



DEFENSE VISUAL INFORMATION DISTRIBUTION SERVICE

DVIDS MISSION - to provide an *accurate, reliable* source for media organizations to access U.S. service members and commanders deployed in *support of military operations* worldwide



WHAT IS DMA/DVIDS?

DVIDS is a ***state-of-the-art, 24/7 operation*** owned by DMA (Defense Media Activity) that provides a ***timely, accurate and reliable*** connection between the media around the world and the military serving at home and abroad. Through a network of portable Ku-band satellite transmitters located in-theater, robust IP connections, and a distribution hub, 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.

DMA (Defense Media Activity)

Defense Media Activity keeps Department of Defense audiences around the world informed, collects and preserves the Department's visual information records, and trains the Department's Public Affairs and Visual Information professionals. ***DMA is the DoD's direct line of communication*** for news and information to U.S. forces deployed worldwide, on land, sea, and air. It presents news, information, and entertainment through media outlets, including radio, TV, Internet, print media, and emerging media technologies. DMA broadcasts radio and television to forces in 177 countries and 279 Navy ships at sea with Department-specific news and information programming.

BENEFITS OF DVIDS

- Enables media outlets to receive immediate, first-hand information from commanders and subject matter experts directly involved with fast-breaking events
- Provides requested products to media organizations in a timely manner, via internet distribution and satellite broadcasts
- Allows embedded journalists to transmit broadcast quality video back to their networks
- Maintains a searchable archive of video, photo, and print products for interested media and military communities
- Coordinates holiday greetings and special event programming from deployed Soldiers, Sailors, Airmen, and Marines
- Allows smaller markets to routinely report on local units when deployed
- 24-hour access to service members deployed in Iraq, Kuwait, Afghanistan, Qatar and locations worldwide

FUNCTIONS OF DVIDS

- Serves as the point of contact for arranging remote interviews with deployed commanders, soldiers, and subject matter experts
- Sends out media advisories listing new content and services that are available
- Archives the military media products produced overseas on a server that supports video, image, and text downloading
- Assists media outlets in connecting with deployed units
- Acts as a "pipe" for journalists abroad to send stories back to their networks

