



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, DC 20350-2000

OPNAVINST 3104.5
N09C1
12 July 2002

OPNAV INSTRUCTION 3104.5

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)

Subj: NAVY VISUAL INFORMATION (VI) PRODUCTION, REPLICATION, DISTRIBUTION AND MANAGEMENT INFORMATION SYSTEM POLICY, RESPONSIBILITIES AND PROCEDURES

Ref: (a) SECNAVINST 3104.1 (NOTAL)
(b) OPNAVINST 3104.1 (NOTAL)
(c) SECNAVINST 5212.5D
(d) OPNAVINST 1500.73 (NOTAL)
(e) SECNAVINST 5720.44A

Encl: (1) VI Definitions
(2) VI Production Procedures

1. **Purpose**

a. To implement the VI production aspects of references (a) and (b).

b. Provide for life cycle management of VI productions and their associated records in accordance with reference (c).

2. **Background**. VI productions are powerful tools for communicating messages to large, geographically separated audiences. Because of the high costs of production, distribution and life cycle management, we must assure that completed productions are shared with the widest possible audience appropriate to the communication, that such efforts are not duplicated unnecessarily, and that a proposed VI production is the most effective means of communication for a given requirement. This instruction provides the policy and procedural guidance on Navy VI Production Management authorized by reference (b). It replaces the policy and procedural guidance in chapter 3 of OPNAVINST 5290.1A, which is cancelled upon issuance of this instruction.

3. **Applicability and Scope**. This instruction applies to all Navy activities. This is a new instruction and should be read in its entirety.

4. **Definitions**. See enclosure (1)

5. **Policy**

a. Each major claimant, per reference (b), will maintain a Major Claimant VI Management Office (MCVIMO) at the headquarters level and will ensure all aspects of VI production management are managed in accordance with this instruction.

b. In the Navy, Visual Information productions are Audiovisual productions, i.e., motion picture/videotape productions, as well as multimedia productions and are governed by this instruction. Only those VI activities specifically authorized to produce VI productions may do so.

c. Computer-based training, and Interactive Courseware are managed in accordance with reference (d). Products that meet the criteria as VI/AV productions shall be managed in accordance with this instruction and subject to all the provisions of enclosure (1).

d. Multimedia productions that are predominately textual, are considered electronic publications and are governed by printing and publications policies.

e. Visual Information productions shall be:

(1) Used to support mission requirements when they have been justified by front-end analysis and are cost-effective;

(2) Evaluated to determine their effectiveness. The complexity and cost of the evaluation shall be in proportion to the cost and program impact of the production being evaluated;

(3) Managed to ensure legal, efficient, and cost-effective use; and

(4) Made available to the widest possible audience based on the intent and scope of the subject matter.

f. Per reference (a), the Naval Media Center, Washington, DC is the single activity in the Navy authorized to contract for new VI productions.

g. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycles per this instruction and disposed of in accordance with reference (c).

h. Before requesting a new VI production, the Defense Automated Visual Information System (DAVIS) database shall be used to search for existing VI productions that may support mission requirements.

i. The Production Decision Logic Table (P-DLT) shall be used as an aid to determine if the VI production medium is the appropriate means to communicate your message.

j. The Visual Information Production Request and Report Form, DD 1995, shall be used to initiate, approve and validate all new VI production requests.

k. The Defense Visual Information Center and Joint Visual Information Services Distribution Activity, Tobyhanna shall be utilized for storage and retrieval of Other than Local production masters and records material in addition to replication, distribution and records management services. No parallel or duplicate system(s) shall be established without the express written approval of Chief of Naval Operations (CNO(N09C1)).

l. Navy commands shall separately budget for VI productions.

6. **Responsibilities**

a. **Chief of Naval Operations**

(1) **The Special Assistant for Public Affairs Support (N09C)** serves as the senior Navy representative for VI production policy, guidance, direction, planning and assessment.

(2) **Assistant for Naval Media (N09C1)**

(a) Advises and assists CNO (N09C) in the implementation and evaluation of VI production policy;

(b) Supports and encourages the joint use of VI productions;

(c) Monitors the VI production and procurement process;

(d) Validates Other than Local productions, issues Production Identification Numbers (PIN) and assigns production responsibility;

(e) Provides oversight for the life-cycle management of VI productions;

(f) Manages the VI Production Awards Program; and

(g) Conducts review of completed VI productions intended for public clearance per reference (e).

b. **Commanding Officer, Naval Media Center (NAVMEDIACEN)**, per references (a) and (b), operates and maintains the single DON

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activity supporting Navy, DoD and Federal Agency requirements for VI and JVIS production procurement.

c. Major Claimant Visual Information Management Offices (MCVIMOs) shall;

(1) Be responsible for all VI production matters and implement all associated VI policy and procedures issued by CNO (N09C1);

(2) Review all requests initiated within their claimancy, determine if the proposed production meets the criteria as a Local, or Other than Local Production, and assign Production Approval Numbers (PAN) to all Local Productions;

(3) Assign local productions to authorized VI production activities within their claimancy, or request productions be contracted through the Naval Media Center;

(4) Complete and forward all Other than Local VI production requests to CNO (N09C1) for validation, assignment of a Production Identification Number (PIN), and assignment to an authorized VI production activity.

d. Office of Primary Responsibility (OPR) shall;

(1) Conduct a search of the DAVIS database to determine if existing VI productions support mission requirements;

(2) Complete the P-DLT to determine if the VI production medium is the appropriate means to communicate their message;

(3) Complete Section I of DD 1995 for submission to the MCVIMO for review, validation and determination of VI production category; and

(4) Complete currency review reports and forward to the Joint Visual Information Services Activity, Tobyhanna.

e. VI staff officers shall;

(1) Manage VI production activities to ensure compliance with all VI policy and procedures; and

(2) Assist OPRs in requesting VI production support.

7. Exclusions. The following are exempt from the DoD VI production reporting requirements (Visual Information Production Request and Report, DD 1995 and the search of the Defense Automated Visual Information System (DAVIS) products.

- a. Mixed media packages with a predominance of text;
 - b. Television spot announcements, news clips, and information programs funded by Armed Forces Radio and Television Service (AFRTS);
 - c. The Navy Broadcasting Department of the Naval Media Center;
 - d. Activities engaged in or supporting research, development, test and evaluation;
 - e. The Navy Motion Picture Service of the Bureau of Naval Personnel (NPC-65);
 - f. Productions acquired from commercial sources by or for:
 - (1) DoD dependent schools;
 - (2) Morale, welfare, and recreation (MWR) activities;
 - (3) Education centers; and
 - (4) Non-VI libraries controlled by SECNAVINST 5401.2 (NOTAL).
 - g. Productions funded and reported as an integral part of a recruiting advertising contract; and
 - h. Interactive courseware is managed in accordance with reference (d).
8. **Action.** All Navy activities shall immediately implement this instruction.
9. **Form.** Interactive DD 1995, VI Production Request and Report, is available at <http://dodimagery.afis.osd.mil>.

S. R. PIETROPAOLI
Special Assistant for
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Distribution:
SNDL Parts 1 and 2

VI DEFINITIONS

Adopted AV Production. An AV production produced or commercially acquired by one Component or Federal agency that a DoD component obtains for its internal use.

Audio. Relates to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

Audiovisual (AV). One or more of the various audio or visual media other than traditionally printed materials such as books. Included are still photography, motion photography, videography, audio recording and playback, graphic arts, presentation services, and associated support services.

Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the conveying information to, or communicating with, an audience. (See "VI Production" for the definition of all other forms of production.)

Audiovisual based. Are those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information audiovisually. Not included are books, newspapers, magazines, brochures, and other printed documents.

Benefit Cost Analysis. Part of an on-going management oversight process to ensure proper allocation and efficient use of resources to accomplish agency missions by comparing the value a process adds to the mission in relation to its cost to perform.

Centrally Managed. A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets and procures for multiple users.

Centrally Procured. Procurement of material, supplies, or services by an officially designated command or agency with funds specifically provided for such procurement for the benefit and use of the entire component or, in the case of single managers, for the military departments as a whole.

Clearance. The procedures used to determine release authority for VI products or information proposed for public dissemination. This involves determination that the product or information has no classification, policy, legal, or copyright restrictions that would preclude public access.

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Combat Camera (COMCAM). The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities

Commercial Activity (CA). An activity operated and managed by a DoD component that provides to the Government products or services, which are available from private commercial sources.

Commercial VI Production. A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.

Communications process. The exchange of ideas, data, and information, regardless of the forms or technologies used.

Computer Generated Graphics. The production of graphics through an electronic medium based on a computer or with computer techniques.

Consultation Services. The process of seeking or offering professional or expert advice, guidance, or information.

Contract VI Production. A VI production produced by a commercial producer under contract to the DoD.

Customer Representative (CR). The CR represents the requesting component or agency at the production activity; ensures that the script and production conform to component or agency policy and objectives; has approval authority over script and production at established milestones; works with the component or agency's technical advisor and the production activity's project officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

Dedicated VI Activity. A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

Defense Automated Visual Information System (DAVIS). A standard automated data processing system utilized throughout the DoD for VI management purposes at DoD component and major command levels. It includes a production database covering production, acquisition, inventory, distribution, product status, and archival control of AV productions and VI materials; and a VI facilities database that includes activities, facilities, personnel, and funds.

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Direct Cost. Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

Distribution. The NAVIP-initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

DoD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

Duplication. The making of copies from an earlier generation of VI materials including all copies beyond the original or master copy.

Environment. The aggregate of external procedures, conditions, and objects that affect the development, operation, and maintenance of an information system.

Evaluation. The process used to determine the amount, value, or benefit of an entity or function.

Executive Agent. A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD components individually. An official or office-delegated administrative or supervisory responsibility to execute the provisions of a law or government-directed programs or duties.

Film or Video Clip. A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

Graphic Arts. The design, creation, and preparation of two and three dimensional audiovisual-based products including charts, graphs, posters, and visual materials for VI productions, VI products, printed publications, displays, presentations, and exhibits prepared manually, by machine or by computer.

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Identifiable Additional Costs. Costs incurred to support the customer that are above the suppliers normal operating costs.

Imagery. The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information.

Indirect Costs. An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

Information. Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms.

Information Communication Process. The set of rules or procedures used to collect, process, maintain, transmit, and disseminate information.

Information Resources. Includes both government information and information technology.

Information Technology. The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that processes information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or others. It includes automatic data processing equipment as that term is defined in section 111(a)(2) of the Federal Property and Administrative Services Act of 1949. For the purposes of OMB Circular A-130 (NOTAL), automatic data processing and telecommunications activities related to certain critical national security missions, as defined in 44 U.S.C. 3502(2) and 10 U.S.C. 2315, are excluded.

Intelligence Report. A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

Interactive. Refers to VI productions designed for communication applications in which viewers can make decisions prompted by choices offered in the program which trigger further information and feedback to be presented.

Interactive Videodisc System (IVD). A visual medium for instructional delivery that employs the integration of videodisc

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or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

Interagency Support. Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

Inventory Control Point (ICP). An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

Joint-Interest Production. A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

Joint Visual Information Services (JVIS). VI services operated and maintained by a DoD component to support more than one DoD organization.

Life cycle management. A management process that governs a process or system from conception to final disposition.

Linear. Refers to video editing in which each shot or scene is recorded in sequence to create a complete presentation. By contrast non-linear video editing devices allow for scenes to be selected in random order and then be assembled electronically into the final sequence.

Major Claimant VI Management Office (MCVIMO). A staff office at the major claimant management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.

Mechanism. A particular technique or technology for implementing a function.

Mixed Media. A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

Motion Media. A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

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Multimedia. A combination of more than one VI medium used in a single production.

Naval Imaging. The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks. The term includes the DoD term, "Visual Information."

Navy Combat Camera Program. A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of United States naval military operations and activities for decision making, historical and other uses.

Naval Visual Information Program (NAVIP). All of the VI functions individually or collectively in the NAVIP and their processes and elements, including products, services, resources, organizations, and information, and their governing and controlling mechanisms.

Official NAVIP Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of NAVIP activities, functions, or missions.

Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

Operational Documentation (OPDOC). VI COMCAM documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

Performers. Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

Permanent VI Record Material. Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element

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thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

Photography. The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as X-rays or infrared radiation.

Planning. The process of plotting or designing a scheme of arrangements of methods, actions or procedures to be implemented to accomplish a project or defined purpose.

Preprint Material. For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from "A" and "B" rolls or from an internegative. (The equivalent in video is the edited master.)

Production Costs. All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

Production Files. The textual records which pertain to each VI production.

Proprietary VI Production. A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

Released. Refers to the determination made by the NAVIP that a NAVIP VI product is authorized to be provided to the public.

Reproduction. The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

Retrieval. The processes associated with recovering or withdrawing VI materials from interim or archival storage or filing.

Semi-current records. Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

Tangible Audiovisual Based End-items. The NAVIP VI Products

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resulting from accomplishing the NAVIP.

Technical Advisors (TA). Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. The TA is assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the command representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

Technical Documentation (TECDOC). VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery.

Technical Guidance. Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

Technical Report. A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

Video. Electronic recording and playback of imagery.

Videography. Recording, processing, or displaying visual imagery electronically.

Visual aid. A type of VI product in any of the audiovisual based formats designed to help communicate information.

Visual Information (VI). Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

Visual Information System. Equipment or a group of equipment components (including Interactive Video Disc and/or visually-based equipment) which performs a VI function, produces a VI product, or provides a VI service.

VI Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services.

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VI activities include those that do the following:

- a. Expose and process original photography;
- b. Record, distribute, and broadcast electronically (video and audio);
- c. Reproduce or acquire VI products;
- d. Provide VI services;
- e. Distribute or preserve VI products;
- f. Prepare graphic artwork;
- g. Fabricate VI aids, models, and displays;
- h. Provide presentation services or manage any of these activities.

VI Distribution. The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries.

VI Documentary Activity. The process of objective factual capture and recording of events or activities using audiovisual based imagery and audio.

VI Documentation (VIDOC). Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

VI Equipment

a. Production. Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape and cassette duplicators; computer generated graphics systems; film and paper processing equipment photographic printers.

b. Non-production. Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; slide, film strip; motion picture, overhead, opaque and video projectors.

c. Other. When items that could otherwise be identified as

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VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

VI Facility. A building or a space within a building or ship, owned or operated by the Federal Government, that houses an authorized VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

VI Functions. The individual VI processes of photography, videography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

VI Library. A VI facility which loans and maintains VI media and equipment.

VI Management Office (VIMO). A staff office at the CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

VI Materials. A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.

VI Management Office (VIMO). A staff office at the component headquarters, major command or equivalent, or at other management levels which prescribes VI policies and procedures and reviews and oversees its portion of the NAVIP.

VI Personnel. Personnel possessing professional and technical knowledge, skills, and qualifications to perform or support the VI functions.

VI Production. The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

VI Products. VI media elements such as motion picture and still

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photography (photographs, transparencies, slides and film strips), video and audio recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

VI Records. VI materials, regardless of format, and related textual records produced by the NAVIP.

VI Records Center. A facility, specially designed and constructed, for the low-cost and efficient storage, and referencing and retrieval of VI records pending their ultimate disposition.

VI Report. VI documentation assembled to report on a particular subject or event.

VI Resources. The personnel, facilities, equipment, products, budgets, and supplies which comprise the NAVIP.

VI Services. Those actions of the NAVIP that:

- a. Result in obtaining a VI product;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;
- c. Support existing VI products such as distribution and records center operations;
- d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

VI Support Center (VISC). The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

VI System. Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

VISUAL INFORMATION (VI) PRODUCTION PROCEDURES

General

1. The benefits of a visual information (VI) production must justify its costs. Other forms of communication, such as pamphlets, periodicals or briefings may be as effective and are often less costly communication alternatives.

2. The Production Decision Logic Table (P-DLT) is an online interactive media selection application that will assist in deciding if the VI production medium is the best choice for conveying your message. The Defense Automated Visual Information System (DAVIS) is an on-line database of various DoD VI productions that may satisfy your requirements. DD 1995 is the official document used to request a new VI production as well as the life cycle record of the production. DD 1995 must be approved by the Office of Primary Responsibility (OPR) and validated by the Major Claimant Visual Information Management Officer (MCVIMO) and/or Chief of Naval Operations (N09C1) prior to commencement of any production work by a VI production /contracting activity.

3. There are specific limitations and guidance on the content of all VI productions. Special consideration must be given to legal clearances and to the copyright process. Policy on post-production procedures, control, replication and use of VI productions as well as on public exhibition and sale must be closely adhered to.

4. All VI productions must be regularly reviewed to determine if they are current in order to remain in the Navy's inventory. This is an important part of the life cycle management of VI productions.

Section A - VI Production Planning Requirements

1. Needs and Assessments

The acquisition of a VI production may be authorized only when it has been determined that the production is the most effective means of communicating to the intended audience. In making this decision, all relevant factors must be considered including but not limited to: communication objective; target audience; production costs; life span of the production; frequency of use; method, level and cost of distribution; and compatibility with other existing programs.

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2. Defense Automated Visual Information System (DAVIS)

a. Before formally requesting a new VI production, the OPR, i.e., requesting official shall conduct a search of the DAVIS database to determine if VI productions that satisfy the OPR's communication requirements already exist. The DAVIS can be accessed via the Internet at <http://dodimagery.afis.osd.mil>. Existing Navy and other DoD VI productions can be ordered on-line through the DAVIS. On-line orders are submitted to the Joint Visual Information Services Distribution Activity (JVISDA) for direct shipment to the customer.

b. Commercial off-the-shelf VI productions that support local, major claimant or Navy-wide requirements may be purchased by the OPR without MCVIMO or CNO (N09C1) validation. However, a DAVIS search is required to ensure that completed Navy or other DoD VI productions that may satisfy the requirements do not already exist. The DD 1995 is not required.

3. Production Decision Logic Table (P-DLT) Completion. If VI productions that would satisfy the OPR's communication requirements do not exist, the OPR shall complete the P-DLT. The P-DLT is an on-line interactive aid to determine if the VI production medium is the appropriate means to communicate the message. Access the P-DLT at <http://dodimagery.afis.osd.mil>.

Section B - VI Production Approval and Validation

1. Visual Information Production Request and Report Interactive DD 1995, (RCS: DD-PA(AR)1381(3104)applies)

a. If the P-DLT indicates use of the VI production medium is appropriate, the OPR shall complete a DD 1995 to initiate a new VI production request. The DD 1995, with instructions, can also be accessed on-line at <http://dodimagery.afis.osd.mil>. The OPR shall complete section I of DD 1995 for submission to their MCVIMO for review, validation and determination of production category. A list of MCVIMO can be accessed on-line at <http://www.mediacen.navy.mil/vi>. Section II is completed by the MCVIMO or by CNO (N09C1), and section III by the assigned VI production or contracting activity.

b. VI productions shall be identified in two categories:
(See appendix A).

(1) **Local Productions.** These productions support the specific needs of a local command/activity and have no purpose beyond local use. Total direct production costs shall not exceed \$50,000. They shall be approved by the local OPR and validated

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by the MCVIMO who will issue a Production Approval Number (PAN). DAVIS entry of the DD 1995 is not required. Any production that has value or purpose beyond local use shall be classified as Other than Local Production.

(2) **Other than Local Productions.** These productions include those with claimant-wide, Navy-wide, or DoD-wide distribution, application or interest. Total direct production costs shall not exceed \$100,000 without approval of AFIS/DVI. They shall be approved by the OPR at the Major Claimant level and subsequently reviewed by the MCVIMO. CNO (N09C1) will validate the production by issuing a Production Identification Number (PIN), and will assign the production to an authorized VI activity. DAVIS entry of the DD 1995 is required.

Section C - VI Production Assignment/Acquisition/Revalidation

1. MCVIMO may assign Local Production requests to authorized visual information production activities within their claimancy for in-house production or may request contract acquisition through the Naval Media Center at <http://www.mediacen.navy.mil>. CNO (N09C1) will assign all Other than Local Production requests to either the Naval Media Center for production or contracting, or to a VI production activity authorized to produce in-house Other than Local Productions.

2. All VI Productions shall be revalidated by the OPR when:

a. An approved production is not completed within one year of script approval; or

b. When direct production costs exceed the original production estimated dollar threshold by 10 percent.

3. The Naval Media Center is the single activity within the DON authorized to contract for VI productions. Exceptions to this contracting policy are approved by CNO (N09C1) on a case-by-case basis when:

a. In research, development, technical, and evaluation contracts, the production is a provision of the contract for status reporting;

b. In mixed media contracts, the non-VI material (such as print) will cost more than 50 percent of the total contract cost;

c. In curriculum development contracts, the requirement will justify the award of the contract to a qualified curriculum development contractor, rather than a VI producer, unless the cost of the VI production exceeds 50 percent of the total

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contract cost for an individual curriculum;

d. In recruiting programs, the VI productions are integral to an overall advertising agency contract;

e. In purchasing production services to augment in-house production capabilities, the cost of services is less than 50 percent of total contract cost for an individual production;

f. Productions made by an in-house VI production activity which has been converted to Government Owned Contractor Operated (GOCO) contract following a Commercial Activities Cost Analysis.

Section D - Limitations on VI Productions

1. All VI productions must be identified with either a Production Approval Number (PAN) or a Production Identification Number (PIN) in addition to the title and classification of the production.

2. Any security classification or other restrictions must be annotated and be explicit.

3. Productions shall not contain material which:

a. Is unfavorable or undignified in the portrayal of Navy personnel unless essential to the purpose of the production;

b. Implies endorsement of commercial products or services by introduction of trademarks, labels, distinctive packaging, or references to trade or brand names;

c. Promotes an individual, activity or organization, or provides forums for opinions on broad subjects without reference to specific programs;

d. Is inaccurate or incompatible with Navy or DoD policies or doctrine; or

e. Discriminates or appears to discriminate against individuals on the basis of gender, race, creed, nationality, age, or religion.

4. Navy activities shall not produce or support VI productions used to influence pending legislation or to promote the status of various industries.

5. Production titles, regardless of category, shall describe the subject matter. Screen credits shall be limited to those professional VI personnel who actually participated in the production.

Enclosure (2)

Acknowledgment of important personalities such as senior Navy officials, Medal of Honor recipients, or services provided by supporting organizations is permissible.

6. All Navy employees are prohibited from playing dramatic roles, narrating or acting in VI productions except when:

a. They are performing their jobs or reenacting tasks related to their jobs; or

b. Successful completion of the production depends on the availability of specialized skills or technical knowledge not readily available from professional acting or narration sources or which cannot be conveyed in a prepared script.

7. Navy personnel shall not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

8. Actors who appear as Navy personnel in VI productions must conform to U.S. Navy Uniform Regulations and military grooming standards.

Section E - Legal Releases

1. The VI activity assigned production or contracting responsibility is responsible for ensuring that all legal releases associated with the production are obtained, and if applicable, any additional rights granting public clearance/sale, including public access to Internet web sites.

2. The Navy must not violate laws that protect an individual's privacy and property from invasion. Signed release forms are required from persons, who either appear in, or whose voices are used in a production, and from persons whose minor children, real estate, or private property appears in a production. No release is required from active duty military personnel, including midshipmen of the U.S. Naval Academy or DoD civilians performing their official duties.

3. Under most circumstances, an individual's expectation of privacy changes with the situation. Releases should be obtained from those persons depicted in commonplace, secluded, or unspectacular situations. Newsworthy or public events provide little if any expectation of privacy and therefore do not necessarily require releases (i.e., if an individual is part of a crowd, no release is required). Conversely, when an individual is a central figure in a scene, a release is required regardless of the brevity of the scene.

4. Copies of all legal releases shall be maintained in the

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official production file. (See appendix B)

Section F - Copyright Clearances

1. Separate clearances. All proprietary material including music, audio recordings and visual products require the following:

a. Any VI production activity that acquires, records or duplicates proprietary material shall insure that all written permission is obtained for all elements. Possession of the source material does not confer any right to reproduce, transfer, or otherwise use or perform the material, either in whole or in part. Before using, the VI production activity shall acquire from copyright holders or their agents, licenses sufficient for the uses for which the product is intended. The VI production activity shall prepare source documents of all proprietary material including those granting its use, and place them in the official production file;

b. VI production activities should acquire clearances that convey to the Government the perpetual rights to duplicate, distribute, publish, exhibit, use, or transmit all or any parts of the music, audio recording or visual products incorporated in the production for which the license was acquired, or in any future use incorporating a part of the whole of the production; and

c. Contain statements that the conveyed license rights shall benefit the United States Government, and its officers, agents, servants, and employees, when acting in their official capacities, and any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the production or any portion thereof for which the license was acquired.

d. Copyright and Copyright Infringement. As a general rule, works subject to copyright protection may not be copied without permission of the copyright owner. Copying includes the reproduction of copyrighted works in copies of phonorecords; the preparation of derivative works based upon the copyrighted work; the distribution of copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease or lending; performance of the copyrighted work publicly; displaying the copyrighted work publicly, including the displaying of individual images from a motion picture; and performing a copyrighted sound recording publicly by means of digital audio transmission. For example, literary, musical, graphic, pictorial and audiovisual works of authorship as well as motion picture and sound recording are subject to copyright. If the copyright owner's permission has not been obtained, the copying is unauthorized and results in copyright infringement.

Enclosure (2)

The Government is liable unless one of the limitations on exclusive rights applies. Currently, these limitations are fair use, 17 USC 107; reproduction by library and archives, 17 USC 108; transfer of particular copy or phonorecord, 17 USC 109; certain performances and displays, 17 USC 110; secondary transmissions, 17 USC 111; and ephemeral recordings, 17 USC 112. These limitations are highly technical and are subject to congressional modification and evolving judicial interpretation. Therefore, a decision regarding the applicability of any limitation should be made, by an attorney knowledgeable in copyright law, or by Chief of Naval Research per SECNAVINST 5870.5.

e. Fair Use. Section 107 of the Copyright Act of 1976 "Fair Use" allows, with some provisions, the reproduction of copyrighted work for such purposes as news reporting, scholarship, research, teaching (class room use) or criticism. When applying "Fair Use" consideration must be given to determining whether or not a particular use is fair, the purpose and character of the use including whether such use is of commercial nature or is for nonprofit educational purposes, the nature of the copyrighted work, the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and the effect of the use upon the potential market for or value of the copyrighted work. It is important to note that the distinction between "fair use" and infringement is not easily defined and there is no specific number of words, lines, or notes that may safely be taken without permission. "Fair Use" may be applied to the following VI functions or uses provided that the materials are not incorporated into an AV/VI Production, reproduction for distribution, or incorporated into permanent or repetitive publications, briefings, technical reports, or course/class room curricula.

(1) Immediate requirements supporting current operations, contingencies, intelligence, command and control/management information center or CVIC briefings.

(2) Short term (generally not to exceed 45 days) evaluation for formal training courses or class room environments authorized in official guidance issuance's

f. Copyright Advice. It can not be over emphasized that copyright infringement is a serious matter and can result in significant cost and or embarrassment to the Navy. Legal advice and review must be obtained for questions as to whether a particular work is protected by copyright, or whether a particular use would be infringement, as well as, all other questions related to copyright as described above.

g. For additional information on copyright responsibilities,

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consult the following, http://onr.navy.mil/sci_tech/ip.htm.

Section G - Post Production Procedures for VI Productions

1. All updates to the DD 1995, relative to the VI production process, is the responsibility of the assigned VI production or contracting activity.
2. All VI productions must be supported with a production file containing all associated documents including the initial DD 1995, production contracts, scripts, legal clearances, music and talent releases, public clearances, distribution plan, other documents that relate to the origin, release and ownership of the production, and any other documents necessary for the proper identification, retrieval, release and use of the VI production.
(See appendix B)
3. Master records, i.e., video masters and production files, for all Local Productions shall be retained at the local level as specified in reference (c) chapter 5. Local Productions that may have potential major claimant or Navy-wide value, shall be coordinated with the OPR. If the OPR concurs, they will prepare a DD 1995 for submission to CNO (N09C1), via their MCVIMO, for validation.
4. Other than Local Production master records shall be forwarded by the assigned VI production activity to the JVISDA within ninety days of OPR acceptance of the completed production.
5. Destruction of VI productions and related production files is prescribed by reference (c).

SECTION H - Replication and Distribution of VI Productions

1. Only VI production activities are authorized to replicate VI productions within the guidelines of this instruction and in accordance with copyright laws. Altering, editing or replicating any portion of a DoD VI production is prohibited without the express, written permission of the OPR.
2. A distribution plan shall be prepared for all Other than Local Productions by the OPR subsequent to the acceptance and completion of the production, and forwarded directly to the JVISDA. The plan shall include the total number of copies required, (including 20 additional copies for stocking replenishment), distribution format(s), and the proposed disposition of each copy. All copies must be labeled to indicate whether the production has been cleared for public exhibition. Copies, of Other than Local Productions, will be distributed by the JVISDA, which shall ensure that the distribution data is entered in the DAVIS (Section IV DD 1995). Exceptions to JVISDA

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distribution may be authorized by CNO (N09C1) on a case-by-case basis. In addition, the JVISDA serves as the Navy's Inventory Control Point (ICP) and accounts for all copies of Other than Local Productions that have been distributed as well as those in stock.

3. Local Productions are distributed directly to the local command or customer activity.

SECTION I - Public Exhibition and or Sale of VI Productions

1. Public clearance review, as prescribed by reference (e), is to determine if a production's content is appropriate, and if any associated contracts, releases, etc. allow for public exhibition/sale. As the distribution of VI productions may be limited by legal releases, approval for public exhibition and/or sale of unclassified Navy VI productions is a two-step process and shall be initiated by the assigned VI production/contracting activity, or the Office of Primary Responsibility.

a. The assigned activity shall examine the production file and review all contracts and or agreements to determine if the production is free from any legal and or copyright encumbrances that would preclude public exhibition and/or sale. (See sections D, E, F and G.)

b. Subsequent to the contracts/agreements review, the production/contracting activity shall submit to CNO (N09C1) a completed copy of Appendix D, and a VHS copy of the production being recommended for public exhibition/sale. N09C1 will coordinate content review with the Chief of Information.

2. Exhibition Categories

a. **Cleared for Public Exhibition and Sale:** Those productions granted public clearance by CNO (N09C1). They are unconditionally releasable to the public and have no legal or security restrictions. These productions may also be available for sale to the public through the National Technical Information Service, <http://www.ntis.gov>.

b. **Not Cleared for Public Exhibition and Sale:** This designation is for those productions whose performance, display, exhibition, use, reproduction, distribution, public sale or disclosure are limited by one or more of the following; security classification; rights retained by copyright owners or talent; statutory grants; agreements; privacy rights or that it portrays the Navy unfavorably.

c. **Cleared for Non-Profit Public Exhibition Only:** This

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designation is for those productions that have been cleared for only what are specified and legal encumbrances restrict its sale.

3. All releases and clearances must be included as part of the official production file. The assigned production activity shall ensure that this action is completed. Navy VI productions that have been cleared for release to the public shall not be distributed to the public until all releases and legal clearances are provided to the JVISDA.

4. The JVISDA, acting as the Navy's ICP, refers all requests from the public for cleared Navy VI productions to the National Technical Information Service, <http://www.ntis.gov> or in the case of Foreign Military Sales, to the Education and Training Security Assistance Field Activity as appropriate.

5. Requests for VI productions under the Freedom of Information Act and the Privacy Act require separate clearances. See SECNAVINST 5720.42F and SECNAVINST 5211.5D.

Section J - Currency Review of VI Productions

1. All current Other than Local Productions are reviewed for content 5 years after initial distribution and every 3 years thereafter by the OPR. The JVISDA will notify the OPR when reviews are required.

2. The following review criteria shall be used.

a. **Non-current** shall be declared when the production no longer reflects current policy or procedures and does not meet the criteria for historical. The following criteria shall be applied:

(1) Content is at variance with current Navy, DoD or other Federal Government policy and or program objectives;

(2) Equipment, techniques, tactics and procedures are outdated and continued use will present erroneous or misleading information; or

(3) The production presents discriminatory material or implies racial, ethnic or gender stereotypes unless such material is essential to the purpose of the production.

b. **Historical** shall be declared if the production no longer reflects current polices and procedures, but documents an historical Navy event. The following criteria shall be applied:

(1) The production documents an important Navy campaign

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or operation in a foreign country;

(2) Documents an important ceremony or event, which may include distinguished military or civilian personnel; or

(3) Documents the use and deployment of equipment, aircraft, ships or weapons systems development.

3. To report currency review status, the OPR must complete the Currency Review Report (enclosed with the OPR notification letter) and return to the JVISDA via N09C1. Failure to respond to this currency review within 90 days after notification will result in the productions being declared non-current and removed from the Navy's distribution system.

4. Before each exhibition of a production that has been declared historical, the audience should be informed that the production does not reflect current Navy or DoD doctrine, policy or procedures.

Appendix A

**SUMMARY OF VI PROCUREMENT, PRODUCTION, REPLICATION AND RECORDS
MANAGEMENT RESPONSIBILITIES**

PROCUREMENT OR PRODUCTION REQUEST	OFF-THE SHELF PROCUREMENTS SUPPORTING A LOCAL COMMAND	PRODUCTIONS SUPPORTING A LOCAL COMMAND	OFF-THE-SHELF PROCUREMENTS SUPPORTING OTHER THAN LOCAL COMMANDS	PRODUCTIONS SUPPORTING OTHER THAN LOCAL COMMANDS
DAVIS SEARCH	REQUIRED	REQUIRED	REQUIRED	REQUIRED
DD FORM 1995	N/A	REQUIRED	N/A	REQUIRED
DAVIS ENTRY	N/A	N/A	N/A	REQUIRED
APPROVAL	LOCAL OPR	LOCAL OPR	MAJOR CLAIMANT OPR	MAJOR CLAIMANT OPR
PUBLIC EXHIBITION	N/A	SECNAVINST 5720.44A	N/A	SECNAVINST 5720.44A
PROCUREMENT OR PRODUCTION VALIDATION	PROCUREMENT BY LOCAL OPR	PAN ISSUED BY MCVIMO WHICH VALIDATES THE PRODUCTION	PROCUREMENT BY LOCAL OPR	PIN ISSUED BY CNO N09C1 WHICH VALIDATES THE PRODUCTION
PRODUCTION MEDIA	N/A	AS REQUIRED	N/A	AS REQUIRED
IN-HOUSE PRODUCTION COSTS	N/A	NOT TO EXCEED \$50,000 DIRECT PROD COSTS	N/A	NOT TO EXCEED \$100,000 DIRECT PROD COSTS
CONTRACT * PRODUCTION COSTS	N/A	NOT TO EXCEED \$50,000 DIRECT PROD COSTS	N/A	NOT TO EXCEED \$100,000 DIRECT PROD COSTS
DISTRIBUTION PLAN	N/A	N/A	N/A	APPROVED BY OPR
NUMBER OF COPIES	AS REQUIRED	AS REQUIRED	AS REQUIRED	AS REQUIRED **
REPLICATION	N/A	VI PROD ACTIVITY	N/A	VI PROD ACTIVITY OR JVISDA
DISTRIBUTION	N/A	VI PROD ACTIVITY	N/A	JVISDA EXCEPTIONS ***
POST PRODUCTION	N/A	UPDATE DD 1995 PRODUCTION FILES/ PRODUCTION MEDIA/ SECNAVINST 5212.5D	N/A	UPDATE DD 1995 PRODUCTION FILES/ PRODUCTION MEDIA/ TO JVISDA
CURRENCY REVIEW	N/A	LOCAL OPR	N/A	MAJOR CLAIMANT OPR/ JVISDA
RECORDS MANAGEMENT	N/A	SECNAVINST 5212.5D	N/A	OPNAVINST 3104.5

NOTE: Direct production costs (in-house or contract)include all direct expenses that can be identified with a specific production from its activation through its completion. Replication and distribution costs should not be included as direct costs. *The Naval Media Center is the single activity within the DON authorized to contract for VI productions. **20 additional VHS copies to be stocked at JVISDA. *** As authorized by CNO (N09C1).

Appendix B

VI PRODUCTION FILES

This is an inclusive list of items that relate to the origin, ownership and release of Navy VI productions which are used to perform legal, security and public clearance reviews.

1. Paper copy of Interactive DD 1995.
2. "Memorandums for the Record" of meetings, correspondence, e-mail, phone calls or other significant events.
3. Copies of all contracts and modifications to contracts (if applicable).
4. Copy of the master "shooting" script.
5. Signed preliminary and final OPR review and approval documents for script and production.
6. Signed talent release for narration (if applicable).
7. Signed talent release for actors (if applicable).
8. Signed personal property release (if applicable).
9. Music and/or audio releases (if applicable).
10. Visual imagery releases (if applicable).
11. Distribution plan.
12. Legal review documents (if applicable).
13. Public clearance documents (if applicable).
14. Security downgrading instructions (if applicable).

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Appendix C

VI ACRONYMS

1. CHINFO Chief of Information
2. DAVIS Defense Automated Visual Information System
3. GOCO Government Owned Contractor Operated
4. ICP Inventory Control Point
5. JVISDA Joint Visual Information Services
Distribution Activity
6. MCVIMO Major Claimant Visual Information Management
Office
7. NAVMEDIACEN Naval Media Center
8. OPR Office of Primary Responsibility
9. PAN Production Approval Number
10. PIN Production Identification Number
11. P-DLT Production Decision Logic table

Appendix D

Review of Navy (VI) Productions Intended for Public Exhibition

Review of contracts and or agreements is the first step in the clearance process of VI productions intended for public exhibition. This review will determine if a production is free from any legal/copyright encumbrances that would preclude public exhibition. This review includes music, audio effects, stock visual/footage (form artist/agents), talent releases (actors/narrators), or any other elements identified as requiring a contractual and or agreement review.

PIN _____

TITLE _____

Part I: To be completed by OPR or VI production/contracting activity

If you have releases / licenses for the items listed below, please mark appropriately:

		Yes	N/A
Tab A	Personal appearance release(s)	___	___
Tab B	Personal property release(s)	___	___
Tab C	Licenses for copyrighted music	___	___
Tab D	Licenses for copyrighted audio material	___	___
Tab E	Licenses for copyrighted visual material	___	___

I have reviewed all releases, licenses and or contracts granting the Navy use of copyrighted music, audio and visual materials, and there are no encumbrances preventing this production from being cleared for public exhibition, except as noted below. This production does not contain material that implies endorsement of commercial products or services by the introduction of trademarks, labels, distinctive packaging, or references to trade or brand names in the narration, dialogue or titles.

Production Comments:

Signature: _____ Date: _____

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Part II: To be completed by CNO (N09C1)

Content Review of Navy (VI) Productions Intended for Public
Exhibition

Cleared for Public Exhibition: Yes_____ No_____

Content Comments:

Signature: _____
(Assistant for Naval Media N09C1)

Date: _____