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OFFICE OF THE CHIEF OF NAVAL OPERATIONS
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IN REPLY REFER TO

OPNAVINST 3104.1A
N09C2
9 Oct 09

OPNAV INSTRUCTION 3104.1A

From: Chief of Naval Operations

Subj: NAVY VISUAL INFORMATION PROGRAM POLICY AND
RESPONSIBILITIES

Ref: (a) DoD Instruction 5040.02 of 30 August 2005
(b) DoD Instruction 5040.07 of 30 August 2005
(c) OPNAVINST 3104.3
(d) SECNAV M-5210-1 of November 2007
(e) OPNAVINST 5750.4D
(f) OPNAVINST 5750.12J
(g) OPNAVINST 5430.48D
(h) OPNAVINST 4860.7D
(i) DoD Instruction 4000.19 of 9 August 1995
(j) OPNAVINST 5400.44
(k) NAVPERS 18068F, Manual of Navy Enlisted Manpower and
Personnel Classification and Occupational Standards
Vol I
(l) OPNAVINST 3750.6R
(m) DoD 6025.18R of 24 January 2003
(n) SECNAVINST 5720.47B
(o) NTTP 3-61.2, Multi-Service Tactics, Techniques and
Procedures for Combat Camera Operations
(p) MILPERSMAN 15560D, Naval Military Personnel Manual
(q) SECNAVINST 5870.4A
(r) Public Law Number 94-553, 90 Stat. 2541, Copyright
Act of 1976
(s) DoD Instruction 5040.05 of 6 June 2006
(t) DoD 5040.6-M-1 of 21 October 2002
(u) DoD 5040.6-M-2 of 20 April 2005
(v) SECNAVINST 5720.44B
(w) Defense Federal Acquisition Regulations Supplement
Subpart 252.227-7020 (Rights in Special Works)
(x) 29 U.S.C. 794d
(y) SECNAVINST 5720.42F
(z) SECNAVINST 5211.5E

Encl: (1) Navy Visual Information (VI) Management and
Operations Manual

1. Purpose. To implement references (a) and (b) by establishing policies and assigning responsibilities for Navy Visual Information Program (NAVIP), less Combat Camera (COMCAM). The COMCAM Program is governed by reference (c). This instruction has been completely revised, includes policy and procedures from the Office of the Chief of Naval Operations (OPNAV) instructions 3104.1, 3104.2, 3104.4 and 3104.5, and should be read in its entirety.

2. Cancellation. OPNAVINST 3104.1, OPNAVINST 3104.2, OPNAVINST 3104.4, and OPNAVINST 3104.5.

3. Scope and Applicability. This instruction applies to all Navy activities. The NAVIP includes information in the form of visual or pictorial representation - either with or without sound - and encompasses the Department of Defense (DoD) term "VI" for "Visual Information" as defined in reference (a). VI includes still and motion imagery; hand-or computer-generated graphic art and animations; related captions, overlays, and intellectual control data; and the processes and resources that support them. Emphasis is placed on controlling proliferation of facilities, equipment, manpower, products, productions and services. Appendix C of enclosure (1) identifies matters excluded from the VI process governed by this instruction.

4. Administration and Maintenance. The Chief of Information (CHINFO), as the Special Assistant for Public Affairs Support (CNO (N09C)), is responsible for the implementation and administration of the Navy's VI Program. CHINFO, therefore, has responsibility for this instruction and for issuance of any subsequent changes. Submit recommendations for changes and improvements, with supporting data, to CHINFO.

5. Records Management. Records created as a result of this instruction, regardless of media and format, shall be managed in accordance with references (a) and (d).

6. Forms

a. The following are available for down load from the DoD Forms Web site:

<http://www.dtic.mil/whs/directives/infomgt/forms/formsprogram.htm>:

(1) DD 2537 Visual Information Caption Sheet.

(2) DD 2830 General Talent Release.

b. DD 2858 Visual Information Activity Profile is an on-line form available at Defense Visual Information (DVI) Web site: <http://dodimagery.afis.osd.mil>, under VI-related Publications.

c. DD 1995 Visual Information (VI) Production Request and Report is an on-line form available at DVI "Interactive DD Form 1995" page: <http://productions.dodmedia.osd.mil/cgi-bin/davis/f1995/f1995.pl>. This form requires registration and log in.

d. OPNAV 5290/1 Request For Visual Information Services is an on-line form available at Naval Forms Online, <https://navalforms.daps.dla.mil/web/public/home>.



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Chief of Information

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OPNAVINST 3104.1A
9 Oct 09

**NAVY VISUAL INFORMATION (VI)
MANAGEMENT AND OPERATIONS MANUAL**

Enclosure (1)

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CHAPTER 1 PRINCIPLES, FUNDAMENTALS, AND ORGANIZATION

0100 VI MANDATE AND AUTHORITY

1. General. As directed by the 2006 Quadrennial Defense Review, the DoD has undertaken a comprehensive review and reorganization of its strategic communication processes. DoD strategic communication integrates the communication supporting capabilities of public affairs (PA), information operations (IO) and VI. COMCAM is the operational and directed imagery component of VI and is covered in detail in the independent guidance specified in reference (c). VI is a powerful, non-kinetic weapon in the commander's communication strategy to achieve operational effects and to counter propaganda, disinformation, and misinformation that have significant effects in the operational environment. The capability to provide information and visual media content that contributes to accurate perceptions and favorable attitudes is critical to achieving national and military objectives.

2. Required Documentation. In accordance with reference (d), and in support of references (e) and (f), the planning, development, execution, and history of a command's mission and its specific operations, as well as the organization, movement, and deployment of fleet units, and other correlated operations must be documented. Subsequently, VI documentation (VIDOC), which includes both still and motion documentation, is essential and vital to establishing the facts supporting the history of the Department of the Navy (DON). Commands, units, and activities are required to obtain VIDOC of the following.

a. Ships and submarines. Keel laying, launching, trial, and commissioning, as well as current antenna riggings of each class of ship including experimental vessels.

b. Facilities. Properties and facilities selected for their architectural, historical, or technological significance.

c. Organizations. Flag officers and senior staff officers, chain of command (commanding officer, executive officer and senior enlisted advisor), and operational and historic events associated with the command. Ships and squadrons during major deployments, exercises and work-ups.

d. Aircraft. All aircraft type, including exterior finish and markings, such as squadron identification numbers and insignia.

e. Personnel. Navy personnel at work includes enlisted and officer military personnel (active duty and reserve component), as well as civilian personnel.

3. DoD. Defense VI policy in references (a) and (b) applies throughout DoD, the defense agencies and military components. The authority for appropriate VI activities comes directly from the Secretary of Defense. DoD policy mandates that:

a. A flag officer shall be designated to provide oversight and maintain, evaluate, and manage component VI programs, activities and resources.

b. Use of component VI resources will be limited to those official VI products and services that support service missions as described in the following:

(1) General purpose VI support that satisfies DoD requirements for VIDOC, production, distribution, records centers, and installation level support other than COMCAM;

(2) General purpose VI support for service education and training, and internal and external information requirements;

(3) Dedicated VI support of such activities as medical and intelligence functions; and for research, development, test, and evaluation (RDT&E), and;

(4) Life-cycle management of VI records.

c. VI resources shall not be utilized for the reproduction of copyrighted material without the copyright holder's express, written permission, except as provided for in this instruction. See chapter 7 of this instruction.

d. The alteration of official DoD imagery by persons acting on behalf of the DoD is prohibited, except as outlined in this instruction.

4. DON. Navy VI is a professional visual communication capability closely associated with Navy PA. All aspects of Navy VI fall under the auspices of CHINFO. The role of Navy VI is to support the attainment of naval and national objectives by Navy commanders. High quality, timely, truthful and accurate visual communication products aid operational planning and decision-making, and can achieve operational effects through its use with external audiences such as the adversary and the local populace. By providing an ability to demonstrate actual circumstances via the highly credible means of VIDOC, VI is effective in disrupting or countering an adversary's communication strategy or tactics. As stated earlier, COMCAM is an operational, directed imagery capability and is addressed in separate policy and doctrine. Naval VI translates into the following primary activity missions and functions:

a. VIDOC, which includes COMCAM documentation, operational documentation (OPDOC), technical documentation (TECDOC) and sub-functions using graphic arts, motion media, still photographic, audio and other VI systems;

b. VI production in support of Navy operations, training and other functions;

c. Support of DoD VI records centers; and,

d. Ship/shore VI activities which include: motion media production, still photographic production, graphic arts production, and other VI services needed at ship/base level.

0101 VI ORGANIZATION AND CHANNELS OF AUTHORITY

1. CHINFO. As the Special Assistant for Public Affairs Support (CNO (N09C)), CHINFO is delegated the responsibility for coordinating, planning and implementing VI policies and programs of the DON. Functionally, CHINFO:

a. Serves as the flag officer responsible for the oversight and management of the Navy VI and COMCAM Programs (see references (c) and (g)).

b. Issues policies, doctrine, guidance, direction, planning, assessment, and procedures to implement the VI aspects of this instruction.

c. Advises and assists Navy VI program resource sponsors to include formulation of program objective memorandum and justification of special exhibits.

d. Serves as the OPNAV afloat media systems program sponsor that establishes goals and objectives, validates requirements, and assures that VI acquisition programs are proceeding per Chief of Naval Operations (CNO) guidance.

e. Coordinates for DON with the Commandant of the Marine Corps on all VI matters that affect the Marine Corps.

2. CHINFO OI-81. As per reference (g), the Assistant Chief of Information for Requirements and Assessments (CHINFO OI-81) serves as CNO (N09C2), Assistant for Visual Information and is delegated the following responsibilities. Functionally, CNO (N09C2):

a. Advises and assists CNO (N09C) in implementing VI plans and policies and provides oversight and evaluation for the effectiveness of VI COMCAM programs.

b. Serves as the senior Navy representative for VI matters. Serves as the single management office for VI mandated by reference (a), and gathers, consolidates and reports to DoD information as specified in same instruction.

c. Provides OPNAV oversight of the design, procurement, operation and maintenance of shipboard VI systems. Assists CNO (N09C) in the validation of requirements and assures the program process is proceeding per CNO guidance.

d. Reviews, approves and assigns production or contracting responsibilities and provides oversight for the life-cycle management of VI productions.

e. Coordinates and validates VI requirements for afloat/expeditionary/ashore facilities and assigns the Defense VI activity number (DVIAN) for Navy VI activities.

3. Budget Submitting Offices (BSOs). Each BSO is responsible for the VI activities and resources within their cognizance. BSOs will:

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- a. Maintain a Budget Submitting Office Visual Information Management Office (BSOVIMO) to be responsible for all VI matters and implement all VI policy and procedures issued by CNO (N09C2).
- b. Ensure a visual information manager (VIM) is designated at subordinate commands and activities to act as VI staff officer and to administer and manage VI within the command.
- c. Recommend the establishment, deactivation, and any major changes in operational capabilities of VI activities.
- d. Monitor VI equipment and material allowance authorizations for subordinate commands.
- e. Ensure proper and effective use of VI resources through annual reviews and periodic on-site inspections.
- f. Perform the VI production management tasks that are prescribed in this instruction.

CHAPTER 2 VI ACTIVITIES AND PERSONNEL

0200 VI ACTIVITIES AND FUNCTIONS

1. General. VI activities encompass organizational elements or functions within organizations whose principal function is to provide VI products and services. All Navy VI activities must meet specific requirements, be categorized as described in section 0201 of this chapter, and be defined as commercial activities (CA) per reference (h). In specific cases, VI activities may be authorized detachments to provide specialized support.

2. Dedicated Support. VI activities are authorized for dedicated support to a particular activity or organization only if it is established clearly that an existing VI activity is not able to provide the needed support.

3. Common Delivery of Services. VI activities should be consolidated into as few activities as possible and provide support to other government organizations in accordance with reference (i). Where there exists a common delivery of installation services between DoD agencies, DoD joint-basing guidelines will be followed.

0201 TYPES OF NAVY VI ACTIVITIES. VI activities bring together VI specific facilities, equipment, and skills essential for generating, preserving, disseminating and providing ready access to VI. VI activities are categorized and authorized as follows:

1. VI Support Center. Provides support services to all organizations on an installation or within a defined geographical area. Installation support services may include video or motion media, still photography, VI productions, television and audio recording for non-production documentary purposes; and graphic arts.

2. VI Records Centers. VI record centers provide for central control and serve as a storage facility for VI products. The DVIAN for these activities is authorized by the Office of the Assistant Secretary Defense for Public Affairs. The only authorized VI record center in DoD is the Defense Imagery Management Operations Center (DIMOC) located at March Air Reserve Base.

3. VI Accessioning Points. Component accessioning point (CAP) for screening and forwarding imagery to the DIMOC. Navy's CAP is a division of the Navy Visual News Service (NVNS).

4. COMCAM. VIDOC units covering air, sea, and ground actions of combat, combat support operations and related peacetime training activities to include joint operations such as Humanitarian Aid and Disaster Assistance, and Defense Support to Public Diplomacy. COMCAM units work closely with PA and IO to achieve military and strategic communication objectives.

5. VI Management. Staff, BSOVIMO functions or activity VI management office(r) responsible for all VI matters including implementation of all VI policy and procedures issued by CNO (N09C2). (See sections 0101 and 0207 of this instruction.)

0202 APPROVAL OF VI ACTIVITY ESTABLISHMENT, DISESTABLISHMENT, EXPANSION OR MODIFICATION

1. Establishment and Modification. Requests for establishing or modifying Navy VI activities must correspond with the guidance for activity establishment or modification prescribed in reference (j); must meet CA requirements prescribed in reference (h); and must conform to operational requirements document and ship manning document (SMD) for afloat activities and required operational capabilities/projected operational environment (ROC/POE) for COMCAM units. The following outlines the process for establishing or modifying Navy VI activities.

a. Forward requests via the BSOVIMO to CNO (N09C2) for authorization and assignment of a DVIAN. The BSOVIMO must verify that VI functions are consistent with standard organizational and regulations manual duties and responsibilities, and verify, for shore VI activities, that the requirements for activity establishment or modification prescribed in reference (j) have been met.

b. Shore VI activity requests must be further endorsed by the BSO CA focal point verifying that Navy CA requirements prescribed in reference (h) have been met.

c. All requests must be accompanied by a published VI mission and function statement, manpower documentation

reflecting professional VI series personnel (see section 0206 of this chapter), a completed DD Form 2858 Visual Information Activity Profile, and a proposed VI equipment list.

d. Criteria for afloat VI authorizations shall also be based on Shipbuilding and Conversion Navy/Fleet Modernization Program (FMP) and associated SMD media department/division designs, modifications, and manning.

e. Criteria for COMCAM unit authorizations shall also be based on the requirements as set forth in the COMCAM unit ROC/POE.

2. Disestablishment. Requests for disestablishment follow the process for establishment, expansion, and modification above and must contain documentation of disposition of professional VI series manpower and associated VI equipment and if applicable, assignment of former VI missions and functions to other VI activities. VI activities are disestablished by notifying CNO (N09C2) in writing, via the appropriate BSOVIMO, when the conditions below exist.

a. The activity or one of its functions is no longer required and has VI resources assigned to it;

b. The VI activity will be consolidated with other VI activities; or,

c. The VI activity is not considered to be cost effective.

0203 IDENTIFICATION OF AUTHORIZED ACTIVITIES BY DVIAN

1. Navy DVIANs. All Navy DVIANs are assigned by CNO (N09C2) to identify each authorized Navy VI activity. Official correspondence regarding VI activities and their supporting VI equipment should refer to the activity's DVIAN.

2. DVIAN alpha numeric designation. Navy DVIANs are composed of five digits as follows:

a. The letter "N," to signify Navy; and,

b. A four-position code to identify an individual Navy VI activity. An example of a Navy DVIAN is "N0123."

0204 USE OF VI FACILITIES

1. Personal Use. Navy personnel who are performing official duties in which they produce VI shall not create VI products for personal use or for purposes not directly related to official Navy or DoD tasks.
2. Unauthorized Use. Navy VI activities will not be used to process, print, edit or otherwise handle non-official imagery products unless said products are operationally significant (see chapter 5 of this instruction).
3. Official Navy Property. All VI products created or processed by naval personnel with government equipment or supplies are considered Navy property. Products meeting the criteria for VI records must be lifecycle managed per Federal and Navy VI records guidance (see chapter 5 of this instruction).

0205 VI ACTIVITY DOCUMENTATION AND REPORTING

1. Navy Budget. BSOVIMOs must ensure that sufficient VI specific management data is maintained to support the Navy Planning, Programming, Budgeting, and Execution (PPBE) process.
2. Documentation of Navy VI Activities. DD 2858 shall be used to identify organizational functions, products and services VI activities provide. CNO (N09C2) maintains permanent documentation of authorized functions and the assignment of DVIANS; and, the BSOVIMOs maintain permanent documentation of VI organizational mission, manpower, and financial data that supports the Navy budgeting process. Additionally, BSOVIMOs prepare the DD 2858 for their activities and forward documentation for establishment, disestablishment, and modification as prescribed in section 0202 of this chapter.
3. VI Activity Profile. In accordance to reference (a), the DIMOC maintains an online listing of VI activities and their functions. The profile listing utilizes the DD Form 2858 and serves as an online resource for DoD as well as for Navy VI activity information. CNO (N09C2) manages the data entry for Navy VI activities and the BSOVIMOs provide the documentation as prescribed in sections 0202 and 0205 of this chapter. The online system can be accessed at <https://vifp.afis.osd.mil>.

4. Annual Review. BSOVIMOs, in coordination with CNO (N09C2), annually review DD 2858 information, document, and update as prescribed in sections 0202 and 0205 of this chapter.

5. Job Order Forms and Logs. VI activity resource management records support the PPBE process described in paragraph 1 of this section above. Job order forms and logs should be maintained in sufficient detail to track VI products and requests throughout the production process to account for expenditures of consumables, and to be analyzed for facilities, equipment, and manpower requirements.

a. Job Order Form. OPNAV 5290/1, Request for Visual Information Services, is an official job order form that all VI activities must use to track job production.

b. Job Order Log. VI activity logs assign job order numbers to job orders and should contain data sufficient to avoid duplication of numbers, identify the requesting activity, identify the product, and account for the final disposition of the job. Job order numbers should be reset to "1" at the beginning of each fiscal year. Job order logs shall contain only unclassified information.

0206 ASSIGNMENT OF PERSONNEL WITH PROFESSIONAL VI SKILLS

1. General. Personnel with professional VI skills are defined as Limited Duty Officer (Photography) (LDO-647X), Special Duty Officer (Public Affairs) (165X), Mass Communication Specialist (MC), Hospital Corpsman ((Navy Enlisted Classification (NEC) 8472 only)) active and reserve, and civilian personnel working within the Information and Arts Group, 1000 series as described in the Office of Personnel Management general schedule position classification standards. Information on Navy enlisted ratings and NECs may be found in reference (k).

2. COMCAM Personnel. COMCAM personnel, when ordered to naval organizations, embarked in naval vessels, or assigned to joint operations, have specific VI assignments to accomplish. These personnel will coordinate with the command and shall not be assigned other military duties that will interfere with the accomplishment of their primary mission. COMCAM forces require sufficient bandwidth and connectivity to move their imagery.

3. Sea Operating Detachment (SEAOPDET). A SEAOPDET supports afloat media departments and divisions. It may consist of a public affairs officer (PAO) and several enlisted MCs that embark during major workups, e.g., Joint Task Force Exercise, and deployments to provide full ROC/POE capability. The detachment relies on the shipboard local area network connectivity and required equipment and can operate with or independently of the carrier media department to support strike group requirements to include strike group embarks. The PAO assists in all aspects of shipboard, strike group PA and media support operations. The enlisted team augments ship's force to provide additional production capability and provides support to accompanying ships of the strike group to increase product flow to information outlets, i.e., All Hands magazine, All Hands TV, Navy.mil and support Navy Fleet Home Town News Service requirements.

0207 STAFF VI OFFICERS AND VIMs

1. Staff VI Officer. The staff VI officer (designator 647x, 165X or senior MC) provides technical advice and assistance on all VI matters to commanders, staffs and subordinate units. Specifically, staff VI officers are designated at the command level to fulfill the duties outlined by the commander, as well as those listed below:

a. Advise the commander, staff, and subordinate units on the capabilities of VI activities.

b. Ensure operational readiness of subordinate VI activities and take action to correct deficiencies.

c. Provide technical assistance for administrative and material inspections of subordinate VI activities.

d. Revise appropriate sections of inspection requirements to ensure that operational readiness inspections measure the responsiveness of VI activities.

e. Develop, review and maintain the COMCAM annex to operational orders and exercise plans.

f. Recommend changes to the VI authorizations of subordinate units to enhance operational readiness.

g. Recommend changes for training of VI personnel to meet requirements.

h. Review the efficiency and productivity of subordinate activities and recommend establishment, consolidation or deactivation.

i. Review VI personnel authorizations of subordinate units and recommend appropriate changes.

j. Maintain liaison and coordinate with PAOs, intelligence officers, COMCAM planners, IO officers and other appropriate officials for VI matters.

k. Keep informed of and brief commanders and staff about new VI technology and its effect on readiness and operations.

l. Assist, advise, and coordinate the development of Navy Mission Essential Task List for their respective VI requirements.

2. VIM. The VIM administers and operates VI activities ashore and afloat and is designated by the commander. VIMs:

a. Plan, program, and budget for the operation and maintenance of VI activities.

b. Advise the commander of the capabilities of VI personnel onboard and the status of VI systems.

c. Review and recommend changes to VI personnel and equipment authorizations.

d. Provide VI products, and services to support the NAVIP.

e. Maintain custody of and account for VI equipment and supplies.

f. Prioritize VI requests in accordance with higher headquarters tasking.

g. Train personnel in the latest VI developments, techniques and equipment.

h. Maintain liaison and coordinate with PAOs, intelligence officers, COMCAM planners, IO officers and other appropriate officials for VI matters.

i. Ensure that VI resources are used only for essential official work and training of dedicated/authorized VI personnel.

j. Ensure that copyrighted (see chapter 7 of this instruction) VI products or productions are not used and/or duplicated without proper authority.

k. Ensure that VI activities are limited to authorized and lawful purposes.

0208 TRAINING

1. General. CHINFO recommends policy and extent of all formal training for Navy VI, and coordinates Navy-specific requirements with the Defense Information School (DINFOS). DINFOS provides entry level, intermediate, and advanced training in PA, journalism, VI, photojournalism, broadcasting, broadcast systems maintenance, motion media production, graphics and VI management. Instruction is provided to officers, enlisted personnel, and civilian employees of all branches of the armed forces to prepare them for worldwide assignments.

a. Detailed information concerning course, descriptions, prerequisites, and length can be found in the Catalog of Navy Training Courses (CANTRAC). The CANTRAC can be accessed at <https://cantrac.training.navy.mil>. Course schedules and quotas can be obtained by contacting the PA and MC detailers.

b. Advanced and highly specialized university level education programs in motion media and photojournalism are available to highly motivated and technically proficient MCs. Both courses are contracted for the services by DINFOS at a civilian university and provide selected students with a comprehensive and highly technical course of study in mass communication, with the primary focus on photojournalism and electronic news gathering (ENG). Students are selected through a competitive application process which begins with submission of portfolios or show-reels, and applications to CHINFO OI-81 via their chain of command. Applicants should consult their command career counselor, educational services officer, prior

graduates, and the detailer when considering these programs. Graduates of the two courses receive NEC 8144 for the ENG course and NEC 8148 for the photojournalism course.

2. Waivers. Personnel who do not meet the prerequisites for the school they desire must submit a command-endorsed waiver request. This request will be forwarded to Commandant, DINFOS via the enlisted detailer for enlisted personnel and officer detailer for officers. Civilian waiver requests are handled by CHINFO OI-81. Requests may be made by mail, fax or electronic mail (e-mail) and must contain the member's full name, previous courses attended or education background, NECs earned, command point of contact, justification for the waiver, and be marked "For Official Use Only." Once approved by DINFOS, the detailer will request the quota through the other service coordinator of the quota management office and issue orders.

3. Informal Training. Managers will supervise the training and qualification of assigned personnel in the use of all VI equipment, materials and workstations within their activity. Generalized training should be based on the MC rating occupational standards in reference (k) and the Personal Qualification Standards for MCs.

CHAPTER 3 VI EQUIPMENT

0300 VI EQUIPMENT CATEGORIES

1. General. Within the Federal Government, equipment that produces, displays, presents or is integral to the VI production process is defined as VI equipment. Within the Navy, VI equipment is managed in accordance with the guidelines as set forth in this chapter.

2. VI Equipment. VI equipment, within the Navy, is categorized as production or non-production (see definitions in appendix B) and is further sub-divided and described below as professional or non-professional.

a. Professional VI Equipment. Professional VI equipment is equipment whose characteristics conforms to technical and occupational standards which relate to professional skills requiring a high degree of training and is not acquired by, provided to, or used by non-VI activities or personnel. This type of equipment is typified by hand-held cameras such as single lens reflex film and digital cameras and video cameras that produce broadcast quality, high resolution, full motion media at 29.97 frames per second in standard or high definition. Both still and video camera types have full exposure control and use interchangeable lenses.

b. Non-Professional VI Equipment. Non-professional VI equipment is commonly referred to as consumer grade, and generally does not meet the technical standards required to support the VI production process or VI activity authorizations prescribed in chapter 2 of this instruction. This equipment can be further defined as VI equipment such as classroom training/office support still and motion projection equipment, audio/video recorder/players, video camera-recorder systems, and digital photographic cameras of the hand-held point-and-shoot variety or professional identification card cameras.

3. Use of Navy VI Equipment and Copyright Protected Material. Navy VI equipment may not be used for the reproduction, duplication, or play back of copyrighted material unless such reproduction, duplication, or play back is performed by an

authorized VI activity, and the copyright and fair use requirements specified in chapter 7 of this instruction have been met.

4. Government Property. Navy VI equipment and material is U.S. Government property and may not be used beyond the confines of a naval vessel, unit, activity, or station for other than official assignments. The VIM may schedule and approve in-rate training programs which allow the use of official Navy VI equipment beyond the confines of a naval vessel, unit, activity, or station and will be considered official assignments.

5. Equipment Allowance. Shore-based and shipboard VI activity equipment and material allowances shall be based on Navy VI activity authorizations, and supported by validated organizational VI mission statements as described in chapter 2 of this instruction. Requests for VI equipment which require specific BSOVIMO approval and those that exceed activity authorizations cannot be approved at BSOVIMO or local levels and must be held pending CNO (N09C2) authorization of the new function as prescribed in chapter 2 of this instruction.

0301 MAINTENANCE MATERIAL MANAGEMENT (3-M) PLANNED MAINTENANCE SUBSYSTEMS (PMS). PMS provides a standard means of planning, scheduling, controlling, and performing maintenance on equipment and systems. The PMS program is part of the 3-M system used by all ships and selected shore activities. PMS is managed by Commander, Naval Sea Systems Command and is required for VI systems aboard ship. Commands responsible for shore activities with VI equipment identical to shipboard equipment may request their equipment be added to the system per 3-M guidance. Development of PMS procedures, determination of coverage, and procurement of maintenance requirement cards and maintenance index pages is the responsibility of the acquisition organization or cognizant systems command developing and procuring the equipment. VIMs should evaluate PMS for investment funded VI equipment which requires planned maintenance.

0302 VI EQUIPMENT AND MATERIAL ALLOWANCE AUTHORIZATIONS

1. General. VI allowance authorizations support organizational VI equipment inventories and provide a baseline to control, develop, revise, or change equipment inventory data for ship's

equipment, Navy and Defense Logistics Agency stock systems, and VI activities and functions. They make VI assets centrally visible and serve as a tool for VIMs to justify on hand VI equipment inventories against requirements, eliminate unnecessary duplication, and address standardization and interoperability issues.

2. Activity Allowances. BSOVIMO managers must be cognizant of how these types of allowances apply to their activities and manage, coordinate, develop and maintain appropriately. Allowance authorizations, within the Navy, are categorized and managed as described below.

3. Customer Held Shore Activity Allowances. This type allowance supports retail (consumer) level inventories and equipment used in the performance of an activity's mission, with the equipment and material acquired and held by the end user and/or BSO. These allowances and inventories are customer maintained, BSO-funded, and commercially supported. Navy shore-based VI activities fall within this category with inventories consisting of commercial-off-the-shelf (COTS) equipment. Shore-based VI activity allowances shall be maintained by the BSOVIMO based on Navy plant and minor property inventories and justified against VI activity mission, functions authorizations and requirements.

4. Shipboard Allowances. The ship change document (SCD) is the single authoritative document supporting OPNAV and fleet acquisition program modernization and ship maintenance processes as part of the FMP. For more information on the SCD process and FMP, go to <http://www.fmp.navy.mil/>. VI SCDs form the basis for shipboard VI allowances. Shipboard configurations are the result of detailed design, installation, and inventory data managed by the in service engineering agents (ISEAs) and the program acquisition resource manager (PARM). Afloat VI is fundamentally COTS in nature and all acquisitions, procurements, and changes must be entered in the Navy Data Environment-Navy Modernization system by the ISEA for the PARM and as described in shipboard systems supporting documentation. For this reason and prior to making any changes to the shipboard media systems configurations, shipboard VIMs must contact CNO (N09C2) to coordinate changes with the fleet BSOVIMO and the ISEA media single point of contact.

0303 INVENTORY MANAGEMENT. Navy VI equipment inventories are to be managed with inventory levels justified based on demand data, VI mission and functions authorizations, and requirements. Demand data is the combination of the activity's justification and authorization for equipment end items supported by VI workload data. Authorizations and requirements consist of VI mission and function statements; and activity authorizations and functions.

1. Plant and minor property and shipboard inventory documents (controlled equipage) may be annotated to identify VI equipment. VIMs may continue to maintain separate VI equipment inventories; however, they must comply with Navy property management guidance.

2. Non-production/non-professional VI equipment is categorized and described in this instruction in order to separate it from the professional VI production process and to simplify activity management and acquisition of consumer-oriented VI equipment. VI equipment and material allowance authorizations (lists) are not required for this category of VI equipment; however, all other requirements in this chapter apply.

CHAPTER 4 NAVY VI PRODUCTS AND SERVICES

0400 VI PRODUCTS AND SERVICES

1. General. VI is an essential information resource. VI records are an important and often only source of operational and technical information for decision making at all levels and are critical in achieving communication effects to accomplish the commander's objectives. VI also constitutes a vital historical record of naval activities and actions, and is a major component of the Navy's organizational memory. In accordance with reference (e) and as required by reference (f), VI is essential to the documentary and historical record, and to the Navy PA community in explaining events and activities involving the Navy mission. Credible communication in today's challenging information environment requires that Navy VI products be of high quality, accurate in their content, and truthful in the message they convey. Examples of Navy activities and events that require VIDOC are:

- a. News events reported in the media.
- b. Combat operations.
- c. The physical and environmental effects of combat, terrorist activities, or natural disasters.
- d. The physical environment in which military operations are planned or take place.
- e. The activities or presence of distinguished visitors at sites of military operations.
- f. War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.
- g. Ceremonies, parades or other events marking significant:
 - (1) Changes of command or retirements.
 - (2) Presentations of honors or awards.
 - (3) Aircraft or other major equipment rollouts.

(4) Ship launchings, christenings, commissionings, or decommissionings.

(5) Distinguished visitor arrivals or departures.

(6) International-level sporting events.

(7) Celebrity entertainment events.

2. Obtaining VI Imagery Products and Services

a. Those organizations/individuals with requirements for VI products or services should request those services as soon as requirements are recognized to allow for proper planning and allocation of resources. Contact the servicing VI activity early when special requirements arise as capabilities and product delivery times vary among VI activities.

b. Prioritization of VI Requests. VIMs are responsible for establishing priorities. The importance of the job request to the requesting activity's missions, as well as the VI activity's production load, and limitations of manning and financial resources, will be taken into account when determining priority of VI requests.

c. VI Productions. A VI production is a DoD-defined and highly specialized VI product that is regulated by Office of Management and Budget (OMB) policies that have been implemented by references (a) and (b). The term VI production differentiates this product from other types of VI products that may be produced by VI activities. VI productions are those video, film, and multimedia productions that are the end product of the process of combining separate audio and visual products into a complete presentation that is developed according to a plan or script for conveying information to an audience. See chapter 8 of this instruction for governing procedures, policy, and requesting these products.

3. Documentation of Mishaps, Legal and Medical Investigations

a. Products produced in support of aircraft mishap and other accident investigations are considered legal evidence, and must be handled as controlled information with a written chain of custody. Identify and mark these products as per this

chapter and forward all VI products and digital files of aircraft mishaps to the senior member of the Aviation Mishap Board as outlined in reference (l).

b. Products produced in conjunction with legal and medical investigations must be handled as controlled information with a written chain of custody. These products are exempt from normal forwarding requirements. Identify and mark the products as per this chapter and deliver all VI products and digital files to the investigating agency.

4. Medical Imagery. Still and motion imagery may be shot by medical personnel and used by the attending physician(s) for inclusion in a patient's medical records, for educational purposes and/or possible use in medical exhibits, or publications of medical knowledge. This imagery, however, is protected by Federal privacy regulations and reference (m) and care must be taken to ensure the imagery is not released for any purposes unless the patient has authorized such a release and then only for the explicit use authorized by the patient.

5. Release of Imagery. All imagery intended for internal and external audiences must be reviewed by personnel authorized to release information to the public. In most commands and organizations, this authority has been delegated to the PAO. Each activity will review imagery prepared for public release to ensure it reveals no classified information or sensitive unclassified information.

a. Caption information shall comply with the Privacy Act.

b. As per reference (n), imagery posted on Web sites shall not identify family members of DON personnel in any way, including in photos or photo captions, except for the spouses of senior leadership who are participating in public events such as ship namings, commissionings, etc.

6. Customer-Generated Imagery. Processing and printing of customer-generated imagery will be limited to official imagery as specified in this instruction. Any unofficial or personal imagery that is submitted will not be processed, printed, or retained. Any customer-generated imagery, however, that meets the criteria for permanent retention will become an official DoD VI record and will be managed per references (a) and (d).

7. Requesting COMCAM Services. COMCAM forces are rapid deployable teams specially trained and equipped to acquire, process and transmit still and motion imagery in support of military operations. Policies and procedures for tasking or requesting COMCAM services are found in references (c) and (o).

0401 LIMITATIONS ON AVAILABILITY AND USE OF VI PRODUCTS AND SERVICES

1. Personnel Photographs

a. VI activities shall produce official personnel photographs of military or DoD civilian personnel in accordance with this instruction and reference (p), or other applicable instructions, to meet the requirements of retention, promotion, selection boards, etc.

b. If resources permit, official portrait photographs of military personnel will be taken in the appropriate service uniform. Civilian personnel will wear appropriate, equivalent attire. Resulting print requests must be printed in the sizes and quantities specified by the appropriate instruction or other official requirements. Requests for additional print sizes and quantities are subject to availability of local resources.

c. Passport/visa photographs shall be provided by the Personnel Support Detachment to military personnel, their dependents, and employees of the Federal Government when required for official travel purposes. Requests for passport imagery must be supported by an application for official passports.

2. Copying and Duplicating

a. Copyright Restrictions. VI products, productions and services may be subject to copyright restrictions as addressed in chapter 7 of this instruction, and references (q) and (r).

b. Forgery. Federal law prohibits reproduction of bonds, paper currency, certificates of deposit, stamps, etc. Personnel who make copies of these items may be subject to prosecution.

c. Obscene/Pornographic Materials. Navy VI activities are prohibited from producing, or reproducing, obscene or pornographic materials, except in the line of a legitimate legal investigation.

0402 OBTAINING COPIES OF NAVY PRODUCTS RETAINED BY OTHER GOVERNMENT AGENCIES

1. Still Photography and Graphic Arts Products. Search the DIMOC online archives at <http://www.defenseimagery.mil/index.htm>, or submit requirements for copies of Navy VI products by letter to:

Defense Imagery Management Operations Center
11 Hap Arnold Blvd, Room 101
Tobyhanna Army Depot
Tobyhanna, PA 18466-5102

NOTE: If known, provide Visual Information Record Identification Number (VIRIN), date, place, photographer, etc.

2. Aerial Reconnaissance and Cartographic Products. Submit requirements for copies of Navy VI products to:

National Cartographic Information
U.S. Geological Survey
807 National Center
Reston, VA 20192

Or to:

National Geospatial-Intelligence Agency
Office of Corporate Relations
Public Affairs Division MSD-54
4600 Sangamore Road
Bethesda, MD 20816-5003

3. Organizations/Individuals Outside the Federal Government

a. Navy VI products other than VI productions that have been cleared for public sale may be purchased from the agencies listed above or from the DIMOC.

b. Completed Navy VI productions (motion pictures and videotapes) cleared for public sale are available from:

- (1) National Technical Information Service
National Audiovisual Center
5301 Shawnee Road
Alexandria, VA 22312

- (2) Search their online catalog at <http://www.ntis.gov/nac/index.asp> or from the Defense Automated Visual Information System (DAVIS)/Defense Instructional Technology Information System (DITIS) Web site at <http://dodimagery.afis.osd.mil/davis>.

c. Commercial advertisement products that include Navy products, used by publishers, editors, freelance writers, etc., must be authorized by the Assistant Chief of Information (OI-7). Forward these requests to:

Chief of Information (OI-7)
Department of the Navy
1200 Navy Pentagon
Washington, DC 20350-1200

0403 ALTERATION OF OFFICIAL VI RECORDS

1. Basic Guidelines. In the age of digital imaging, the ability to manipulate imagery is a very simple process yet the alteration of Navy imagery is strictly prohibited as per reference (s). The widespread use of digital cameras and image editing software allows any member to easily manipulate photos for what may seem to be harmless purposes, such as changing the rank of a recently promoted military member or digitally placing a flag behind an officer. Such alterations, however, can and do have wide-ranging negative consequences because they change the factual content captured by the camera and call into question the truthfulness of other Navy imagery. Anything that weakens or casts doubt on the credibility of official Navy imagery is not tolerated.

2. Exceptions. There are a few exceptions to this prohibition and they are as follows:

a. Photographic techniques common to traditional darkroom and digital imaging capabilities, such as cropping, dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations. Cropping, editing, or image enlargement that has the effect of misrepresenting the facts or circumstances of the event or object as originally recorded, however, is prohibited.

b. Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publications, or productions is authorized under either of the following conditions:

(1) The enhancement does not misrepresent the subject of the original image; or,

(2) It is clearly and readily apparent from the context or from the content of the image or from accompanying text that the enhanced image is not intended to be an accurate representation of any actual event.

c. The obvious masking of portions of any video or still photographic image in support of security, cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; RDT&E; scientific; training ; privacy; or, legal requirements is not considered alteration.

d. The digital conversion and compression of imagery is not considered alteration.

0404 DIGITAL IMAGERY GUIDELINES

1. Purpose. This section provides guidance on the standards to be used with digital formats. As stated in chapter 5, Navy VI records may ultimately reside in the Navy's media records collection of the National Archives and Records Administration (NARA) per references (a) and (d). Therefore, the highest quality imagery should be forwarded to the NVNS as expeditiously as possible. Imagery forwarded to the NVNS is shared with DIMOC and eventually offered to NARA as per references (a) and (d). VIMs are responsible for establishing procedures to capture

record imagery. Adhering to these standards will ensure the archival quality of permanent DoD VI records. Therefore, the official record elements for Navy digital imagery must conform to the standards as set forth in this instruction. Aside from the standards listed below, VIMs should contact NVNS for up-to-date currency of imagery standards and protocols.

2. Still Imagery Standards. Navy follows the still imagery compression standard established by the DIMOC and implemented by NVNS as outlined below.

a. Saving Digital Images. Selected digital camera originals shall be saved as the highest quality file with embedded International Press Telecommunications Council (IPTC) caption information. At a minimum, the image should be saved at a resolution of 300 dots per inch at 5 by 7 inches.

b. Images should not be cropped.

c. Do not make corrections to levels, auto levels, curves, color balance and brightness/contrast. Since monitors are calibrated differently, images viewed on the monitor may not be what the output devices will produce.

d. Ensure image is correctly oriented.

e. Make no changes to the image size of a digital camera original file.

f. Make no adjustments to the file size.

g. The file name of a digital image shall be the image's VIRIN with the appropriate file extension.

3. Motion Media Standards. There are many formats and applications in use for acquiring and editing video in non-linear fashion. The challenge is determining the most efficient and timely means to move the video product, whether an edited piece or "prime cut" B-roll. In these days of ever-evolving technology advances which creates new software applications on an almost daily basis, the primary consideration for creating digital files of motion media to be transmitted to the DIMOC or

any other entity should be the overall quality of the end product in terms of viewability in whatever medium the product is to be viewed.

a. Because the standards can and do change, units should consult with the DIMOC as well as the NVNS to determine the latest motion media digital standard. At an absolute minimum, digital motion media files should be full-frame video at 29.97 frames per second at a resolution of 720 by 480. For the most up-to-date standard, contact NVNS.

b. Once a compressed digital motion media file is transmitted, units should always forward the highest quality and uncompressed motion media to NVNS for archival purposes.

4. Summary. These standards will provide a foundation for both preservation of, and easy access to, DoD imagery. Archival quality makes imagery more valuable because it is optimized to the broadest range of output devices. When standardized methods and archival quality are combined, the life of imagery is maximized.

CHAPTER 5 ACCESSIONING OF VI RECORDS

0500 THE LIFECYCLE OF VI RECORDS

1. General. The lifecycle of VI records begins at the moment imagery is created, and ends when it is transferred to NARA or destroyed. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycle. The needs of local commanders can be met simultaneously with those of the geographic combatant commanders, senior leadership, media and the public, while providing for the long-term preservation of vital records. A VI record, as opposed to VI, is imagery with a related caption, VIRIN and associated metadata and is designated a record in accordance with references (a) and (d) and the Federal Records Schedule requirements.

2. Life Cycle Management (LCM) Process. The following describes the LCM process for VI.

a. VIMs are responsible to visually document the personnel, equipment and events within their area of responsibility; to evaluate VI, and forward those selected for retention to the Navy CAP, especially those events that are of historical or national interest.

b. The DoD issuances for handling and forwarding VI material, references (t) and (u), provide guidance for determining what subject matter should be visually represented and how to forward VI records. VIMs are encouraged to familiarize themselves with both documents and to promote their daily use by the personnel responsible for documenting Navy operations.

c. The Navy CAP coordinates with the DIMOC as to the long-term value of Navy imagery, identifies gaps in coverage and coordinates VIDOC accordingly.

d. The DIMOC maintains the holdings of all services. In coordination with service CAPs, the DIMOC offers VI records to NARA. VI records that are not accepted by NARA are returned to the originating service CAP for further disposition.

0501 ORGANIZATIONAL RELATIONSHIPS

1. Navy CAP. The Navy's CAP is staffed and equipped to accept imagery from the field and to forward records to the DIMOC. The CAP is a division of the NVNS. CHINFO, via NVNS, markets Navy imagery to internal and external news agencies, and maintains a Navy imagery file. The file contains up-to-date imagery (still and motion) of Navy activities, operations and assets and can be accessed on line at <http://www.chinfo.navy.mil/visualnews/index.html>. In accordance with reference (f), commanders are required to document their activities and provide current imagery of their vessels and aircraft to the Navy CAP.

2. DIMOC. DIMOC provides storage and retrieval of still, graphic and motion imagery in an environmentally controlled facility. It provides research services, makes copies of holdings available to government and public customers, and maintains an online database of DoD imagery holdings. DIMOC and NVNS share all imagery.

0502 EVALUATION OF VI RECORDS

1. What Must Be Forwarded. As stated above, those records of a historic nature, that best depict DON personnel, equipment, or weapons systems, will be forwarded to the CAP for accessioning. Additionally, VI records must be forwarded if:

a. Their content has exceptional informational value to the DoD, other government agencies (i.e., State Department, Department of Homeland Security), or historical/research communities; and

b. They were released to the media.

2. VI Records That May Be Destroyed. Conversely, the following records may be destroyed once local requirements have been met:

a. Those that are redundant, defective, or purely local/transitory;

b. Those that document routine award ceremonies, routine homecomings and departures of ships, promotions and similar events (except Medal of Honor recipients, changes in major

commands, or any event in which the President, Vice President, Secretary of Defense, or Secretary of the Navy were participants);

c. Technically poor imagery (except when such imagery has especially important historical value, or is the only existing record of a newsworthy event); or,

d. Portraits of civilian or military personnel below Senior Executive Service/flag rank.

0503 VIRIN

1. Creating a VIRIN. Upon creation and unless discarded, each image or motion segment (excluding productions as defined in reference (b)) that satisfies the definition of official DoD imagery shall be assigned a VIRIN. Thus, unless discarded, each still image, graphic art, and each major change in subject matter of motion media or graphic art that is recorded or produced by persons acting for or on behalf of DoD activities, functions, or missions shall be assigned a VIRIN.

2. VIRIN Data Elements. The VIRIN consists of 15 data elements in the following format: YYMMDD-S-ANNNN-NNN. Following is a description of the data elements for the VIRIN fields (with a dash between each field):

a. **Field 1 (YYMMDD)**: The year, month, and day of acquisition or origination.

b. **Field 2 (S)**: The Service affiliation or status of the camera operator or originator. The code abbreviations are:

(1) A = A uniformed member, civilian employee, or contract employee of the Army.

(2) N = A uniformed member, civilian employee, or contract employee of the Navy.

(3) F = A uniformed member, civilian employee, or contract employee of the Air Force.

(4) M = A uniformed member, civilian employee, or contract employee of the Marine Corps.

(5) G = A uniformed member, civilian employee, or contract employee of the Coast Guard.

(6) Z = A uniformed member, civilian employee, or contract employee of the National Guard.

(7) S = To indicate an employee or contract employee of the Department of State.

(8) H = To indicate an employee or contract employee of the Department of Homeland Security.

(9) D = A civilian or contract employee of the DoD not falling into one of the categories above.

(10) O = A person not falling into one of categories above (such as non DoD civilians and members of coalition or allied forces).

c. **Field 3 (ANNNN):** In the case of all categories above except O, the VI Professional Identifier (Vision ID). The Vision ID is assigned to the individual VI professional in accordance with enclosure 7 of reference (a) and is assigned by the DIMOC through the Defense Imagery Web site <http://www.defenseimagery.mil/index.html>. Example: Mass Communication Specialist John Doe, Vision ID = R9765. In the case of category O above, such as a member of a foreign military, or a civilian not affiliated with the DoD, or for an image with undetermined or system based origin, use the unique identifier Z9999 in field three.

d. **Field 4 (NNN):** Image or scene number in sequential order (beginning with 001 for that same day). Numbering should follow the approximate order in which each image or scene was acquired or originated by the person identified in fields 3 and 4 on the day identified in field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN shall reflect the approximate order of a given person's image or scene acquisition or origination activities on a given day, without regard to variables such as media, so that no two images or scenes are assigned identical VIRINs.

e. Examples

(1) Still Image VIRIN. The tenth image selected on Jan. 30, 1998, shot by Petty Officer Gary Love, with a Vision ID of C5683 would be assigned VIRIN 980130-N-C5683-010.

(2) Motion Scene VIRIN. The third major change in subject matter recorded or shot on Jan. 31, 1998 by Petty Officer Alan Goldstein, who has the Vision ID of Y4653 would be assigned VIRIN 980131-N-Y4653-003.

(3) Fields 2 and 3 of the VIRIN for a work of art created by more than one individual shall reflect the individual who was the lead creator or head of the team responsible for creating the item. Thus a photomontage consisting of several photographs, each shot by a different photographer, would have the service designator and Vision ID of the person in charge of creating the montage.

(4) Copies shall bear the VIRIN of the original, even if conversions between analog and digital, or changes in medium, format, compression, or size occur during the copying process.

(5) Imagery or other units of media which are derived from existing, VIRIN-bearing materials, but which differ significantly in appearance relative to that from which derived, shall, upon creation and unless discarded, be assigned their own VIRIN.

(6) The file name of a digital image shall be the image's VIRIN.

(7) The "Image Number" field of embedded IPTC captions shall reflect the image's VIRIN.

f. Motion Imagery

(1) A VIRIN will be assigned to identify each major change in subject matter. If there are multiple subjects on a unit of media, each scene will have its own VIRIN. (i.e., a videographer assigned to cover a major logistics exercise may shoot sequences of cargo plane operations, petroleum farm operations, and containerized shipping operations all on the

same videotape. Each of these three subject areas would be assigned separate VIRINS. All three VIRINS will be annotated on the motion media label and on associated run sheets.)

(2) The consolidation of motion imagery of separate camera original media onto a single motion media format, or storage device will include all applicable VIRINS.

(3) Each individual videotape or motion media storage device will be marked with the applicable camera original VIRIN(s).

(4) Compilations of motion imagery, or edited motion media products, shall be issued their own VIRIN.

0504 MARKING VI PRODUCTS FOR FILING

1. Electronic Files. Digital images will have their VIRIN embedded in the IPTC header.

2. Photographic Prints. All hard copy photographic prints shall be marked on the base side with the following data:

- a. VIRIN assigned to the original.
- b. Date of original photography.
- c. Name and address of the originating activity.
- d. Unclassified photographs that have been cleared for public release per reference (v) shall be annotated with the following: "Official United States Navy Photography. Please credit U.S. Navy photo by (insert the rating, rank, and name of photographer)/Released."
- e. Security classification, authority, and appropriate downgrading and declassification instructions.
- f. Aircraft mishap and accident photographs, photographs of evidence (including property damage or personal injury photographs), and all classified products shall be stamped with the appropriate security classification marking in addition to "Official U.S. Navy Photography," as appropriate.

3. Graphic Arts Products

a. Transparencies and electronic imagery produced from hard copy originals shall be marked and filed in the same manner as prescribed for photographic prints. The security classification shall be marked in the image area of the product and show clearly when projected or viewed.

b. Mark illustrations, charts, and graphs with the following data:

(1) VIRIN assigned;

(2) Name and address of the originating activity;

(3) Security classification, authority, and appropriate downgrading and declassification instructions. Markings shall be accessible, but should not hinder the usefulness of the product; and

4. Selected motion media shall be assigned VIRINs, time code information, slated, and marked as outlined below.

a. All motion media storage devices (i.e. video tape or Digital Versatile Disk (DVD)), along with their associated containers, must be clearly labeled to indicate subject matter, camera operator's name and all VIRINs contained.

b. Motion media shall be "slated" between each major change in subject matter with subject, location, name of camera operator, VIRIN and classification, roll number (if more than one roll on the same subject), and camera number.

5. All products will be marked with the VIRIN in the most accessible area that does not interfere with the use of the product.

0505 RELEASE OF IMAGERY

1. Release Authority. As stated in reference (v), commanding officers are responsible for the conduct of PA and are the release authority for their command. This authority is often delegated to the command's PAO or his or her representative. All imagery must be reviewed prior to release to the public.

2. Marking Imagery for Release. When imagery has been released, ensure the word "Released" is entered into IPTC caption header for "Special Instructions/Public Release Instruction" field for still imagery and in block 9 of the DD 2537 Visual Information Caption Sheet for motion media. Include the organization name, title, and phone number of the releasing authority (i.e.: U.S. Fleet Forces (PAO), ffcMediaOffice.fct@navy.mil , DSN: XXX-XXXX).

CHAPTER 6 CAPTIONING

0600 CAPTION CONTENT

1. Writing a Good Caption. Properly documented VI records provide a valuable historical record of Navy operations and related activities. Images with no caption data are virtually useless, and represent a waste of manpower, training and resources. It is the responsibility of the camera operator (both military and civilian) to record all required caption information and to be able to use that information effectively in a caption. Captions should be concise but complete and relate to a specific image or scene. The use of a "generic," or common caption, which contains the same caption for several images in a series, should be avoided. Identify all recognizable equipment and weapons systems. Use present tense, active voice, in the first sentence to describe the predominant action of the event, exercise, project, ships, aircraft and weapons. All caption data should normally follow the following formula:

a. Who. Include the full name, rank, and military unit or organization of individuals depicted in the image/scene. Spell out rate and use numbers for ranks, such as, "Mass Communication Specialist 1st Class Tiffani Jones." Do not include warfare designator. Do include hometowns, but do not include the names of military dependents. Indicate position of people in a caption using commas, not parentheses.

b. What. When identifying any U.S. Navy ship, include the type of ship, name and the hull designation number. If an aircraft, missile or other weapon system is in the imagery, include the model (e.g., F/A-18, AIM-54, M1A2 Abrams tank or M-16A1 rifle) and unit designator.

c. Where and When. Use a dateline to indicate the location and date. Include the geographic name or approximate location of the place where photographed. For aerial photography, the "where" should state: "aerial photo/video of [subject] over [what geographic place or area]." If shot at sea, the "where" should indicate the body of water. Example: PERSIAN GULF (Sept. 1, 2008).

d. Why and How (tag line). State why and how an action, event, etc., occurred. The second sentence of the caption should give background on the news event or describe why the photo/video is significant. This should give the "big picture." Whenever possible, try to keep captions to no more than two concise sentences, while including all the relevant information.

(1) All captions shall follow the formats proscribed by the DoD Style Guide found on the Defense Imagery Web site at www.defenseimagery.mil/learning/captionstyle.html. Other references include the Navy Style Guide (http://www.navy.mil/submit/view_styleguide.asp) and the Associated Press (AP) Stylebook (<http://www.apstylebook.com/>).

(2) Captions should be proofread by another individual before releasing.

(3) The byline will follow the format: (U.S. Navy photo/video by rating, rank, name of photographer/Released). Spell out the rating and do not use warfare designators.

2. Still Image Caption. The following is an example of a proper still caption:

080831-N-J4527-044
RED SEA (Aug. 31, 2008) An MH-60S Sea Hawk helicopter delivers crates of supplies to the amphibious assault ship USS Peleliu (LHA 5) during a vertical replenishment at sea. Peleliu is deployed supporting maritime security operations in the U.S. 5th Fleet area of responsibility. (U.S. Navy photo by Mass Communication Specialist 2nd Class Dustin Kelling/Released)

3. Motion Imagery Caption. When writing captions for motion imagery, the same rules on style and content for still imagery apply. The following is an example of a proper scene/sequence caption and individual shot descriptions:

080813-N-B6489-001
PERSIAN GULF (Aug. 13, 2008) Aerial of the nuclear powered aircraft carrier USS GEORGE H.W. BUSH (CVN 77), while on deployment in the Persian Gulf. Bush is on a

regularly scheduled deployment in support of Operation Iraqi Freedom. Official U.S. Navy video by Mass Communication Specialist 1st Class Tina Jones (RELEASED).

4. DoD VI Captioning Style Guide. This style guide provides a standard method of writing captions for DoD imagery and should be used by photographers, videographers, and all who produce or manage DoD imagery to write and edit captions that are accurate, clear, concise, and meet DoD style standards. The guide is written for all producers, editors and users of VI and demonstrates how to address military terms descriptive of things, places and entities recorded by DoD camera operators, created by DoD graphic artists, or written about by DoD journalists. It is a supplement to the AP Stylebook; refer to AP for guidance on items that do not appear within this guide.

0601 IPTC HEADERS

1. Embedded Data Information. Caption writers must ensure that all still digital images, saved to a file format with the ability to embed caption information per the IPTC specifications (such as the Joint Photographic Expert Group format), are populated with caption data in the appropriate data fields. This ensures caption data becomes a permanent part of the image file. With such headers, the caption is always available to the user as long as the image is viewed with the proper software. In addition, users can build databases without the need to re-enter the caption information. This enables users and customers to search on specific data fields and keywords, and is an important part of the LCM and archiving process. For all information concerning data entry requirements into the IPTC headers contact the Navy CAP. Different programs contain different metadata fields. The DoD Style Guide contains a metadata cross reference for four different IPTC programs.

2. Motion Media. All motion media recordings must be documented on a DD 2537. Block 10(b) allows camera operators to detail the "who, what, when, where, why and how" information recorded on the motion media medium. Accurate and complete captions are vital, in addition to any background on the subject or event which might be useful to potential users and a narrative of the action that includes general details regarding the nature and objective of the event, operation, exercise, or contingency being documented.

a. At the beginning of the motion media, include a slate with the videographer's name, rank, date, name of event, and a brief description of the motion media. Best practice: include the caption for the video on the slate. This way, if the DD 2537 is lost, the caption information remains.

b. Camera operators should shoot interviews to support motion media documentation. Interviews help establish the story and serves as a vehicle, to explain what is occurring in the motion media. Individuals being interviewed should state their names, ranks, commands and where their commands are located. When applicable, you should indicate in the time line where the interview is located within the imagery medium.

c. Bylines shall follow the format "U.S. Navy video by Mass Communication Specialist 2nd Class Tina Jones, USN/Released."

CHAPTER 7 COPYRIGHTED MATERIALS

0700 COPYRIGHT AND COPYRIGHT INFRINGEMENT

1. Copyright Protection. Copyright protection is generally not available for works produced by the United States Government. However, Navy personnel who produce visual communication products must be especially aware of the copyright rights of others, since the unauthorized use of a copyrighted work may result in legal action.

a. Copyright protection may exist in original works in any tangible medium of expression, including literary, musical, graphic, pictorial and audiovisual (AV) works of authorship. Copyright owners enjoy exclusive rights to:

(1) The reproduction of copyrighted works in copies of phonorecords;

(2) The preparation of derivative works based upon the copyrighted work;

(3) 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;

(4) Performance of the copyrighted work publicly;

(5) Displaying the copyrighted work publicly, including the displaying of individual images from a motion picture; and

(6) Performing a copyrighted sound recording publicly by means of digital audio transmission.

b. Many copyrighted works include a copyright notice, typically the symbol "©", followed by the name of the author, and the date of publication. This information should not be removed or altered without permission from the copyright owner. Since 1989, copyright holders are no longer required to include the copyright notice. Therefore, always operate under the assumption that all works of others are protected by copyright.

2. Copyright Infringement. As a general rule, works subject to copyright protection may not be copied without permission of the copyright owner. If the copyright owner's permission has not been obtained, the copying is unauthorized and may result in copyright infringement.

3. Government Liability. Always operate under the assumption of potential Government liability since limitations on exclusive rights, such as fair use, are complex and subject to varying 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 reference (q).

4. Acquisition of Copyright Rights. Although section 105 of reference (r) prevents the Government from obtaining copyright in any work of the Government, the Government is able to acquire copyright in a work produced by a contractor. This is most effectively accomplished when the appropriate clause, 252.227-7020 Rights in Special Works, from reference (w) is used prior to initiating the work. The -7020 clause requires the contractor to assign copyright in the work to the Government, thereby providing Government control of the work. In the case of a work not produced subject to a DFARS clause, the Government may obtain control of the work by negotiating an assignment, or obtain rights to use the work by negotiating a license.

0701 FAIR USE

1. Determining Fair Use. Per section 107 of reference (r), "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. Factors relevant to a determination of "Fair Use" include, but are not limited to: 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. For example, there is no specific number of words, lines, or musical notes that may safely be taken without permission. The use of

even a small portion of a copyrighted work may still constitute copyright infringement. Additionally, providing an author's name as a credit for a quotation will not, by itself, excuse a charge of infringement. Similarly, a work is not considered to be in the public domain simply because it has been posted on the Internet.

2. Fair Use and VI. "Fair Use" may be applied to the following VI functions or uses provided that the materials are not incorporated into an AV/VI production, reproduced for distribution, or incorporated into permanent or repetitive publications, briefings, technical reports, or course/class room curricula.

a. Immediate requirements supporting current operations, contingencies, intelligence, command and control/management information center or carrier intelligence center briefings.

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

0702 COPYRIGHT CLEARANCES. Separate Clearances. All proprietary material, including music, audio recordings and visual products, require the following.

1. 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 copyrighted material, 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.

2. 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.

3. The VI production file shall 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. See chapter 8 of this instruction for further guidance on the VI production file requirements.

0703 LEGAL ADVICE

1. Legal Review. It cannot 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.

2. Stock Music. The vast majority of VI practitioners should avoid using copyrighted material in their visual communication products. The majority of violations center on the use of popular commercial music products as background music to motion media and multimedia products. For those activities that produce a large number of motion media and multimedia communication products, it is advisable to purchase commercially-produced music libraries that offer stock music for use in all types of production work. Depending upon the company, purchase price normally allows for unlimited usage of all music contained in the purchased library regardless of the type of usage.

0704 RELATIONSHIP BETWEEN COPYRIGHT AND TRADEMARKS

1. Trademark Protection and Infringement. A trademark generally consists of a word, phrase, design or sound used for the purpose of distinguishing the source of products or services. As such, these items may be subject to both trademark and copyright protection. As with copyright protection, trademarks generally cannot be copied without permission from the trademark holder. Furthermore, many of the exceptions to liability in copyright, such as fair use, are generally unavailable in the trademark context. Therefore, Navy personnel should not use or

copy such trademarks without permission from the trademark owner. Permission should be sought in a manner similar to the process described in section 0702 of this chapter.

2. Government Rights in Trademarks. The Government may own, enforce and license its rights in Government trademarks. Additionally, the Government may acquire rights in trademarks developed on its behalf by a contractor.

3. General Legal Advice. For general legal advice regarding trademark matters, the Judge Advocate General (JAG) or Office of General Counsel (OGC) assigned to local activities should be consulted. For activities that do not have access to local JAG or OGC, the Office of Naval Research, Office of Counsel should be contacted.

CHAPTER 8 NAVY VI PRODUCTIONS

0800 INTRODUCTION TO VI PRODUCTIONS

1. VI Production. In accordance with reference (b), a VI production is a planned or scripted motion media product that results in a complete cohesive presentation that conveys a message to a specific audience. VI productions should not be confused with PA broadcasting. The majority of VI productions are internal information, documentaries and training aids. There are specific limitations and guidance on the content and contracting of all VI productions. Special consideration must be given to legal clearances and the copyright process. Policy on post-production procedures, control, replication, use, and public exhibition of VI productions must be followed.

2. DAVIS. DAVIS is a Web-based search application available in the public domain which is used to search for and order VI productions. Additionally, the system is used to assist in preventing the duplication of productions that may have been produced.

3. Office of Primary Responsibility (OPR). The OPR is the office that initiates an AV/VI production by completing a DD 1995 Visual Information Production Request and Report. The OPR shall:

a. Ensure review of VI and AV production requests for duplication of existing productions, to ensure that the VI production is the appropriate medium to convey the message, and that the production will be made available to the widest possible audience.

b. Complete currency review report and forward to the DIMOC, Tobyhanna.

4. Types of VI Productions. All Navy VI productions are managed by CNO (N09C2) which assigns a Production Identification Number (PIN) to approved VI productions. There are two types of VI productions.

a. Local-Use-Only Productions. These productions support the specific needs of a local command/activity. Productions shall be approved by the local OPR and validated by the BSOVIMO

who will issue a Production Approval Number (PAN). DAVIS entry of the DD 1995 is not required. Any production that has a wider audience or scope beyond local use shall be classified as "other than local production."

b. Other than Local Productions. These productions include those with BSO-, Navy-, or DoD-wide distribution, application or interest, and are approved by the OPR at the BSO level and subsequently reviewed by the BSOVIMO. CNO (N09C2) must validate the production by issuing a PIN, and may assist in assigning the production to an authorized VI activity. DAVIS entry of the DD 1995 is required.

5. VI Production Contracting. There are occasions when an authorized Navy VI production activity cannot meet the full, legitimate customer requirements to produce a VI production in house. On these occasions, the services for the production may be contracted to a commercial production provider. In such cases, commercial contracting for VI productions must be authorized by CNO (N09C2).

6. DD 1995. DD 1995 is an online form which is used to initiate productions and manage their life cycle. An alphanumeric "access key" protects existing online records. An automated process creates the key and provides it to the initiator when a new online record is established.

0801 VI PRODUCTION PROCEDURES

1. Needs and Assessments. The benefits of a 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. 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 and an existing VI production does not meet the requirements. In making a decision to create a new VI production, 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. To determine the feasibility of a VI production, follow these steps:

a. Conduct a DAVIS Search. In many cases, an existing VI production will meet the needs of the requestor. Therefore, before formally requesting a new VI production, the OPR shall conduct a search of the DAVIS database to determine if VI productions that satisfy the OPR's communication requirements already exist. Existing Navy and other DoD VI productions can be ordered online through the DAVIS. Online orders are submitted to the DIMOC for direct shipment to the customer.

b. Use the Production Decision Logic Table (PDLT). If a VI production does not exist that would satisfy the OPR's communication requirements, the OPR should use the online PDLT to determine if the VI production medium is the appropriate means to communicate the message. The PDLT is an online aid to discriminate between appropriate and inappropriate use of the production medium. It is used to determine whether the unique communicative properties of the production medium are required to convey particular types of messages, under particular circumstances. PDLT completion does not apply to compilations.

2. Initiate a VI Production. If it is determined the production medium is appropriate, the OPR shall complete section I of DD 1995. Per reference (b), all DoD, hence Navy, productions must be accessible to people with disabilities, therefore, the OPR must determine whether or not the production must be accessible, and if not, which specific exception(s) applies. The OPR must also prepare a distribution plan to include the total number of copies required, the distribution format(s), and the proposed distribution of each copy.

3. VI Production Approval and Validation

a. BSOVIMO Review and Validation. After the OPR completes section I of DD 1995, it is submitted to their BSOVIMO for review, validation and determination of production category ("local-use-only productions" or "other than local productions"). Section II is completed by the BSOVIMO and section III by the assigned VI production or contracting activity.

b. COTS Productions. COTS VI Productions that support local, BSO or Navy-wide requirements may be purchased by the OPR without BSOVIMO or CNO (N09C2) validation. A DAVIS search,

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however, 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.

0802 VI PRODUCTION ASSIGNMENT/ACQUISITION/REVALIDATION

1. BSOVIMOs may assign "local-use-only production" requests to authorized VI production activities within their claimancy for in-house production or may request contract acquisition through CNO (N09C2). CNO (N09C2) will assign all "other than local production" requests.

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

a. An approved production is not completed within 1 year of script approval; or

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

0803 LIMITATIONS ON VI PRODUCTIONS

1. All VI productions must be identified with either a PAN or a 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. 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.

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

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

0804 REQUIRED DOD-STANDARD INITIAL SCREENS

1. In accordance with reference (b), all Navy VI productions will conform to the five DoD-standard initial screens requirement and will contain the following information, in this order:

a. Screen 1. Security classification (if classified) for a minimum of 5 seconds. If classified, the security classification will also be displayed as the production's final screen.

b. Screen 2. Accessibility (if accessible) for a minimum of 3 seconds.

c. Screen 3. The DoD Seal. Include the year of release and DoD-standard identifying number. Displayed for a minimum of 3 seconds.

d. Screen 4. The title of the production, and include the running time and the purpose of the production. Screen 4 shall be displayed long enough for each word to be read aloud, quickly.

e. Screen 5. Screen 5 should be displayed long enough for each word to be read aloud, quickly, and should identify the intended audience, i.e., "ship's crew," the presentation scenario, which includes the setting, i.e., "common areas," and the delivery methodology, i.e., "closed circuit TV broadcast." It must also describe if the viewing is intended to be a complete, stand-alone communication experience or if it is to be augmented by supplemental means, whether instructor-led training, reading, practice, reviewing a checklist, etc.

2. Screen credits should include those personnel who produced and appeared in the production. Acknowledgment of important personalities such as senior Navy officials, Medal of Honor recipients, or services provided by supporting organizations is permissible.

0805 LEGAL RELEASES

1. The activity that is responsible for production or contracting must obtain all legal releases associated with the production, and if applicable, any additional rights granting public clearance, including public access to Internet Web sites.

2. The Navy must not violate laws that protect an individual's privacy and property. Signed DD 2830 General Talent Release forms are required from persons, who either appear in, or whose voices are used in a production. Signed DD 2830s are also required from persons whose minor children, real estate, or private property appears in a production. No DD 2830 is required from active duty military personnel, including midshipmen of the U.S. Naval Academy or DoD civilians performing their official duties.

3. 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

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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 official production file. See section 0810 of this chapter for further guidance.

0806 POST PRODUCTION PROCEDURES FOR VI PRODUCTIONS

1. All updates to the DD 1995, relative to the VI production process, are 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 section 0810.)

3. Master records, i.e., video masters and production files, for all "local-use-only productions" shall be retained locally.

4. "Other than local production" master records shall be forwarded by the assigned VI production activity to the DIMOC within 90 days of OPR acceptance of the completed production.

5. Destruction of VI productions and related production files is prescribed in reference (b).

0807 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

DIMOC. The plan shall include the total number of copies required, 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 DIMOC, which will enter the distribution data in the DAVIS (section IV of DD 1995). Exceptions to DIMOC distribution may be authorized by CNO (N09C2) on a case-by-case basis. In addition, the DIMOC 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-use-only productions" are distributed directly to the local command or customer activity.

0808 PUBLIC EXHIBITION OF VI PRODUCTIONS

1. Public clearance review determines if a production's content is appropriate, and if any associated contracts, releases, etc., allow for public exhibition. As the distribution of VI productions may be limited by legal releases, approval for public exhibition of unclassified Navy VI productions is a two-step process and shall be initiated by the assigned VI production/contracting activity, or the OPR.

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. (See chapter 7 of this instruction and sections 0803, 0805 and 0809 of this chapter.)

b. Subsequent to the contracts/agreements review, the production/contracting activity shall submit to CNO (N09C2) a completed copy of the production file (see section 0810 for production file requirements), and a DVD copy of the production being recommended for public exhibition. CNO (N09C2) will conduct the content review for all Navy VI productions.

2. Exhibition Categories

a. Cleared for Public Exhibition and Sale. These productions are cleared for public release by CHINFO. The productions have been reviewed by competent authority and have

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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>. Productions cleared for public exhibition and sale shall be 508 compliant in accordance with reference (x) unless they come under the exclusions in reference (b).

b. Not Cleared for Public Exhibition and Sale. This designation is for those productions that cannot be released for one or more of the following reasons: security classification; rights retained by copyright owners or talent; statutory grants; agreements; privacy rights; or that it portrays the Navy in an unfavorable manner.

c. Cleared for Non-Profit Public Exhibition Only. This designation is for those productions that have been cleared to be shown in public at events staged not for profit but certain 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 DIMOC.

4. The DIMOC, 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 references (y) and (z).

0809 CURRENCY REVIEW OF VI PRODUCTIONS

1. All VI productions are regularly reviewed to determine if they are current in order to remain in the DoD inventory. This is an important part of the LCM of VI productions. All current "other than local productions" are reviewed for content 5 years after initial distribution and every 3 years thereafter by the OPR. The DIMOC will notify the OPR when reviews are required.

2. The following review criteria shall be used.

a. Non-current. Non-current shall be declared when the production no longer reflects current policy or procedures and does not meet the criteria as a historical production. 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. Productions shall be declared historical if the production no longer reflects current policies and procedures, but documents a historical Navy event. The following criteria shall be applied:

(1) The production documents an important Navy campaign 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 DIMOC via CNO (N09C2). Failure to respond to the currency review within 90 days after notification will result in the productions being declared non-current and their removal from the DoD distribution system.

4. If a historical production is exhibited, the audience will be informed prior to the showing that the production does not necessarily reflect current Navy or DoD doctrine, policy or procedures.

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0810 VI PRODUCTION FILE REQUIREMENTS. Records must be retained by the OPR, and or the VI production activity in accordance with Federal records schedule as per reference (d). The following are 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 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 DD 2830 for narration (if applicable).
7. Signed DD 5830 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).

**APPENDIX A
DEFINITIONS**

Accessible. Containing either open or closed captions, and/or audio description.

Accessioner(s). VI personnel whose responsibility is to determine the historical value of DoD imagery using various references and directives for inclusion in the official DoD records held at NARA.

Audio Description. Speech, synchronized with the picture, describing a production's visual content. Audio description is specifically designed for visually impaired and blind persons. Typically, appropriate portions of the audio description are narrated during what would otherwise be natural silences in a production.

Accessioning. The acts and procedures by which records are taken into the physical custody of a records center, archival agency, or other records repository.

Acquisition. In VI, the process of recording VI in a camera; creating it by hand, mechanically, or on a computer; or obtaining it by purchase, donation, or seizure.

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.

Architecture. As used here, describes the structure of components (or elements), their relationships, and the principles and guidelines governing their design and evolution over time. Technical architectures deal with hardware and software systems and how they are designed and configured. Process architectures deal with how and what business practices are carried out to accomplish a function.

Armament Delivery Recording. Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating

strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

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.

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.)

AV Based. Are those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information audio visually. 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.

Budget Submitting Office VI Management Office (BSOVIMO). A staff office at the budget management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.

Cable Television System (CATV). Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

Caption. Short explanatory or descriptive data accompanying imagery. A caption should answer the who, what, when, where, how, how many, and why questions relative to the imagery.

Caption Data. Short explanatory or descriptive data accompanying imagery as well as other information aside from the "who, what, where, when and how." Caption data records include DD 2537, shot sheets/lists, camera operator's notes in either paper or machine-readable form, and, in digital still images, embedded IPTC header captions.

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.

Clearance for Public Release. The determination by responsible officials that a DoD production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public.

Closed Circuit Television (CCTV). Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

Combat Camera (COMCAM). The providing of imagery-related support to combat and other military operations by members of military units specifically trained, organized, equipped, and tasked to provide such support.

COMCAM Forces. U.S. military personnel trained and employed to acquire, process, and transmit classified and unclassified still and motion imagery in support of air, sea, and ground military operations.

Commercial Activity (CA). A process resulting in a product or service that is or could be obtained from a commercial source.

Commercial VI Production. A completed VI production that is 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.

Compilation. A type of DoD production that includes a selection of discrete items of imagery and/or audio, text, and graphics arranged according to a common theme or subject and organized as a single deliverable product. Compilations are usually viewed non-linearly. Examples are the DoD compact discs-read only memory products, "Allied Force" and "War and Conflict."

Component Accessioning Point (CAP). A central or designated point in the DoD components for the receipt, screening, evaluation, and selection of imagery for accessioning into the central DoD VI records center.

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

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 (TA) and the production activity's project officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor (TA)".)

Decision Logic Table for Recording and Handling Imagery.

Guidelines for VI personnel and accessioners for acquiring and managing imagery.

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). An online, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control, and other data on the productions in the DoD inventory.

Defense Information School (DINFOS). The DoD's joint-service PA and VI education and training unit supporting the mission areas of community relations, media relations, internal information, VI and COMCAM. Specific career fields in PA and VI include broadcasting (radio and television), journalism (photo, broadcast, electronic and print), still photography, videography, electronic imaging, lithography, graphic arts and related maintenance specialties.

Defense Visual Information Activity Number (DVIAN). A unique identifier assigned to each authorized DoD VI activity.

Defense Imagery Management Operations Center (DIMOC). The DoD's central VI records center. It receives, stores, preserves, provides reference service on, and disposes of VI records. It is responsible for receiving, documenting, replicating, controlling quality, controlling inventory and life cycle managing defense inventory productions and other VI end products.

DD 1995 Visual Information Production Request and Report. The primary authorization and reference document used for the LCM of DoD productions. For example, all production, distribution, and clearance instructions are derived from the information on the form.

Digital Still Images. Electronically-based images that are recorded (either as camera originals in a digital camera or as copies from a film-based still photographic or analog image medium) and stored as machine digital files.

Dissemination. The distribution of VI products or information to the public.

Distribution. In VI, the process of supplying an end product to its intended end users, by any means.

Documentation Imagery. Imagery depicting actual events, activities, phenomena, places, or people recorded primarily to create a record of the subject matter.

DoD Imagery. Imagery recorded or created by DoD personnel using U.S. Government-owned or -leased equipment and supplies; imagery recorded or created by DoD personnel using U.S. privately-owned or -leased equipment and supplies if performing official duties as a camera operator; imagery seized or captured by DoD personnel during or in the aftermath of military operations; and, imagery acquired by DoD through contract, donation, or transfer. Imagery recorded or created by DoD personnel using privately-owned equipment and supplies is generally not considered DoD imagery.

DoD Production. Any production a DoD component creates or acquires. (See also "Production.")

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

Electronic News Gathering (ENG). A form of electronic journalism. The application of a portable video system to record newsworthy events.

End Product. In VI, VI in the form of a finished deliverable immediately ready for its intended end users.

Equipment of a VI Nature. Equipment that records, processes, produces, edits, stores, displays, or presents VI, or which is integral to the VI end product production process.

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 Art. In VI, hand-, mechanically-, or computer-drawn art works or pictorial representations that are created rather than recorded in a camera. Examples include charts, posters, photo illustrations, photo montages, computer-generated pictures, drawings, paintings, animation cells, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits. This does not include organizational charts, symbols, process flows, quantitative data or logical relationships.

Imagery. A visual representation of a person, place, or thing recorded and stored in any format on a physical medium.

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 AV 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, automatic data processing and telecommunications activities related to certain critical national security

missions, as defined in section 3502(2) of title 44, United States Code (U.S.C.) and section 2315 of title 10, U.S.C., are excluded.

Initial Screen(s). The first VI an audience or user sees when viewing a production.

Interactive Courseware. Computer-controlled courseware that relies on student input to determine the pace, sequence, and content of instructional delivery.

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 COMCAM Imagery. COMCAM imagery recorded in the Joint environment.

Joint-Interest Imagery. Imagery that depicts subjects of known or probable interest to the Office of the Secretary of Defense (OSD), the Chairman of the Joint Chiefs of Staff, or more than one DoD component. All COMCAM imagery shot in the joint environment is assumed to be joint-interest imagery. Other imagery, both from COMCAM sources and other-than-COMCAM sources, such as PA and photojournalists, that depicts subjects of known or probable interest to the OSD, the Chairman of the Joint Chief of Staff, or more than one DoD component, is also joint-interest imagery.

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 VI Services. VI services operated and maintained by a DoD component to support more than one DoD organization.

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Life Cycle Management (LCM). The process of managing records as they pass from the point of origination through active use and maintenance to their final disposition by either transfer to an archival institution or destruction.

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.

Local-Use-Only Production. A production created or acquired for use at a single installation or activity and assumed to be of no interest or value to audiences beyond the creating or acquiring installation or activity. (Also see "Other Than Local Production.")

Medium. In VI, any physical object, such as drawing paper, film, videotape, drive or disc, which contains or can contain VI. VI media are typically transportable, to facilitate dissemination of the VI they contain.

Mixed Media. Imagery and non-VI combined as a single informational product. Examples include a videotape with accompanying printed material and a map with embedded pictures.

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

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

Multimedia Production. A non-linear, interactive VI product using imagery and any combination of audio, text, or graphics, that is developed according to a plan or script for the purpose of conveying information to a user.

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.

Navy Combat Camera Program. A uniform, systematic, and comprehensive LCM program to provide and insure availability of complete, accurate, timely, and accessible VI 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.

Office of Primary Responsibility (OPR). Generally, the organization that requires a DoD production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly.

Official DoD Imagery. 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 DoD activities, functions, or missions.

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.

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.

Other Than Local Production. A production of potential value to audiences or users outside the installation or activity that created or acquired it. (See also "Local-Use-Only Production.")

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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 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.

Photojournalism. Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

Photomechanical Reproduction. An image printed from a photographic matrix. Examples include lithographs, photogravures, and the half-tone prints found in newspapers.

Production. In VI, a complete, linear or non-linear presentation, sequenced according to a plan or script that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

Production Decision Logic Table (PDLT). An online instrument used to help determine the appropriateness of using the production medium to achieve a given communication objective under a given communication scenario. The PDLT's determinations are based on research findings in the fields of instructional technology, learning theory, and other fields.

Production File or Folder. The textual record pertaining to a production. A production folder usually includes scripts, contracts, talent releases, copyright releases, and related material.

Production Identification Number (PIN). The DoD-standard identifying number for Defense Inventory Productions. It is a six-digit number issued by a DoD component's VI management office. Example of a PIN: 505117.

Production-Related Material. Camera original material shot for a VI production, whether it was completed or not.

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

Record VI Material. The camera original and designated masters (including the master duplicating and viewing copy) of any official DoD imagery plus related caption data.

Released. Refers to the determination made by competent authority that a 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.

Still Photography. The medium used to record still imagery, including film and digital images.

Stock Footage. Already-existing motion imagery that has not been creatively edited.

Stock Image. Already-existing still imagery that has not been creatively edited.

Technical Advisors (TA). Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a component or agency. They are 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

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production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

Technical Documentation (TECDOC). VIDOC (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; RDT&E; intelligence; investigations; and armament delivery.

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

Video. Motion imagery that is recorded or transmitted as either a digital or analog electromagnetic signal.

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

Video-Teleconferencing. Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

VI Professional Identifier (Vision ID). The alpha numeric identification number generated by the DIMOC and assigned as a unique identifier to all photographers, videographers, graphic artists, photojournalists, broadcasters and other personnel involved in the creation of official DoD imagery. The Vision ID is used for identification of the originator in field three of the VIRIN for use in creating VI records.

Visual Aid. A type of VI product in any of the AV-based formats designed to help communicate information.

Visual Information (VI). Information in the form of visual or pictorial representation of person(s), place(s), or thing(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand- or computer-generated graphic art and animations that depict real or imaginary person(s), place(s),

and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes three-dimensional, alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic art that depicts abstractions or abstract relationships, i.e., objects other than persons, places, or things (such as organization charts, symbols, process flows, quantitative data, or logical relationships).

VI Activity. An organizational element or a function within an organization whose principal responsibility is to provide VI products and/or services.

VI Activity Profile. A DoD-wide information system used to identify organizational information and the functions, products, and services that authorized VI activities provide.

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

VI Functions. The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, fabrication of training aids and displays, and provision of related technical services.

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

VI Documentation (VIDOC). Motion media, still photography, and audio recording of technical and nontechnical 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; and, slide, film strip, motion picture, overhead, opaque and video projectors.

c. **Professional VI Equipment.** Professional VI equipment is equipment whose characteristics conform to technical and occupational standards which relate to professional skills requiring a high degree of training.

d. **Non-Professional VI Equipment.** Non-professional VI equipment is commonly referred to as consumer grade, and generally does not meet the technical standards required to support the VI production process or VI activity authorizations.

e. **Other.** When items that could otherwise be identified as 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 Library. A VI facility which loans and maintains VI media and equipment.

VI Management Office. A staff office at the headquarters level that typically prescribes VI policies and procedures and supervises or oversees VI functions.

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

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VI Media. Any films, videotapes, discs, or other physical objects that contain or are capable of containing VI.

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

VI Product. A copy of a VI record, or a collection, compilation, or composite of such copies.

VI Production. The result of sequencing, according to a plan or script, original and/or existing still and/or motion images, with or without sound, into a self-contained, complete, linear presentation for the purpose of conveying information to, or communicating with an audience. Typically, VI productions are recorded continuously, or edited so as to appear as if recorded continuously onto a motion medium, such as film or videotape, for replication and/or time-delayed playback, but they may also be presented in real time.

VI Production (Local). VI production, reproduction, and distribution that supports an individual organization or installation.

VI Production (Other Than Local). VI production created or acquired for any level broader than "Local".

VI Production (Contracting). Commercial contracting for VI productions.

VI Program. The system of personnel, equipment, supplies, facilities, policies, procedures, training, and logistical support that enables the acquisition, recording, transmission, storage, production, and generation of VI records and VI products in support of DoD missions.

VI Record. VI with a related caption and identifying number designated as record material in accordance with the requirements of Federal law or Federal regulations. While a VI record resides on a physical medium (such as film, tape, drive or disk), the record is the informational content as distinct from the medium on which it resides.

VI Records Center. A facility where VI records are stored pending their ultimate disposition. Such facilities often have environmental controls and other features designed to efficiently house, preserve, and facilitate reference service on VI and related records.

Visual Information Record Identification Number (VIRIN). A DoD standard, alphanumeric designator assigned to a VI record other than a VI production. The life cycle number used for managing VI records.

VI Report. VIDOC 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. Providing support of a VI nature, such as maintaining VI equipment, providing presentation services, operating conference facilities, making loans of VI products, processing film, and copying VI records to VI end products.

VI Support Center. 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 components (including interactive video disc and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

Weapon Systems Video

a. Imagery recorded by video camera systems aboard aircraft or ship that shows delivery and impact of air-to-ground, or surface-to-air ordnance and air-to-air engagements.

b. A term used to describe the overarching program or process of capturing, clipping, digitizing, editing, and transmitting heads-up-display or multi-function display imagery.

c. A term used to refer to actual equipment used by various career fields to perform all or part of the weapon system video process.

Window Dub. A duplicate of a motion VI record created with a time code window to facilitate management of the record. The window dub is an element of the archival set.

**APPENDIX B
ACRONYMS**

3-M - Maintenance Material Management

AV - Audiovisual

BSO - Budget Submitting Office

BSOVIMO - Budget Submitting Office Visual Information Management Office

CA - Commercial Activity

CANTRAC - Catalog of Navy Training Courses

CAP - Component Accessioning Point

CHINFO - Chief of Information

CNO - Chief of Naval Operations

COMCAM - Combat Camera

COTS - Commercial-Off-The-Shelf

DAVIS - Defense Automated Visual Information System

DIMOC - Defense Imagery Management Operations Center

DINFOS - Defense Information School

DITIS - Defense Instructional Technology Information System

DoD - Department of Defense

DON - Department of the Navy

DVD - Digital Versatile Disc

DVI - Defense Visual Information Directorate

DVIAN - Defense VI Activity Number

FMP - Fleet Modernization Program

ICP - Inventory Control Point

IO - Information Operations

IPTC - International Press Telecommunications Council (IPTC defined a set of metadata attributes that can be applied to images.)

ISEA - In Service Engineering Agent

JAG - Judge Advocate General

LCM - Life Cycle Management

NARA - National Archives and Records Administration

NAVIP - Navy Visual Information Program

NEC - Navy Enlisted Classification

NVNS - Navy Visual News Service

OGC - Office of General Counsel

OPDOC - Operational Documentation

OPNAV - Office of the Chief of Naval Operations

OPR - Office of Primary Responsibility

PA - Public Affairs

PAN - Production Authorization Number

PAO - Public Affairs Officer

PARM - Program Acquisition Resource Manager

PDLT - Production Decision Logic Table

PIN - Production Identification Number

PMS - Planned Maintenance System

POE - Projected Operating Environment

RDT&E - Research, Development, Test and Evaluation

ROC - Required Operational Capabilities

SCD - Ships Change Document

SEAOPDET - Sea Operational Detachment (Media Afloat Augmentation)

SMD - Ships Manning Document

TECDOC - Technical Documentation

VI - Visual Information

VIM - Visual Information Manager

VIDOC - VI Documentation

VIRIN - VI Record Identification Number

APPENDIX C
EXCLUSIONS AND EXCEPTIONS TO EXCLUSIONS

1. **Exclusion.** The media, content, organization, production, and equipment listed below are not applicable to the VI guidance and management process, except as provided at "Exception to Exclusions."

a. Facilities, services, and products operated or maintained by:

(1) The American Forces Radio and Television Service.

(2) The broadcasting services of the Military Departments.

(3) Military exchanges and exchange services.

(4) Military Morale, Welfare and Recreation programs.

(5) The Defense Commissary Agency.

(6) The National Geospatial-Intelligence Agency.

(7) Stars and Stripes.

(8) Activities engaged in or supporting RDT&E.

b. Media bi-products of, and devices dedicated to:

(1) Photomechanical reproductions and photocopies.

(2) Maps and other geodetic products.

(3) X-rays.

(4) Microfilm.

(5) Microfiche.

(6) Mixed media packages with a predominance of text.

c. Content, and imagery from:

(1) Command and control imagery created as a function of weapons systems.

(2) Imagery collected or generated exclusively for surveillance, reconnaissance, intelligence purposes.

(3) Imagery gathered pursuant to criminal investigations and other legal evidentiary procedures.

(4) Medical diagnostic imagery including X-rays, ultrasound, computerized axial tomography (CAT), magnetic resonance imaging (MRI), and nuclear medical scans.

(5) Medical photography gathered for the documentation of patient treatment, such as pre-operative, post-operative, and specimen photography exclusive of photography that documents exposure to chemical, nuclear, radiological or biological weapons.

(6) Geospatial intelligence, including imagery, imagery intelligence and geospatial information, under the authority and responsibility of the National Geospatial-Intelligence Agency Executive Order 12951 (Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems refers).

(7) Visual data and VI obtained from DoD acquisition test programs that reflect capabilities and limitations of weapons system performance.

(8) Instrumentation imagery produced at DoD test and training ranges for such purposes as:

(a) Gathering information about time-space position, dial settings, human factors, lethality of weapons, target interactions, and related matters.

(b) Recording modeling and simulation runs.

(c) Documenting test-and-training-related debriefing exercises.

d. Organizational activities and products of the Navy Motion Picture Service.

e. Production types and uses as follows:

(1) Acquired from commercial sources by or for:

(a) DoD Educational Activity.

(b) Education centers.

(c) Non-VI libraries controlled by DoD Instruction 1015.15 of 31 October 2007 (Establishment, Management, and Control of Non-appropriated Fund Instrumentalities and Financial Management of Supporting Resources).

(2) Productions funded and reported as an integral part of a recruiting advertising contract.

(3) Productions created or acquired as interactive multimedia instruction products in accordance with DoD Instruction 1322.20 of 14 March 1991 (Development and Management of Interactive Courseware (ICW) for Military Training) and documented on DD 2568 Defense Instructional Technology Information System (DITIS) Report.

(4) Productions on the technical, procedural, or management aspects of Navy and DoD cryptological operations.

(5) Mixed media packages with a predominance of text (VI does not exceed 50 percent of the total package).

(6) Television spot announcements, news clips, and information programs.

f. Equipment types and uses as follows:

(1) Equipment of a VI nature:

(a) Embedded in training simulations or other integrated systems.

(b) Not performing a VI function.

(c) Acquired with non-appropriated funds.

(2) Audio or Video Teleconferencing (VTC) equipment.

(3) Simulators.

(4) Although standard equipment management practices apply to all Navy equipment, the specific provisions of this instruction do not apply to certain types or uses of VI equipment that do not produce a VI product or which are separately managed by other Navy programs as follows:

(a) Timing and synchronization apparatus related to instrumentation recording.

(b) VI equipment procured by Naval Sea Systems Command for American Force Radio and Television Service broadcast affiliates and "All Hands Television."

(c) Radiographic equipment (industrial, medical and dental X-rays), and medical imaging equipment, such as MRI and CAT scan equipment.

(d) VI equipment used by administrative and security offices only for identification purposes.

(e) Office-related support equipment including: word processing equipment; transcribing and intercom equipment; telephone answering devices; xerographic equipment; and microfilm production, viewing and printing equipment.

(f) Surveillance and monitoring systems: including CCTV used for security, safety inspection, testing and medical life-support purposes.

(g) Audio addressing or paging systems.

(h) VI equipment dedicated to the pilot landing assist training systems, secure flight crew briefing systems, and meteorological information systems.

(i) Historical VI equipment preserved by museums.

(j) Photomechanical reproduction equipment (lithographic) and graphic arts equipment used for the production of illustrations, graphs, or charts produced for the sole purpose of printing in a publication through a lithographic process. Equipment which supports both printing and graphic arts is not excluded.

(k) VI equipment integrated in a reconnaissance-collecting vehicle.

(l) VI equipment acquired with non-appropriated funds.

(m) VI equipment acquired for VTC functions.

2. **Exceptions to Exclusions.** There are a number of conditions under which excluded VI products are subject to the VI management process as listed below. Except for geospatial intelligence described in Executive Order 12951 (Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems), and imagery collected, generated or retained exclusively for intelligence purposes pursuant to DoD 5240.1-R of December 1982 (Procedures Governing the Activities of DoD Intelligence Components that Affect United States Persons), this instruction applies to VI that documents:

- a. News events reported in the media.
- b. Combat operations.
- c. Major peacetime operations, such as peacekeeping operations, responses to major disasters, and evacuations of civilians from overseas trouble spots.
- d. The physical and environmental effects of combat, terrorist activities, or natural disasters.
- e. The physical environment in which military operations are planned or take place.
- f. Distinguished visitors at sites of military operations.

g. War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.

h. Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that:

- (1) Involve distinguished visitors.
 - (2) Result in deaths or life-threatening injuries.
 - (3) Result in significant damage to DoD property or facilities, or to a large number of vehicles.
 - (4) Result in major court-martials, civilian criminal prosecutions or lawsuits for significant property damage.
 - (5) Attract the non-routine attention of local or national news media.
- i. Ceremonies, parades, or other events marking significant:
- (1) Changes of command or retirements.
 - (2) Presentations of honors or awards.
 - (3) Aircraft or other major equipment rollouts.
 - (4) Ship launchings, christenings, commissioning, or decommissioning.
 - (5) Arrivals or departures of distinguished visitors.
 - (6) International-level sporting events (including DoD support of or participation in such events).
 - (7) Celebrity entertainment events (including DoD support of or participation in such events, or events that took place at DoD facilities, bases, installations, or field sites).

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j. Professional conferences, meetings, seminars, public speeches, lectures, video history interviews, or other presentations involving:

(1) Current or former flag-rank officers or senior civilian officials.

(2) Recognized authorities in a field of military interest.

(3) Participants in or eyewitnesses to historically important events within the DoD or relating to subjects of major DoD or national news media interest.

(4) Current or former DoD personnel who achieved media fame or notoriety.

k. First launches, flights, or other uses of major pieces of equipment, major mishaps or malfunctions involving such equipment, or the appearance of phenomena of scientific importance.

l. Other events or activities of potential historical significance.

m. VI used to create DoD productions.

n. Equipment of a VI nature acquired incidental to contracts or RDT&E projects and no longer used to support them.

o. When excluded items are subsequently compiled to create a VI production, that production shall be managed in accordance with this instruction.