



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

OPNAVINST 3104.2  
N09C1  
1 March 2002

OPNAV INSTRUCTION 3104.2

From: Chief of Naval Operations  
To: All Ships and Stations (less Marine Corps field addressees not having Navy personnel attached)  
Subj: NAVAL VISUAL INFORMATION (VI) MANAGEMENT POLICY, RESPONSIBILITIES AND PROCEDURES  
Ref: (a) SECNAVINST 3104.1 (NOTAL)  
(b) OPNAVINST 3104.1 (NOTAL)  
(c) OPNAVINST 4000.84B (NOTAL)  
(d) OPNAVINST 4860.7C (NOTAL)  
(e) SECNAVINST 5212.5D  
(f) OPNAVINST 5430.48D (NOTAL)  
Encl: (1) Navy VI Management Procedures  
(2) VI Definitions

1. **Purpose.** To implement the Visual Information (VI) management aspects of references (a) and (b), and to provide policy guidance and assign responsibilities for naval VI management.

2. **Background**

a. This instruction provides the additional policy and procedural guidance on naval VI management authorized by reference (b). This directive incorporates policy and procedures formerly issued in chapter 1 of OPNAVINST 5290.1A.

b. Also addressed are changes in the former Naval Imaging Program (NAVIMP) which resulted from the 1992 Auditor General of the Navy report which recommended transferring responsibility for VI equipment requirements, validation, priorities, funding and procurement from the Naval Air Systems Command to the major claimants.

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

4. **Definitions.** See Enclosure (2).

5. **Policy**

a. Each major claimant will maintain a Major Claimant VI Management Office (MCVIMO) at the headquarters level, and will ensure all aspects of the NAVIP are managed and operated per references (a) and (b).

b. VI activities shall:

(1) Be authorized and managed under this instruction. They may be 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.

(2) Be consolidated into as few activities as possible within each installation or metropolitan area. Where physical consolidation is not feasible or economical, these activities shall be managed centrally.

(3) Be operated in the most cost-effective manner, and support all DoD organizations within a geographic area. Interservice, interdepartmental and interagency support shall be handled per reference (c). Such support may include VI documentation (VIDOC), production, product procurement, reproduction, records centers operations, and services when the end result increases overall effectiveness or economy. Identifiable net additional costs for VI interservice, interdepartmental and interagency services shall be accomplished on a reimbursable basis except for Joint VI Service (JVIS) booking, distribution and records center research.

(4) Recover the full cost of such VI support per appropriate Assistant Secretary of the Navy (Financial Management and Comptroller) (ASN(FM&C)) issuance's, if industrially funded.

(5) Support non-U.S. Government requests, where possible, on a reimbursable basis.

(6) Be defined as Commercial Activities (CA) per reference (d).

c. Per reference (b), Navy major claimants will manage and execute resources to meet all VI and COMCAM Required Operational Capabilities / Projected Operational Environments (ROC/POE), and claimancy requirements for VI missions to maintain:

(1) Rapid deployable COMCAM assets for the planning and execution of operational imagery documentation of force deployments and activities before, during and after military engagements, operations and emergency actions;

(2) General purpose VI support that satisfies DON requirements for VI documentation, production, distribution, records centers, and installation-level support other than COMCAM;

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

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

(5) Life cycle management of VI, COMCAM and other audiovisual records.

d. Major claimants shall separately budget and account for VI support and equipment by adhering to ASN FM&C guidelines except for Digital Photo Lab (DPL) equipment and those systems for aircraft carrier (CV) photo labs supported by the Other Procurement Navy/Other Photographic Equipment (OPN/OPE) Program managed by CNO (N09C1) and Program Executive Officer for Tactical Aircraft Programs (PEOTACAIR (PMA-241)).

e. VI and COMCAM records are an important, and often the only source of operational and technical information for decision making at all levels. They provide historical documentation, public affairs information, and serve other purposes in the Navy mission. VI and COMCAM records are managed and disposed of in accordance with reference (e).

f. Visual Information resources, facilities and production requirements common to other DoD components shall be coordinated to ensure optimum use.

g. The Defense Visual Information Center (DVIC) and DoD VI product distribution centers shall be supported and used.

## 6. Responsibilities

### a. Chief of Naval Operations (CNO)

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(1) Per reference (b) The Special Assistant for Public Affairs Support CNO (N09C) serves as the Warfare Sponsor and flag assist officer for VI activities; provides program policy, guidance, direction, planning and assessment for Navy VI; monitors and evaluates planing and programming for resources to fulfill these responsibilities and requirements; and serves as the primary advisor for the Photographer's Mate (PH), Lithographer's Mate (LI), and Draftsman (DM) ratings. (See reference (f)).

(2) The Assistant for Naval Media CNO (N09C1) advises and assists CNO (N09C) in implementing the plans and policies for, and evaluating the effectiveness of, Naval Visual Information Management. CNO (N09C1) also serves as the senior Navy representative for VI and COMCAM matters. (See reference (f)).

b. **Major Claimants.** Each major claimant shall:

(1) Maintain a VIMO to be responsible for all VI matters and implement all VI policy and procedures issued by CNO (N09C1).

(2) Ensure a VIMO is maintained at subordinate commands and activities to administer and manage VI within the command.

(3) Recommend the establishment or deactivation of VI activities.

(4) Ensure proper and effective use of VI resources through annual reviews and periodic on-site inspections.

c. Staff VI Officers, Managers and Coordinators. (See enclosure (1)).

## 7. **The Role of Naval Visual Information (VI)**

a. The role of Naval VI is to provide support, through photographic, electronic and electro-optical means, to the Navy for the attainment of naval and national objectives. The role of Naval VI translates into the following primary VI activity missions and functions:

(1) VI Documentation (VIDOC) which includes COMCAM Documentation, Operational Documentation (OPDOC), Technical Documentation (TECDOC) and sub-functions using video, motion picture, still photographic, audio and other VI systems;

(2) VI production in support of Navy operations, training and other functions;

(3) Support of DoD VI Records Centers;

(4) Ship/Shore VI Activities which include; video production, still photographic laboratories, graphics (including computer graphics for VI purposes), VI libraries, presentation services, and other VI services needed at ship/base level; and,

(5) Dedicated VI functions in support of specific Navy mission requirements including video teleconferencing (VTC), interactive video disc (IVD) and other visually based systems.

8. **Priorities**. Guidelines for the management of VI resources must emphasize full combat and warfare-related operational documentation over all other VI support services. Relative priorities for providing VI services are to be utilized where budget, manpower or equipment/facility limitations preclude allocation of resources to meet all mission requirements.

9. **Exclusions**

a. The following types and uses of VI are excluded from all provisions of this instruction.

(1) Photomechanical reproduction, cartography, medical diagnostic imagery, microfilm and microfiche production.

(2) Command and control information displayed in conjunction with weapon systems.

(3) Acquisition of original imagery collected exclusively for surveillance, reconnaissance, intelligence only when acquired by a dedicated reconnaissance or surveillance platform. Equipment integrated into a dedicated reconnaissance collecting platform is also excluded. This exclusion does not include the processing, exploitation, and further reproduction support of these images.

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

(5) Facilities, services, products and equipment operated, procured, or maintained by the Naval Media Center for Armed Forces Radio and Television Service (AFRTS) affiliates and "Navy and Marine Corps News This Week, and Daily News Update."

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(6) Facilities, services, products and equipment purchased with non-appropriated or morale welfare recreational funds including entertainment systems.

(7) Facilities, services, products and equipment used by administrative and security offices for identification (ID) purposes.

(8) Commercial entertainment motion pictures, productions and equipment acquired and distributed by the Navy Motion Picture Service.

(9) Individual VI activities and their equipment, products, and services when funded by research, development, test and evaluation (RDT&E) organizations and used solely to support research missions.

b. If VI products excluded in subsections 9a(1) through 9a(4) are used in generating a subsequent VI product such products shall be subject to all provisions of this instruction. VI products excluded from the provisions of this instruction are not excluded from forwarding records in accordance with reference (e).

10. **Action**. All Navy activities shall immediately implement this instruction.

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Distribution:  
SNDL Parts 1 and 2

NAVY VISUAL INFORMATION (VI) MANAGEMENT PROCEDURES

**SECTION A - VI ACTIVITIES AND FUNCTIONS**

1. **Types of Navy VI Activities.** All Navy VI activities must meet specific requirements and are categorized according to Table 1-1. In specific cases, VI activities may be authorized detachments to provide specialized support.

**2. Approval of VI Activity Establishment, Disestablishment, Expansion or Modification**

a. Requests for establishing or modifying VI activities must be forwarded via the MCVIMO to N09C1 for approval. The MCVIMO must verify, for afloat activities, that VI functions are consistent with Standard Organizational and Regulations Manual (SORM) duties and responsibilities, and verify, for shore VI activities, that the requirements for activity establishment or modification prescribed in OPNAVINST 5450.269D "Establishment, Disestablishment, or Modification of Shore Activities of the Department of the Navy" have been met. Shore VI activity requests must be further endorsed by the Major Claimant Commercial Activities (CA) focal point verifying that Navy CA requirements prescribed in reference (d) have been met. All Requests must be accompanied by a published VI mission and function statement, manpower documentation reflecting professional VI series personnel (See paragraph 6), a completed Navy Visual Information Activity Request/Authorization, OPNAV 5290/3 (available from N09C1), and a proposed VI equipment list. Criteria for approval of afloat activities shall also be based on designs and modifications that have been approved and coordinated by the Commander, Naval Sea Systems Command (COMNAVSEASYS COM).

b. VI activities and their associated reporting requirements, can be disestablished by notifying CNO (N09C1) in writing, via the appropriate Visual Information Management Office (VIMO), when the conditions below exist. Requests for disestablishment 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.

(1) The activity or one of its functions is no longer required and has VI resources assigned to it.

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(2) The VI activity will be consolidated with other VI activities; or,

(3) The VI activity is not considered to be cost effective.

**3. Identification of Authorized Activities by Department of Defense Visual Information Activity Number (DVIAN).** In accordance with DODD 5040.2 of 7 December 1987 (NOTAL), a DVIAN is assigned by CNO (N09C1) to identify each authorized Navy VI activity. Official correspondence regarding VI activities and their supporting VI equipment should refer to the assigned DVIAN. Navy DVIAN's 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 DVIAN is N0123.

**4. Copying Material Subject To Copyright Protection**

a. Copyright and Copyright Infringement. As a general rule, works subject to copyright protection may not be copied without permission of the copyright owner. Copying includes the reproduction of copyrighted works in copies of phonorecords; the preparation of derivative works based upon the copyrighted work; the distribution of copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease or lending; performance of the copyrighted work publicly; displaying the copyrighted work publicly, including the displaying of individual images from a motion picture; and performing a copyrighted sound recording publicly by means of digital audio transmission. For example, literary, musical, graphic, pictorial and audiovisual works of authorship as well as motion pictures and sound recordings are subject to copyright. If the copyright owner's permission has not been obtained, the copying is unauthorized and results in copyright infringement. The Government is liable unless one of the limitations on exclusive rights applies. Currently, these limitations are fair use, 17 USC 107; reproduction by library and archives, 17 USC 108; transfer of particular copy or phonorecord, 17 USC 109; certain performances and displays, 17 USC 110; secondary transmissions, 17 USC 111; and ephemeral recordings, 17 USC 112. These limitations are highly technical and are subject to congressional modification and evolving judicial interpretation. Therefore, a decision regarding the applicability of any limitation should be made, by an attorney knowledgeable in

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copyright law, or by Chief of Naval Research per SECNAVINST 5870.5.

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

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

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

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

## **5. Use of VI Facilities, Equipment**

a. Navy VI equipment may not be used for the reproduction, duplication or play back copyrighted material unless such reproduction, duplication or play back is performed by an authorized VI Activity, and the requirements specified in paragraph 4 above have been met.

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b. VI professional equipment may not be provided to, or used by, non - VI activities or personnel. Professional VI equipment is equipment which produces a VI product and whose characteristics conform to technical and occupational standards which relate to VI activity authorizations and professional VI skills requiring a high degree of training (See section B, paragraph 6). This policy does not apply to:

(1) Fleet operational aviation, surface and subsurface units directed to collect intelligence information with portable equipment (i.e., 35mm cameras, still video cameras, etc.);

(2) Specific non-professional consumer type VI equipment such as 35mm film based photographic camera systems costing less than \$1,000, overhead/slide/filmstrip/motion picture projection equipment, audio/video recorder/players; video cameras and camera-recorder (CAMCORDER) systems; and digital photographic cameras costing less than \$5,000; digital photographic printers; and video projectors/systems costing less than \$10,000; and,

(3) Non-VI activities and personnel that receive certified VI training from local VI activities. This type of training will be conducted on a case-by-case basis and as manning permits for purposes and personnel such as command historians, shipboard cruise book staff, shorebased admiral's book staff and official photographers.

c. Navy VI personnel who are performing official duties shall not create VI products for personal use or for purposes not directly related to official Navy tasks.

d. All VI products created or processed by naval personnel with government equipment or supplies (i.e., still or motion media cameras, processing equipment and materials, film, magnetic tape, illustration materials) are considered Navy property.

e. Repair or maintenance of equipment acquired to support non-appropriated fund activities, or equipment not wholly-owned by the U.S. Government is prohibited.

f. Official Navy VI equipment and material may not be used beyond the confines of a naval vessel, unit, activity, or station for other than official assignments. The VI manager 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.

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## **SECTION B - VI PERSONNEL**

6. **General.** Professional VI personnel are defined as Photographic Officers (LDO-647X), Photographer's Mates (PH), Journalists (JO), Lithographer (LI), Draftsmen (DM), Hospital Corpsmen (HM (NEC 8472 only)), their designated strikers, and civilian personnel working within the General Schedule (GS) series which have a VI emphasis (primarily the Information and Arts Group, GS-1000 series as described in the Office of Personnel (OPM) Management General Schedule Position Classification Standards). Non-professional VI personnel are defined as VIMO's, public affairs officers, and other personnel designated by the VIMO. Information on Navy officer VI designators may be found in the Manual of Navy Officer Manpower and Personnel Classifications (NAVPERS 15839I). Information on Navy enlisted VI ratings and Navy Enlisted Classifications (NECs) may be found in the Navy Enlisted Manpower and Personnel Classification Manual (NAVPERS 18068F)

### **7. Assignment of VI Personnel**

a. PH personnel shall normally be assigned to authorized Navy VI activities. PH's assigned to specialized functions within a non-VI activity shall, during inactive or stand-down periods, be assigned on temporary duty or special detail to a VI activity or a shipboard photo lab where they are based. The following exceptions are authorized:

(1) PH personnel assigned to reconnaissance pod system squadrons (i.e. TARPS/SHARPS) who are in direct support of system maintenance.

(2) PH personnel assigned to P-3 squadrons who are filling valid NEC-8288 air crew billets. Other PH personnel will be assigned to the host base's Fleet Imaging Command VI activity both at the squadron's home port and when deployed.

(3) Personnel of Naval Media Center, Washington, DC, (NAVMEDIACEN), Combat Camera Units (COMCAM), VISCs belonging to CINCLANTFLT, and VI activities belonging to FLTIMAGCOMPAC in temporary duty status, when ordered to naval organizations or embarked in naval vessels, have specific VI assignments to accomplish. These personnel will coordinate with the local VI activity and not be assigned other military duties that will interfere with the accomplishment of their primary mission.

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b. Naval Reserve VI personnel shall be assigned to the appropriate Naval Reserve unit, naval vessel, or station VI activity which can effectively train the individual for an assigned mobilization billet. Program managers and assistants shall coordinate with gaining mobilization activities and their detachments to develop and implement ongoing training programs.

c. When a ship or a mobile construction battalion is temporarily not operating their VI activity, the ship or battalion shall assign sufficient PH's to the local VI activity providing support on a temporarily assigned duty basis to enable that activity to fulfill the additional VI requirements.

d. Exception. Paragraph 7 does not pertain to PHs released by the Photographic Detailer for special duty assignments (i.e., recruiting duty, recruit company commander, instructor duty, etc).

#### **8. Staff VI Officers and VI Managers**

a. The Staff VI Officer. These officers provide 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 in paragraph 6b of the basic instruction, as well as those listed below:

(1) Advise the commander, staff and subordinate units on the capabilities of VI activities;

(2) Ensure operational readiness of subordinate VI activities and take action to correct deficiencies;

(3) Provide technical assistance for administrative and material inspections of subordinate VI activities;

(4) Revise appropriate sections of inspection requirements to ensure that operational readiness inspections measure the responsiveness of VI activities;

(5) Develop, review and maintain the COMCAM annex to operational orders and exercise plans;

(6) Recommend changes to the VI authorizations of subordinate units to enhance operational readiness;

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(7) Recommend changes for training of VI personnel to meet requirements;

(8) Review the efficiency and productivity of subordinate activities and recommend establishment, consolidation or deactivation;

(9) Review VI personnel authorizations of subordinate units and recommend appropriate changes;

(10) Maintain liaison with staff intelligence, reconnaissance and public affairs officers to ensure that subordinate VI activities and units are responsive to their needs;

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

b. The VI Manager. The VI manager administers and operates VI activities ashore and afloat and is designated by the Commanding Officer. VI managers:

(1) Plan, program and budget for the operation and maintenance of VI activities;

(2) Advise the Commanding Officer of the capabilities of VI personnel on board and the status of VI systems;

(3) Review and recommend changes to VI personnel and equipment authorizations;

(4) Provide VI documentation, products, productions and services to support the NAVIP;

(5) Maintain quality standards for all VI products and productions;

(6) Stock adequate material and maintain VI systems within established authorizations;

(7) Maintain custody of and account for VI equipment and supplies;

(8) Assign priorities to VI requests in accordance with paragraph 8. of the basic instruction;

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(9) Train VI personnel in the latest VI developments, techniques and equipment;

(10) Maintain liaison with public affairs and intelligence officers for VI matters;

(11) Ensure that VI resources are used only for essential official work and training of dedicated/authorized VI personnel;

(12) Coordinate and provide local VI support to reconnaissance, surveillance, intelligence and RDT&E efforts;

(13) Ensure that copyrighted VI products or productions are not duplicated without proper authority; and

(14) Ensure that VI activities are limited to authorized and lawful purposes.

## SECTION C - TRAINING

### 9. Training

a. Formal Training. CNO (N09C1) recommends policy and extent of all formal training in the Visual Information (VI) community, and coordinates Navy-specific requirements with the Training Directorate of the American Forces Information Service (AFIS), a DoD Field Activity under the Assistant Secretary of Defense (Public Affairs) which has oversight and the functional control of the Defense Information School (DINFOS). DINFOS provides entry level and advanced training in public affairs, journalism, visual information, photojournalism, broadcasting, broadcast systems maintenance, video production, graphics, electronic imaging, and visual information management. Instruction is provided to officers, enlisted personnel, and civilian employees of all branches of the armed forces to prepare them for worldwide assignments within The DoD.

b. Detailed information concerning quotas, qualifications, length of course, and location information can be found in the Catalog of Navy Training Courses (CANTRAC) on the World Wide Web at [www.cnet.navy.mil/netpdtc/cantrac/](http://www.cnet.navy.mil/netpdtc/cantrac/). Additional information may be found on the DINFOS World Wide Web site at [www.dinfos.osd.mil](http://www.dinfos.osd.mil). Quotas and class convening dates may be obtained by contacting the Aviation Technical Training Office (N789H) at DSN: 664-7709. The following VI courses are currently offered:

- Intermediate Photojournalism Course (AFIS-IPC)
- Video Production/Documentation Course (AFIS-VPDC)
- Electronic Imaging Course (AFIS-EIC)
- Visual Information Management Course (AFIS-VIM)
- Basic Still Photography (AFIS-BSP)
- Photographic Processor Maintenance and Quality Control (AFIS-PPMQC)
- Photographic Maintenance Technician (AFIS-PMT)
- Basic Still Graphics (AFIS-BGR)
- Digital Photo Lab Operator

c. Advanced Motion Media and Photojournalism Contract Training Courses. Advanced and highly specialized university level education programs in Motion Media and Photojournalism, are available to highly motivated and technically proficient Journalists and PHs. Both courses are contracted for by AFIS at a civilian university and provide selected students with two semesters of study. Students are selected through a competitive

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application process which begins with submission of portfolios or show-reels, and applications to CNO (N09C1) via their chain of command. Applicants should consult their Command Career Counselor, Educational Services Officer, prior graduates and their detailee when considering these programs. Application information can be found in the Catalog of Navy Training Courses (CANTRAC) on the World Wide Web at [www.cnet.navy.mil/netpdtc/cantrac/](http://www.cnet.navy.mil/netpdtc/cantrac/).

d. Informal Training. VIMOS will supervise the training and qualification of assigned military VI personnel in the use of all equipment, materials and workstations within their activity. Generalized training should be based on the ratings' occupational standards in NAVPERS 18068 and the advancement exam's bibliographies for advancement NAVEDTRA 10052.

e. 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 CNO (N09C1). Requests may be made by mail, fax or email and must contain the member's full name, SSN, NECs earned, command POC, justification for the waiver, and be marked "For Official Use Only." Once approved by DINFOS the detailee will request the quota through the Other Service Coordinator of the Quota Management Office, (Bupers (PERS-132) and issue orders.

f. Temporary Duty Requests. Commands sending personnel to DINFOS in temporary duty status must ensure that course attendance prerequisites listed in the CANTRAC are met. Requests for waivers of prerequisites must be submitted as prescribed in paragraph 9e of this enclosure.



**SECTION D - VI ACTIVITY DOCUMENTATION AND REPORTING**

1. **Annual Activity Reporting.** The requirement for the Annual Activity Report (DD 2054/1) and the Audiovisual Annual Production/library Report (DD 2054/2) has been rescinded by AFIS. These reports have been the source of VI budget, manpower, organizational and facilities data used by the Office of the Chief of Naval Operations (OPNAV) and Navy Echelon 2 management headquarters for VI planning and program management. Major Claimant VI Managers must ensure that sufficient management data is maintained to support the planning and programming requirements outlined in Office of Management and Budget (OMB) Circular NO. A-130 (NOTAL), Navy Comptroller Manual and the Navy Programming Manual.

2. **Documentation of Navy VI Activities.** Per DODD 5040.2 of 7 December 1987 (NOTAL), CNO (N09C1) and the MCVIMOs must maintain permanent documentation of VI activities that supports the establishment, continuance, or closure. This documentation, at a minimum, should contain the activity authorization information specified in paragraphs 2 and 3 of this instruction, and it should provide a general picture of the activities VI resources and capabilities. Forwarding VI activity information for entry Defense Automated VI System (DAVIS) VI Facilities database is no longer required. The former DAVIS facilities database has been replaced by the Defense Visual Information (DVI) World Wide Web "Locate A VI Facility" site. The new site will serve as an on-line resource for DoD as well as for Navy VI activity information. Navy VI activities listing their activity information on this web site must forward the "DVI Facility Capabilities Profile" to their MCVIMO for review prior to entering the data on the web site.

**TYPES OF NAVY VI ACTIVITIES**

<b>TYPE</b>	<b>VI FUNCTION</b>	<b>DESCRIPTION</b>	<b>APPROVAL LEVEL</b>
<b>A</b>	VI SUPPORT CENTER (VISC)	Provides support services to all organizations on an installation or within a defined geographical area. It may include motion picture, still photography, television and audio recording for non production documentary purposes; graphic arts; VI library services; presentation services; and VI equipment maintenance.	N09C1
<b>B</b>	VI Production (Local)	VI production, reproduction and distribution that supports an individual organization or installation.	N09C1
<b>C</b>	VI Production (Navy)	VI production for "Other than local." May include functions of "Type B Activities".	N09C1
<b>D</b>	VI Production (Contracting)	Commercial contracting for VI productions. Naval Media Center only.	N09C1
<b>E</b>	VI Records Centers	Central control and storage facility for VI products.	OASD (PA)
<b>F</b>	Accessioning	Component Accessioning Point (CAP) for screening and forwarding imagery to the Defense VI Center (DVIC). Naval Media Center only.	N09C1
<b>G</b>	Combat Camera (COMCAM)	VI Documentation (VIDOC) covering air, sea and ground actions of combat, combat support operations and related peacetime training activities. (CINCLANTFLT & CINCPACFLT COMCAM only)	N09C1
<b>H</b>	VI Documentation (VIDOC)	VI Documentation (VIDOC) of actual events for evaluation. Includes intelligence, medical, optical instrumentation, armament recording and other documentation.	N09C1
<b>I</b>	VI Production Distribution	VI production and reproduction for "Other than Local" VI production requirements. <u>Joint VI Services Distribution Activity, Tobyhanna Army Depot only.</u>	OASD (PA)
<b>J</b>	VI Management	Staff , Major Claimant or activity VI Management Office(r) (VIMO) functions.	N09C1
<b>K</b>	Dedicated VI Support Center	Provides VI support to a specific organization or organizational element. Prohibited from providing common VI support.	N09C1

TABLE 1-1

## VISUAL INFORMATION (VI) DEFINITIONS

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

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

**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.

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

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

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

**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 Data.** Short explanatory or descriptive data accompanying imagery. Caption data records include DD Form 2537 "Visual Information Caption Sheet," shot sheets/lists, camera operator's notes in either paper or machine-readable form, and, in digital still images, embedded International Press Telecommunications Council (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.

**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 acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities

**COMCAM Forces.** Rapid deployable teams, specially trained and equipped to acquire, process and transmit classified and unclassified still and motion imagery.

**COMCAM Imagery.** Still and motion images of military operations acquired by COMCAM forces, regardless of medium in which the images are acquired, transmitted, or displayed.

**Commercial Activity (CA).** An activity operated and managed by a DOD Component that provides to the Government products or services that are available from private commercial sources.

**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.

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

**Component Accessioning Point (CAP).** A central point in the DOD Components for the receipt, selection, and accessioning of imagery.

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

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

**Cover Story.** A story accompanying imagery which describes the event, operation, action, or activity that the imagery depicts and puts the imagery in a context that the viewer can understand.

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

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

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

**Deliberate planning.** Planning concerned with implementing operations and management actions.

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

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

**Distribution.** The Navy Visual Information Program (NAVIP) - initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

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

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

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

**End-Item (Equipment).** A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

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

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

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

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

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

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

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

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

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

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

**Information Resources.** Includes both government information and information technology.

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

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

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

**Interactive Videodisc System (IVD).** A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer-driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

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

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

**Joint Interest Imagery.** Imagery that depicts subjects of known or probable interest to the Office of the President, the Secretary of Defense, the Office of the Chairman of the Joint Chiefs of Staff (OJCS), 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, that depicts subjects of known or



probable interest to the NCA, OJCS, 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 Visual Information Services (JVIS).** VI services operated and maintained by a DOD Component to support more than one DOD organization.

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

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

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

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

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

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

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

**Naval Imaging.** The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks.

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

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

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

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

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

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

**Performance Measures.** A significant measure used on its own or in combination with other key performance indicators to monitor how well a business is achieving its quantifiable objectives.

**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 (PJ) (PHOJO).** Conveying a story through still photography of a significant DOD event, normally to support the news media or internal DOD publications.

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

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

**Principal Interest Component(s).** The Component(s) that are the primary subject(s) of imagery. For example, the primary interest components of a photo of Air Force planes flying over a Navy ship would be the Air Force and Navy even though the photograph was taken by an Army photographer.

**Process.** A definition of how and in what sequences one or more business functions are to be carried out in a system. A business function is what a business needs to do; a process is what a system needs to do; a mechanism is how the system does it.

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

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

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

**Ready Access File.** A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

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

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

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

**Seamless.** A mechanism in which its operating processes and connections are transparent to the user.

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

**Still Photography.** The medium used to record still imagery, including negative and positive images.

**Strategic planning.** The planning that provides for broad long term guidance to shape the direction and set priorities for a function or organization.

**Tangible audiovisual based end-items.** The NAVIP VI Products resulting from accomplishing the NAVIP.

**Technical Advisors (TA).** Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. 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 production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

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

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

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

**Video.** Electronic recording and playback of imagery.

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

**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.

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

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

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

**VI Activity.** An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

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

**h.** Provide presentation services or manage any of these activities.

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

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

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

#### **VI Equipment**

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

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

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

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

**VI Management Office (VIMO).** A staff office at the CNO, major claimant (MCVIMO), command or other management level, which prescribes VI policies and procedures, and reviews and oversees its portion of the NAVIP.

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

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

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

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

**VI Records.** Visual information (i.e. imagery and related captions) recorded by a Navy activity and designated as record material per the requirements of both Federal law and Federal regulations. While a VI record resides on some form of physical media (such as film, tape, or disk), the record is the informational content as distinct from the media on which it resides.

**VI Records Center.** A facility specially designed for efficient low-cost temporary storage, referencing, and retrieval of VI records prior to final disposition.

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

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

**VIRIN.** Visual Information Record Identification Number. An alphanumeric designator assigned to a VI record other than a VI production. The primary life cycle number under which VI records are tracked.

**VI Services.** Those actions of the NAVIP that:

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

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

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