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## I. INTRODUCTION

### A. Roadmap

This handbook provides a brief introduction to multimedia services, documents the roles and responsibilities of employees who provide or use multimedia services, describes agencywide versus local multimedia services, and defines common processes and

procedures required to help U.S. Nuclear Regulatory Commission employees and contractors acquire, use, and maintain multimedia services at the NRC.

### **B. Multimedia at the NRC**

1. Multimedia can be a combination of different content forms: film and digital still photography, motion photography, audio and video communications, analog and digital video recordings, computer-based products, graphics, and other technologies that facilitate visual communications.
2. Multimedia communications include:
  - (a) The distribution of multimedia products on any format—videotape, film, compact disk-read only memory (CD-ROM), digital video disk (DVD), videoconference, electronic files; or
  - (b) The sharing or broadcasting of multimedia products through electronic systems, including the Internet or closed-circuit television, or other means, including telephone, film, or paper products.

## **II. MULTIMEDIA ROLES AND RESPONSIBILITIES**

### **A. Roles and Responsibilities for Centralized Policy**

The Administrative and Multimedia Services Branch (AMSB), Division of Administrative Services (DAS), Office of Administration (ADM), provides agencywide policy for multimedia. (See Section III of this directive.) Although policy for managing and supporting multimedia services is centralized, the responsibilities for daily activities are distributed by location to optimize operations.

### **B. Roles and Responsibilities for Operations Management by Location**

Agencywide services include Webstreaming, video teleconference (VTC), audio and video production, photography services and other existing or emerging electronic communications. (See Section IV of this handbook for more information.) The responsibility for multimedia operations is location-specific and described below.

1. Headquarters
  - (a) AMSB manages agencywide multimedia services (except for regional services, which are managed by each region) and performs the following functions:
    - (i) Validates and approves all agencywide and headquarters requests for multimedia services.

- (ii) Plans, develops, and administers policies and procedures governing the NRC's conduct of agencywide multimedia activities.
  - (iii) Manages internal VTC, audiovisual, and photography programs by—
    - Developing internal communications requirements, evaluating program status and progress, and monitoring available services to ensure their full and efficient use as stipulated under the Paperwork Reduction Act of 1995 (PRA);
    - Maintaining agencywide VTC operations, public Webstreaming, audiovisual, and photographic solutions; and
    - Providing VTC, public Webstreaming, audiovisual, and photography advice and technical assistance to NRC employees and contractors.
  - (iv) Ensures that Federal and agency standards and regulations concerning audiovisual services and products are implemented within the NRC and comply with all other management directives and handbooks.
  - (v) Evaluates technical requirements, as required, and refers legal issues to the Office of the General Counsel (OGC) for interpretation.
  - (vi) Develops the headquarters multimedia budget to ensure adequate funds are requested.
  - (vii) Develops, coordinates, and submits, through prescribed channels, all associated reports required by Federal standards and regulations.
- (b) AMSB staff has the following responsibilities:
- (i) Coordinates multimedia services and equipment within NRC headquarters.
  - (ii) Ensures that requests for VTC, Webstreaming, audiovisual, and photographic services meet all the NRC directive and handbook requirements.
  - (iii) Maintains requirements and approvals for VTC, Webstreaming, audiovisual, and photographic services.
  - (iv) Develops and documents agencywide VTC, Webstreaming, audiovisual, and photographic procedures.
  - (v) Ensures NRC employees and contractors understand and follow procedures.

- (c) The Administrative Services Center (ASC) within AMSB receives and approves requests for meeting rooms, multimedia services, room setups, and technical requests in support of large events or meetings. The ASC has the following responsibilities:
  - (i) Receives requests from the offices to schedule meeting rooms and to provide support services.
  - (ii) Relays relevant information to the appropriate support branch.
  - (iii) Submits all multimedia requests for technical review.

## 2. Regions

Each region's Director of Division of Resource Management and Administration (DRMA) oversees the following activities related to multimedia services in his or her region:

- (a) Develops, maintains, and enforces processes and procedures to deliver local VTC, audiovisual, and photographic services in accordance with NRC agencywide standards and policies.
- (b) Submits all regional requests for agencywide VTC services to AMSB for approval or a solution.
- (c) Submits all requests to modify regional VTC services, which interface with agencywide or headquarters VTC services.
- (d) Manages and maintains all local VTC, audiovisual, and photographic services and related processes and procedures.

## III. REQUESTING MULTIMEDIA SERVICES

Established multimedia requests are routine requests whose requirements not only have been previously identified but also can be processed within normal purchasing channels and time constraints. (See Section IV, "Available Multimedia Services.") The processes for obtaining existing multimedia services at headquarters and regions are described below.

### A. Agencywide

AMSB will review agencywide VTC requests related to existing service and either approve or deny the request. AMSB will determine if the request can be satisfied within budget limitations, determine the most efficient and cost-effective way to satisfy the request, and respond to the requestor regarding the outcome of the request.

**B. Headquarters**

Headquarters staff should take the following steps to obtain multimedia services:

1. Request support for multimedia services by e-mail to the AMSB staff, Audiovisual (AV) Studio ([AV-PHOTO.Resource@nrc.gov](mailto:AV-PHOTO.Resource@nrc.gov)).
2. When requesting services for an event or meeting, the AMSB will record the request and forward it to the AV Studio.
3. The requestor must obtain approval for all multimedia service requests from the appropriate approving official. A list of approval levels and officials is available on the AMSB Web site at <http://www.internal.nrc.gov/ADM/avmultimedia/contact.html>.
4. AMSB will review and approve or deny the request. AMSB will determine if the request can be satisfied within budget limitations, determine the most efficient and cost-effective way to satisfy the request, and respond to the requestor regarding the outcome of the request.

**C. Regions**

Regional staff should take the following steps to obtain multimedia services:

1. Submit multimedia service requests to the appropriate Chief of the Information Resources Branch (IRB), DRMA, within the respective region following regional guidelines. The contacts for each regional Chief, IRB, DRMA, are available on the internal Office of Chief Human Capital Officer Web site at <http://www.internal.nrc.gov/HR/organization.html>.
2. The Chief of IRB, DRMA, will determine if the request can be satisfied within budget limitations, determine the most efficient and cost-effective way to satisfy the request, and respond to the requestor regarding the outcome of the request.

**IV. AVAILABLE MULTIMEDIA SERVICES**

At the NRC, multimedia services specifically include digital still photography, audio and video recording, Webstreaming, VTC operations, and other technologies that facilitate visual communications. AMSB manages and supports the following local multimedia services to facilitate appropriate and efficient communication at headquarters buildings.

**A. Photography**

1. AMSB provides the following photography services:
  - (a) Studio photography, including professional portraits and small group portraits;
  - (b) Documentary photographs;

- (c) Government passport and visa photos;
  - (d) Photographing official agency events;
  - (e) Scanning and printing of photographic images up to 8 by 10 inches; and
  - (f) Archival services to a reference library of NRC images.
2. When photos are taken by an NRC-sponsored photographer within Government-owned, -leased, or -rented facilities, it is implied that the photos are for official use only, and that all persons within the building have implied consent.

#### **B. Meeting and Event Support**

AMSB provides audiovisual equipment setup and operation for NRC headquarters locations, including the Commission Hearing Room, the Two White Flint North (TWFN) auditorium, atrium, exhibit area, and other meeting spaces within the headquarters buildings. Upon request, AMSB provides microphones, sound amplification, DVD/video cassette playback, display of computer presentations, and audio or video recording.

#### **C. Video Teleconferencing**

VTC services provide live exchange of information among remote NRC employees, contractors, and other NRC stakeholders. VTC is available in a variety of dedicated conference rooms within NRC buildings.

#### **D. Audio and Video Production Services for Distribution**

AMSB offers video editing services specific to the broadcast medium. AMSB provides a variety of mediums including DVDs and digital files for playback on a standard computer or for upload to a video-hosting Web site for Internet viewing. Available audio and video production services are as follows:

- 1. Recording and editing;
- 2. Duplication (subject to copyright restrictions);
- 3. Production services;
- 4. Transfer to CD, DVD, or other specified digital format; and
- 5. Reference library of NRC videos and footage.

#### **E. Internal Television Broadcasts (Internal Broadband Channels)**

AMSB reviews and approves the use of internal broadcasts through its broadband, closed-circuit television Channels 46 or 47 available in the White Flint Complex. The Commission Hearing Room broadcasts to Channel 46, and the TWFN auditorium

broadcasts to Channel 47. Use of this service is limited to significant or high-interest events. Events may be broadcast live or non-live.

1. Live Broadcasts

Live broadcasts may be held from the Commission Hearing Room or the TWFN auditorium. The live broadcast must start and end according to the scheduled meeting times and adhere to scheduled breaks. Requestors must provide a title slide for display during the breaks.

2. Non-Live Broadcasts

Submit non-live broadcasts to AMSB as a final product. Include the preferred date(s) and time(s) for program broadcast. In the event of multiple broadcasts, AMSB determines the broadcast schedule to best accommodate all programs.

## F. Digital Signs

The Publications Branch (PB), DAS, ADM provides, operates, and maintains the digital signs program within NRC headquarters buildings. Digital signs replace the use of traditional posters printed and placed on easels. Guidance on electronic displays is available at

[http://www.internal.nrc.gov/ADM/manuscriptdev\\_print/manudev\\_print.html#introduction](http://www.internal.nrc.gov/ADM/manuscriptdev_print/manudev_print.html#introduction).

1. Format content for display as a single PowerPoint slide and provide PB with the display dates.
2. The slides will be part of a rotating display that shows each slide for approximately 15 seconds.
3. Request design of digital posters by e-mail to GRAPHICS ([GRAPHICS.Resource@nrc.gov](mailto:GRAPHICS.Resource@nrc.gov)) or by completing an NRC Form 460 and sending it to GRAPHICS at Mail Stop O-P1 33.

## G. Public Webstreaming

1. Webstreaming is a method of broadcasting a live event or pre-recorded video through the Internet for viewing by the general public. This method of broadcast is open to the public without restriction or collection of personal viewership data. Webstreaming is one-way and does not offer any interactivity. Webstreaming adheres to the Rehabilitation Act of 1973, where alternative methods such as open captioning and transcripts are made available for those with disabilities. Webstreaming differs from two-way, interactive Web conferencing systems (e.g., GoTo Meeting and webinar).

2. Webstreaming broadcasts are available from Webstream-equipped meeting rooms within the headquarters buildings. Webstreaming may also originate from VTC-equipped facilities located in regional offices, as well as other VTC-equipped facilities in the field (e.g., a conference or meeting facility with VTC capability).
3. Webstreaming from offsite locations may be available if the location has sufficient Internet access. Offsite support is subject to availability of Webstreaming equipment, communication lines, personnel, and contract funds.

#### **H. Public Address System Maintenance**

AMSB maintains the public address (PA) system equipment components installed within the White Flint Complex and within the NRC-occupied interim sites. Request PA announcements through the ASC. Additional details on PA announcements may be found on the ADM Web site at

<http://www.internal.nrc.gov/ADM/announcements/publicaddress.html>.

#### **I. Loaner Equipment**

AMSB manages and maintains a number of “point-and-shoot” digital cameras, television carts, and computer projectors that can be signed out by NRC employees for brief periods of time. Submit requests for loaner equipment by e-mail to the AV Studio ([AV-photo.resource@nrc.gov](mailto:AV-photo.resource@nrc.gov)).

### **V. ACQUIRING NEW MULTIMEDIA SERVICES**

#### **A. Procurement Policy**

1. AMSB is the primary organization responsible for consulting, managing, and approving the acquisition of all NRC multimedia audiovisual and photographic services. AMSB or the regional DRMA will determine the appropriate method for satisfying multimedia requirements by conducting an analysis of these requirements and identifying alternatives in accordance with Federal law and regulation, including the Clinger-Cohen Act, in accordance with information resource planning to support the agency’s strategic mission.
2. In general, acquisition methods are to be considered in the following order:
  - (a) Established NRC multimedia services must be leveraged, when available.
  - (b) Through Governmentwide multimedia contract vehicles (e.g., General Services Administration (GSA) schedules for audiovisual and photographic services), the Information Federal Acquisition Services (FAS), Office of Integrated Technology Services (ITS), contracts under authority of GSA-negotiated contracts or interagency agreements (IAAs).

- (c) The NRC must enter into IAAs with other Federal agencies when multimedia policies, mutual interests, and cost considerations make these actions appropriate. The management of these agreements will be conducted in accordance with Management Directive (MD) 11.8, "NRC Procedures for Placement and Monitoring of Work With Federal Agencies Other Than U.S. Department of Energy (DOE) Laboratory Work," and adhere to MD 4.2, "Administrative Control of Funds."

## **B. Obtaining New Multimedia Services**

### **1. Procurement Processes**

When multimedia service requirements cannot be met by existing NRC systems, and other Government-provided systems and interagency support are not available, commercial multimedia services may be considered for use consistent with the requirements of the Federal Acquisition Regulations (FAR). Multimedia equipment or facilities must be leased or purchased in accordance with the comparative cost analysis prescribed by the FAR, as appropriate. The specific processes and procedures for requesting multimedia services are provided in the following section.

### **2. Justification of Need**

New multimedia requests are justified when an office requires functionality that can only be satisfied by (1) modifying available processes for multimedia services or (2) purchasing new services. To obtain new multimedia services within the NRC, follow the process below:

- (a) Determine the type of service that is required, whether supplies and services, or information technology (IT).
  - (i) If supplies and services, follow the process outlined in MD 11.1, "NRC Acquisition of Supplies and Services."
  - (ii) If IT-based, follow the Capital Planning and Investment Control (CPIC) process as defined within MD 2.8, "Integrated Information Technology/ Information Management (IT/IM) Governance Framework."
- (b) AMSB will examine the scope, size, and complexity of the request and provide a recommendation to approve or deny the request. If the request is approved, AMSB will identify potential solutions to satisfy the requirement and may consult with the requestor to facilitate the new service.

## **C. Acquisition Standards for Multimedia Services**

AMSB identifies and establishes multimedia standards, specifically audiovisual and photographic standards that must be used across all program offices and regions to

ensure that the NRC complies with audiovisual and photographic requirements and discourages inefficiencies resulting from differing standards. Employees and contractors at all NRC locations must understand and apply these standards to current or planned audiovisual and photographic solutions. The NRC shall adhere to MD 7.4, "Reporting Suspected Wrongdoing and Processing OIG Referrals," to ensure that the multimedia contract program is efficient and prevents fraud waste and abuse of these services.

## **VI. USING MULTIMEDIA SERVICES**

Section VI of this handbook explains appropriate use of NRC multimedia services, including audiovisual and photographic services. NRC employees and contractors are permitted to use agency multimedia services for authorized purposes only. Multimedia services are for agency business. This section details specific guidance regarding appropriate and inappropriate personal use of NRC audiovisual and photographic services and the processes used to monitor and control acceptable use. For more specific information, including proper etiquette and technology specific guidance, please consult the AMSB Web site at <http://www.internal.nrc.gov/ADM/avmultimedia/siteindex.html>.

### **A. What Is Appropriate Use of Multimedia Services?**

Employees and contractors who use NRC multimedia services shall follow both agency and Federal guidelines for its use. Appropriate use of NRC multimedia services includes official Government business and use determined to be within the best interest of the Federal Government. Examples of appropriate use are (1) use of services to record, disseminate, or otherwise discuss official Government business; and (2) creation and use of photographic images and video for the sole purpose related to official Government business.

### **B. What Is Appropriate Personal Use of Multimedia Services?**

1. Personal use of multimedia services involves the use of NRC audiovisual and photographic services for purposes other than official business. Federal employees are permitted limited personal use of Government multimedia telecommunications services if the use does not interfere with official business and involves minimal additional cost to the NRC, in accordance with MD 2.7, "Personal Use of Information Technology," and the GSA (Federal Chief Information Officer's Council), "Recommended Executive Branch Model Policy/Guidance on 'Limited Personal Use' of Government Office Equipment Including Information Technology." Contractors are prohibited from personal use of agency information technology.
2. An example of acceptable personal use of NRC multimedia services is the use of loaner equipment such as a digital camera for use at job-related but not agency-supported activities.

**C. What Is Inappropriate Use of Multimedia Services?**

AMSB provides many agencywide services that facilitate the mission of the NRC. Failure to use multimedia services properly may expose the NRC to considerable risk or prevent the agency from effectively performing its mission. The following examples represent inappropriate use of NRC multimedia services:

1. Release of a photograph or audio or video recording to the public. In accordance with MD 3.4, "Release of Information to the Public," only the Office of Public Affairs (OPA) may approve and disseminate a photograph or audio or video recording to the public.
2. Use of audiovisual and photographic services for any unethical or criminal activities as specified by NRC policy and local, State, or Federal laws.
3. Unapproved creation or editing of an agency photograph or audio or video recording.
4. Offensive modification to any agency photograph.
5. Any action or project that is in violation of copyright.
6. Personal use of multimedia services that interferes with official NRC business or involves significant additional cost to the NRC.
7. Use of any multimedia service or product that results in the sole benefit of the requestor.
8. Use of VTC or Webstreaming without proper authorization.
9. Acquisition of multimedia services without proper approval or authority.
10. Purchase and use of unauthorized cameras and recording devices.
11. Purchase and use of VTC systems without approval from AMSB.
12. Eavesdropping or recording telephone conversations or VTC sessions, except as authorized in accordance with applicable laws.

**D. How Is Usage Monitored?**

1. Organizations managing multimedia services are responsible for monitoring and reporting on use that is inconsistent with policies and guidance provided within this directive and handbook. To accomplish this goal, the agency follows the Government Accountability Office and the President's Council on Integrity and Efficiency Financial Audit Manual or another acceptable audit methodology. Developed methodologies must adequately consider the following key components of a sampling methodology:
  - (a) Sampling Frequency – Frequency with which multimedia use is reviewed.

- (b) Confidence Level – The desired assuredness that repeated sampling will yield similar results.
  - (c) Estimated Error Rate – Percentage of sample population that is expected to misuse multimedia services.
  - (d) Precision – Acceptable error rate in the given population.
2. AMSB will maintain a methodology for monitoring multimedia services usage.

**E. Does the NRC Monitor or Record Videoconference and Voice Communications?**

1. Monitoring or recording of wire or oral, voice, and video communications without the consent of at least one party to the conversation is prohibited by the Omnibus Crime Control and Safe Streets Act of 1968, as amended (18 U.S.C. 2510, et seq.), except under circumstances specified in the Act. Because none of these specified circumstances applies to NRC activities, non-consensual monitoring or recording by NRC personnel is prohibited.
2. The Attorney General has established procedures concerning the interception of verbal communications (see Memorandum for the Heads and Inspectors General of Executive Departments and Agencies, “Procedures for Lawful, Warrantless Monitoring of Verbal Communications,” May 30, 2002). Generally, NRC policy prohibits its personnel from monitoring or recording wire or oral communications without the specific knowledge and consent of all parties to the conversation. This prohibition includes the use of extension phones and speakerphones. Exceptions are permitted only as follows:
  - (a) Under conditions cited in the Attorney General’s memoranda and MD 12.1, “NRC Facility Security Program.”
  - (b) Under provision of Federal Communications Commission Memorandum Opinion and Order, “In the Matter of Use of Recording Devices in Connection with Telephone Service,” Docket No. 20840, 86 F.C.C.2d 313 (May 18, 1981), the recording of conversations to and from the NRC Operations Center is permitted without all party consent or automatic tone (beep tone) warnings. NRC policy is to obtain all party consent or apply automatic tone warnings when communicating with parties outside the dedicated emergency communications systems that support the NRC Operations Center. No automatic warnings will be applied to emergency networks.

- (c) In exigent circumstances, when one party to a telephone conversation is threatening the safety of persons or property, the other party to the conversation may authorize another person to monitor the conversation by extension phone. Any such incident must be reported immediately to Division of Facilities and Security, ADM. Electronic recording of these conversations is not permitted. A handwritten transcription of pertinent information is permissible.
3. Wilful violation of Section VI of this handbook is subject to administrative disciplinary action under the provisions of MD 10.99, "Discipline, Adverse Actions, and Separations." Wilful violation of Section VI.E of this handbook may also be subject to a criminal fine, imprisonment for not more than 5 years, or both, under 18 U.S.C. 2511.

#### **F. May Government Equipment Be Removed for Use at Nongovernment Locations?**

NRC staff may remove multimedia equipment from Government offices provided his or her supervisor (no lower than division director) sends an approval memo to AMSB certifying the use of Government equipment at a non-Government location is "advantageous to the Government" (see MD 2.3, Section IV.G.1 of the handbook). These non-Government locations include, but are not limited to, a private home, a personally owned vehicle, a boat, and so forth. In addition to the approval memo, signed copies of NRC Form 119, "Custodial Receipt for Sensitive Personal Property," and NRC Form 466, "Property Pass," are required for removal of multimedia equipment (i.e., audiovisual or photographic equipment) from NRC buildings.

### **VII. MANAGING MULTIMEDIA SERVICES**

Section VII of this handbook explains how to properly manage NRC multimedia services, including audiovisual and photographic services. Proper management of multimedia services is necessary to continue to satisfy agency needs effectively and efficiently. This includes maintaining an accurate inventory of multimedia devices and services, continually reviewing the adequacy of services, supporting staff and contractor maintenance requests, and properly retiring multimedia services.

#### **A. How Is an Accurate Multimedia Inventory Collected?**

1. The NRC manages a number of multimedia services and devices to ensure the continued and successful operation of its mission. AMSB and the regional Chiefs, IRB, DRMA, are responsible for maintaining an inventory of services and devices to ensure that adequate levels of equipment are available to meet the agency's requirements. AMSB and the regional Chiefs, IRB, DRMA, track and monitor the use of audiovisual and photographic resources and maintain a record of the types of equipment and resources that are available to the agency either in-house or through negotiated contracts.

2. To fulfill this responsibility, AMSB and the regional Chiefs, IRB, DRMA, will perform the following functions:
  - (a) Update the Space and Property Management System (SPMS) for all transfers of custody for multimedia and photographic equipment to ensure the appropriate user and property custodian are on record.
  - (b) Ensure property custodians complete appropriate forms, as defined by MD 13.1, "Property Management," for all changes in the status of sensitive equipment.
  - (c) Apply Federal configuration management standards and practices to ensure changes to multimedia services and equipment are properly recorded and analyzed.

#### **B. How Is an Accurate Inventory of Multimedia Equipment Maintained?**

1. The NRC conducts a biannual utilization survey and physical inventory of all multimedia equipment that the agency owns or is paying a recurring charge for, such as user-assigned equipment at headquarters, regional, and contractor offices. Using sampling techniques, the NRC conducts a complete survey at least once every 2 years and in any year in which sampling shows significant discrepancies. This survey ensures the following:
  - (a) The Office of Management and Budget (OMB) inventory report is updated.
  - (b) The number of pieces of equipment on hand matches the number listed on the current vendor's record as well as the agency's inventory.
  - (c) The equipment installed is adequate to meet user requirements.
  - (d) Any unnecessary equipment and features are removed.
2. An inventory of all multimedia equipment at each NRC headquarters office will be maintained through the use of the SPMS and other NRC inventory systems. Regional offices will be responsible for the management and control of their equipment and property inventory. The Property and Labor Services Branch, Directorate for Space Planning and Consolidation (ADSC), ADM, will conduct the necessary inventories for headquarters audiovisual and photographic equipment at least every 2 years and give its findings to AMSB.

#### **C. How Are Multimedia Services Maintained?**

1. Multimedia services are maintained through existing contracts and acceptable engineering standards. AMSB and the regional Chiefs, IRB, DRMA, are responsible for ensuring that multimedia services are functioning optimally and per specifications

- for the NRC headquarters and regional offices, respectively. These parties are responsible for receiving, processing, and acting upon maintenance requests.
2. To properly maintain existing services at the NRC, AMSB and the regional Chiefs, IRB, DRMA, may re-evaluate multimedia services to ensure the following:
    - (a) Services are modern and efficient.
    - (b) Services are economical and competitive with alternative solutions.
    - (c) Services leverage optimal plans and service-level agreements.
    - (d) Unnecessary services are not in use.
  3. All maintenance involving multimedia networks must be coordinated through AMSB or the Regional DRMA, IRB Chiefs and be presented for approval of the Technical Change Review process (see MD 2.3, Sections V.A.2(c) and V.C.3 of the handbook).

#### **D. How Is Maintenance for Multimedia Services Requested?**

Submit requests for maintenance of multimedia equipment by e-mail to the AMSB staff, AV Studio ([AV-PHOTO.Resource@nrc.gov](mailto:AV-PHOTO.Resource@nrc.gov)), or in accordance with locally established procedures. Document recurring problems, undue delays, and prolonged outages and alert AMSB (if located at headquarters) or the appropriate regional Chief, IRB, DRMA.

#### **E. How Are Multimedia Services Retired?**

An employee must inform either AMSB or his or her respective regional Chief, IRB, DRMA, when equipment or services no longer satisfy a valid requirement and require upgrading, replacing, termination, or removal. Submit a retirement request to AMSB (if located at headquarters) or the appropriate regional Chief, IRB, DRMA.

#### **F. How Is Equipment Returned or Transferred?**

Submit requests for transfers or returns of multimedia equipment to AMSB (if located at headquarters) or the appropriate regional Chief, IRB, DRMA. If the equipment is sensitive, as defined by MD 13.1, a completed NRC Form 119, "Custodial Receipt for Sensitive Personal Property," must be forwarded to AMSB and the regional Chief, IRB, DRMA.

### **VIII. COPYRIGHT EXCLUSION**

The NRC shall adhere to copyright law (see Title 17 of the *United States Code*). If audiovisual products are prepared by non-Government entities with NRC funds, the 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.

**IX. VIDEO NEWS RELEASE**

The NRC has never issued a video news release. However, should a video news release be developed by the agency, it must be clearly identified as an NRC product and reviewed and approved by OPA, in consultation with OGC, before it is issued. See MD 5.5, "Public Affairs Program"; MD 3.4, "Release of Information to the Public"; and SRM-COMSECY-06-0024, "Proposed Policy Statement on Controls Over Video News Releases," for policy and objectives on video news releases.