



PUBLIC AFFAIRS

ASSISTANT SECRETARY OF DEFENSE

WASHINGTON D.C. 20301-1400

04 SEP 2001

MEMORANDUM FOR SECRETARY OF THE ARMY
SECRETARY OF THE NAVY
SECRETARY OF THE AIR FORCE
DIRECTOR, DEFENSE LOGISTICS AGENCY
DIRECTOR, DEFENSE INFORMATION SYSTEMS AGENCY
DIRECTOR, DEFENSE SPECIAL WEAPONS AGENCY
PRESIDENT, UNIFORMED SERVICES UNIVERSITY OF THE
HEALTH SCIENCES

SUBJECT: NATO Military Audio Visual Working Group (NMAVWG) Production Sharing Initiative

The purpose of this memorandum is to announce a collaborative effort among NATO and Partnership for Peace (PfP) nations to share Visual Information (VI) productions. The NMAVWG has developed procedures designed to make it easy to share selected VI productions, enabling participating NATO and PfP nations to inexpensively grow their inventories of available VI production titles on generic and doctrinally "universal" topics.

Productions are typically expensive to create but inexpensive to adapt and adopt. Every nation need not devote resources to the same topics. The NMAVWG's Production Sharing Initiative entails deliberately creating potentially sharable productions in such a way that they are easy to modify for use in nations beyond the borders of the producing country.

An excellent example is the German film about the Partnership for Peace itself, explaining the genesis of the PfP and providing glimpses of early NATO-PfP exercises. The United States did not have a title on this subject in its VI production inventory, but did have units from all four Services participating in PfP exercises. Because the film had been produced in a way that made it easy to adapt for use outside Germany, "Partnership for Peace," which cost the Germans \$90,000 to create, was added to the DoD inventory of training films for only \$1,000.

For this initiative to be truly successful, every participating nation, including the United States, must be a "donor" as well as a recipient of potentially shareable productions. Therefore, I urge you to encourage those in your Component responsible for creating VI productions to create them in accordance with the NMAVWG's "protocols" whenever they are working on a title appropriate for sharing.

For information on the NMAVWG Production sharing Initiative and the procedures for sharing please visit the NMAVWG's web site at <http://www.nato.int/related/nmavwg/>.

If you have any questions or would like additional information, please feel free to contact Mr. Peter Sidle at (703) 428-0634.

//signed//
Victoria Clarke
Assistant Secretary of Defense
For Public Affairs