



DEPARTMENT OF THE NAVY

BUREAU OF MEDICINE AND SURGERY
2300 E STREET NW
WASHINGTON DC 20372-5300

IN REPLY REFER TO
BUMEDINST 5290.2
BUMED-05B2
10 Dec 98

BUMED INSTRUCTION 5290.2

From: Chief, Bureau Of Medicine and Surgery

Subj: MANAGEMENT AND OPERATION OF MEDICAL AND DENTAL VISUAL
INFORMATION (VI) ACTIVITIES, FUNCTIONS, AND RESOURCES

Ref: (a) OPNAVINST 5290.1A
(b) NAVMED P-5132
(c) DOD 4160.21-M, DOD Disposal Manual (NOTAL)
(d) SECNAVINST 5870.4 (NOTAL)
(e) SECNAVINST 5870.5 (NOTAL)
(f) OPNAVINST 4790.4C

Encl: (1) Visual Information (VI) Definitions
(2) Authorized Medical Visual Information Service
Activities (MVISA)
(3) Visual Information (VI) Production Request and Report,
DD 1995, Apr 1998(EG)
(4) Duties of Technical Adviser (TA) or Subject Matter
Expert (SME)
(5) CNO Authorized Visual Information (VI) Libraries

1. Purpose. To provide guidelines and delineate responsibilities for the management and operation of medical and dental VI activities, functions, and resources.

2. Cancellation. NAVMEDCOMINST 5290.1.

3. Definitions. See enclosure (1).

4. Scope. Under the authority delegated by the Chief of Naval Operations (CNO), the Chief, Bureau of Medicine and Surgery (BUMED), (MED-05), manages and operates medical and dental VI production facilities; biomedical photography laboratories; medical and dental VI libraries; scientific illustrations, graphic arts, exhibit services, and other medical and dental VI documentation functions.

5. VI Sponsor and Major Claimant. The BUMED special assistant for visual information, (MED-05B2), is the designated major claimant for medical and dental VI/AV productions, products, and services.

6. Policies and Guidance. The following policies and guidance apply to the management and operation of all medical and dental VI functions. The Naval School of Health Sciences (NSHS), Bethesda (Code 07), is designated as the Major Claimant VI Management Office (MCVIMO). As the MCVIMO, NSHS Bethesda acts for BUMED in all matters pertaining to medical and dental VI and provides central management for all BUMED VI resources, facilities, productions, and services to meet the requirements established by reference (a).

7. Responsibilities

a. BUMED (MED-05) shall:

(1) Implement Department of Defense (DoD) and CNO VI policies and procedures.

(2) Issue guidance on the implementation of the BUMED Visual Imaging Program; issue policy and plans to provide support for BUMED VI programs, activities, productions, non-tactical equipment and systems; and evaluate program effectiveness.

(3) Direct the establishment of MVISAs for BUMED.

(4) Define the scope of VI functions for BUMED activities by reviewing their mission and function statements.

(5) Represent BUMED to DoD, CNO, and all other Federal agencies on matters pertaining to medical and dental VI.

b. The NSHS Bethesda shall:

(1) Maintain a MCVIMO to provide oversight and managerial control of all medical and dental VI activities and functions.

(2) Plan, direct, and coordinate the central management of medical and dental VI activities, and submit required information and reports.

(3) Ensure management of VI activities in a cost-efficient manner. Conduct annual reviews of medical VI facilities to ensure proper and effective use of VI resources and initiate on-site reviews and inspections, to ensure compliance with DoD and Navy policy.

(4) Represent BUMED on the Tri-Service Medical Review Board for Visual Information (TRIMRBVI).

(5) Program, budget, and control centrally managed funds for contract VI productions and production support travel.

(6) Validate and recommend approval of all VI production and production acquisition requirements.

(7) Ensure logistical support and technical expertise are provided for all VI production requirements.

(8) Ensure use of the Defense Automated Visual Information System (DAVIS) for VI "subject" searches. Reference (a) prohibits local automatic data processing (ADP) support systems from duplicating DAVIS capabilities.

8. Medical Visual Information Service Activities. MVISAs provide general support to local medical and dental VI activities. (See enclosure (2)).

a. Approval and Authority. The establishment and operation of all MVISA activities and functions must be approved by NSHS, Bethesda, BUMED, (MED-05), and authorized by CNO and DoD per reference (a).

b. Functional Control. Each MVISA shall provide functional control of all local VI resources. Each MVISA authorized VI production capability shall be assigned a DoD VI authorization number (DVIAN) by CNO. Additional MVISA responsibilities include:

(1) Provide VI services for the medical and dental installations under its cognizance.

(2) Establish procedures and maintain records for production control, workload data, and cost accounting purposes.

(3) Maintain a VI library.

(4) Exercise control over installation and local area VI functions. When an intercommand agreement exists, a tenant activity shall be operationally responsive to the MVISA manager for matters relating to the activity's support requirements.

(5) Maintain custody of all installation VI equipment, and be responsible for equipment purchase, inventory reporting, and repair of equipment above the threshold for non-professional and non-production equipment specified in reference (b).

c. Biomedical Photography Laboratories (BPLs). BPLs are dedicated VI activities within the MVISA that provide medical photographic documentation. They may provide photographic support for other official command requirements depending upon their primary mission and function workload.

d. MVISA Audiovisual Production Authorization. MVISAs are authorized to produce video documentation or acquire commercial off-the-shelf AV productions to support mission requirements that are unique to local needs. Productions for local use must be approved by NSHS Bethesda before initiation of the production. Authorization is limited to the production or acquisition of videotape media only. Contract production expenditures or production related reimbursements to DoD VI facilities may not exceed \$1,500.00 without prior authorization by NSHS Bethesda (Code 07). Productions may not be distributed or used outside the local producing activity without the authorization of NSHS Bethesda (Code 07).

9. User Activities (Commands and Activities not having a MVISA). These commands and activities shall:

a. Designate a visual information management point of contact (VIMPOC) to administer and manage VI within the command.

b. Maintain and operate local VI resources per reference (a) and this instruction.

c. Consolidate VI resources to meet the requirements of reference (a).

10. VI Productions. The authority delegated to BUMED for VI productions is limited to instructional and internal information media for medical and dental subjects only. BUMED activities that identify VI requirements in other subject areas should submit proposals to NSHS Bethesda as required by reference (a). Public information and recruiting type VI productions are not within BUMED's normal scope of authority. However, such media productions can be produced with the consent and cooperation of the appropriate sponsor (claimant) and with CNO approval.

a. Categories. VI productions are categorized depending on the purpose, scope, and cost of the production to be developed, purchased, or acquired from other sources such as off-the-shelf (proprietary) procurements. Each production category requires different levels of approval and is subject to different cost ceilings.

(1) Commercial off-the-shelf procurements authorized to support only the mission requirements of a local installation. Approving authority for productions costing less than \$500.00 is the local installation. Approving authority for productions costing more than \$500.00 is NSHS Bethesda (Code 07).

(2) Productions authorized to support only the mission requirements of a local installation. These productions shall be identified by a production approval number (PAN), which shall consist of the number 1, the DVIAN of the activity assigned the production, the last two digits of the fiscal year in which the production was approved, and a sequential number beginning with 0001 at the start of each fiscal year. Each set of characters shall be separated by a hyphen. Example: 1-N1504-97-0001.

(3) Commercial off-the-shelf procurements and other productions authorized to support the formal training and education programs, management, and technical reports only within the Navy Medical Department. Approving authority is NSHS Bethesda (Code 07). These productions will be identified by a modified PAN, which will consist of the DVIAN of the activity approving the production, the last two digits of the fiscal year in which the production was approved, and a sequential number beginning with 0001 at the start of each fiscal year. Each set of characters shall be separated by a hyphen. Example: N1504-97-0001.

(4) Commercial off-the-shelf procurements and other productions authorized to support formal training and education programs, management, and technical reports only within the U.S. Navy. (Formal training and education refers to those formalized programs that support basic, technical, and combat training and professional educational responsibilities.) Approving authorities are NSHS Bethesda, BUMED, and CNO. These productions will be identified by a production identification number (PIN) which will be assigned by CNO. Example: 806000.

(5) Commercial off-the-shelf procurements and other productions authorized to support more than one DoD organization, and include AV productions intended for public exhibition. Approving authorities are NSHS Bethesda, BUMED, CNO, and DoD. Example: 504700.

b. Special Instructions Concerning Local Productions. A DD 1995 Visual Information Production Request and Report (enclosure (3)) shall be completed by any activity requesting approval to produce or procure an AV production for local use. The completed DD 1995 shall be forwarded to NSHS Bethesda, (Code 07). Upon approval by NSHS Bethesda, the approved DD 1995 will be returned to the requesting activity, and a PAN shall be assigned. These documents shall be maintained in the requesting activity's production file for a period of not less than 1 year.

c. Use of Government Personnel as Performers

(1) Government personnel shall not appear as performers or act as narrators in Government AV productions except when:

(a) They are performing their own jobs or reenacting tasks related to their jobs.

(b) Successful completion of the production depends on availability of specialized skills or technical knowledge that is not readily available from professional acting sources, and cannot be provided by using a prepared script.

(c) They are playing roles developed for training purposes in connection with their jobs. Such roles shall not make use of a prepared script and must be performed in the preparation of a VI production that will be used exclusively for training or internal communications.

(2) Government personnel shall not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

11. Annual Visual Information Production Program

a. The Annual Visual Information Production Program consists of all VI productions submitted by BUMED and approved by CNO.

b. AV productions that support the Navy Medical Department may be assigned for in-house production to an authorized MVISA production facility, or may be contracted under authorization by CNO.

c. All AV productions that support the Navy Medical Department shall be approved by NSHS Bethesda at the following production milestones:

(1) Script

(2) Acceptance screening

d. Any medical or dental activity may submit requests for productions for inclusion into the Annual Visual Information Production Program.

(1) Requests should be submitted using DD Form 1995 (enclosure (3)) to Commanding Officer, Naval School of Health Sciences (Code 07), 8901 Wisconsin Avenue, Bethesda, MD 20889-5611.

(2) If the request is approved, the production will be prioritized based on availability of VI production funds, and the production will be planned for the next fiscal year. If funds are not available, then the requirements shall be placed in the 5 year production plan.

(3) Urgent requirements may be submitted at any time for addition to the Annual Visual Information Production Program. If a request is validated as an emergency, urgent, or emerging medical requirement, it will be assigned an appropriate priority.

(4) The requesting activity must nominate a proposed SME. The responsibilities of the SME are in enclosure (4).

(5) Normally, contract production costs of AV productions approved in the annual BUMED VI production program are funded by NSHS, Bethesda.

12. Management of VI Records

a. Products. Each VI product must be supported with a work request, caption sheet, and proper identification for retrieval and use.

b. Productions

(1) VI productions must be supported with the following documents:

- (a) DD 1995 (Apr 1998 edition)
- (b) Script or production outline
- (c) Signed legal and talent releases
- (d) Other documentation related to each production

(2) Records for local productions shall be maintained by the originating MVISA as long as the production is in active use. When a VI product becomes obsolete, the record is disposed of or destroyed per reference (c).

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(3) AV production records shall be forwarded to NSHS Bethesda (Code 07), upon completion of the productions for disposition per reference (a).

13. Control and Use of Copies of VI Productions and Products

a. General

(1) All copies of medical and dental VI productions and products are accountable records. Their use shall be controlled per reference (a) and this instruction.

(2) All copies of VI productions must be identified as follows:

(a) For productions that support local installations include PAN, main title, series title when appropriate, legal clearance, running time, security classification, and serial identification assigned to each copy.

(b) For productions that support the U.S. Navy include PIN (assigned by CNO), title, series title when appropriate, legal clearance, running time, and security classification. No additional numbering system is authorized.

(3) Reproduction of VI productions is restricted to those activities authorized by CNO to do reproduction.

(4) Purchased, leased, rented or adopted commercial productions are authorized for exhibition in the original acquired format only, and shall not be reproduced. U.S. Copyright Law (Title 17, U.S. Code) governs each title. Unauthorized use or reproduction constitutes copyright infringement.

b. Navy VI Library System. The Department of the Navy Visual Information Library System is described in reference (a). MVISA VI libraries are limited to one library for each medical installation. The only authorized stocking and loaning points for copies of VI productions are the installation MVISAs authorized by CNO or VI libraries approved by NSHS Bethesda, (Code 07). Current authorized VI libraries are listed in enclosure (5). These VI libraries will receive initial distribution copies of BUMED approved VI productions.

(1) Authorized VI libraries shall be staffed, equipped, and funded to provide the following minimum support services:

- (a) Make across-the-counter loans of VI production copies.
- (b) Provide VI production information from DAVIS.
- (c) Loan and maintain VI presentation equipment.
- (d) Account for, inspect, clean, repair, and store copies of VI productions under proper environmental standards.
- (e) Maintain required VI library administrative records.

(2) Authorized VI formats for copies of VI productions include:

- (a) 8 mm (HI-8) video, primarily for shipboard use
- (b) 1/2-inch VHS videocassette
- (c) Sound/slide
- (d) Laser videodisc
- (e) CD-ROM

(3) Activities requiring a replacement or additional copies of a VI production should contact the Naval Education and Training Professional Development and Technology Center (NETPDTC).

a. Requesters should forward requests to:

NETPDTC Norfolk Regional Electronic Media Center
9770 Decatur Avenue, Suite 250
Norfolk, VA 23511-3292
DSN: 564-4011/1468 or (804) 444-4011/1468
FAX: 564-3711 or (804) 444-3711
INTERNET: donna.kerley@netpmsa.cnet.navy.mil
steve.freeman@netpmsa.cnet.navy.mil
SALTS E:mail: NETPMSA NREMC NORFOLK VA EPA

b. Operation of Specialized VI Libraries. School VI libraries are designated for the support of formal courses, curricula, and learning resources centers at each BUMED school site. Copies of VI productions held by these specialized libraries shall not be loaned outside the activities. Life cycle management records must be maintained as outlined below.

c. VI Life-Cycle Management Records. VI libraries must establish and maintain the minimum life cycle management records as follows:

(1) A record for each copy of an VI production for which the library is accountable.

(2) A booking request log that contains the loan order number, requester, and dates copies were loaned and returned.

d. Loan of Copies of VI Productions

(1) Long term loans (more than 30 days) may be made to Navy Medical Department activities only.

(2) Short-term loans up to 30 calendar days may be made to other Navy (active and Reserve) facilities.

(3) All inquiries regarding medical VI productions from foreign governments, international organizations, or other foreign interests shall be forwarded to NSHS Bethesda.

e. Review for Obsolescence. VI productions in active status shall be reviewed for obsolescence by the following schedule:

(1) VI productions that support a local activity shall be reviewed annually by the production activity.

(2) VI productions that support the Navy Medical Department shall be reviewed for obsolescence by a specialty advisor not later than 60 months after initial distribution of the production, and every 36 months thereafter.

(3) VI productions declared obsolete shall be disposed of per reference (c).

f. Copyright Responsibility. The general policy set forth in references (d) and (e) concerning the use of copyrighted materials also applies to VI products and productions. Specific policy and procedures are as follows:

(1) Copies of copyrighted and proprietary VI productions that have been adopted and acquired for BUMED use may be exhibited only in the original formats and may not be duplicated. Any use of VI productions must comply with U.S. Copyright Law (Title 17, U.S. Code) and the conditions peculiar to each procurement. Unauthorized use or duplication constitutes copyright infringement. The U.S. Government has no general exemption from copyright infringement liability, and a violating user may be personally liable for monetary damages.

(2) Copies of copyrighted and proprietary VI productions may not be loaned or exhibited outside BUMED, or duplicated at any time unless appropriate rights for exhibition, use, or duplication were specifically granted to BUMED by the copyright owner.

g. Off-the-Air Recording

(1) "Off-the-air" recording or closed-circuit distribution of radio or television programs are not authorized. The recording, duplicating, and distributing of productions or programs broadcast by radio or television stations may involve copyright and invasion of privacy considerations; therefore, the recording of radio or television broadcast or cablecast transmissions is prohibited for VI production requirements unless prior release or clearance is obtained in writing or it is clearly within the copyright "Fair Use" doctrine.

(2) Clearance for use of such materials shall be obtained by the requester, in coordination with the judge advocate or other legal counsel, from the sponsor, producer, distributor, station manager, or other person or agent empowered to grant the clearance. Written clearances are required. In the event the copyright owner withholds consent or cannot be identified, see reference (e).

h. Restrictions Against Alteration or Duplication. Altering or duplicating VI productions is prohibited unless specifically authorized by NSHS Bethesda in writing.

i. Procurement of Commercial (Off-the-Shelf) Productions and Products. Contracts for purchases of existing VI productions and products from commercial sources will be prepared by contracting offices authorized to contract for VI material.

(1) Procedures for Requesting Commercial Procurements. Requests for procurement of proprietary (off-the-shelf) VI productions shall be forwarded to NSHS Bethesda (Code 07) via the appropriate chain of command.

(a) DD 1995, Visual Information Production Request and Report, shall be completed by the requester, and forwarded to NSHS Bethesda (Code 71).

(b) The requesting activity must search the DAVIS to identify any existing productions that would meet the requirements. Attach the subject search to the completed DD Form 1995.

(2) Exemptions. The following types of commercial off-the-shelf VI procurements are exempt and may be procured locally:

(a) Single copy procurements not exceeding \$500.00. A completed DD 1995 and a copy of the procurement document must be forwarded to NSHS Bethesda (Code 07) within 30 days of purchase.

(b) The rental or lease of commercial off-the-shelf VI productions may be approved by the commanding officer or civilian head of a local activity to support a local requirement. However, the rental or lease cannot exceed \$300.00 in fees, exceed 90 days of usage, and does not contain an "option to buy" clause. Also, a DAVIS subject search must be made to ensure the specific title or an acceptable substitute is not available from Government sources. Requests exceeding the preceding thresholds must be approved by NSHS Bethesda.

j. VI Productions from Other DoD Services. If a DoD production is identified for use within BUMED, it may be obtained from the NETPDTC Norfolk Regional Electronic Media Center.

k. Evaluation of VI Productions. Evaluation of VI productions is important to ensure that intended communication objectives are achieved in a practical, cost-effective manner. Specialty advisors, SMEs, TAs, and functional managers should evaluate VI productions for currency and technical accuracy of the subject matter, the information contained in the script, correctness of the visuals, narration, dialogue, and sound effects presented in the completed production.

14. Defense Automated Visual Information System (DAVIS)

a. The Assistant Secretary of Defense, Public Affairs (ASD(PA)) operates and maintains the DAVIS as the standard, DoD-wide ADP system to provide VI management information to major claimant VI management offices, CNO (N09C4), and other DoD components.

b. DAVIS is the only authorized DoD VI management information system. No other VI ADP system shall duplicate DAVIS capabilities without the expressed, written approval of NSHS Bethesda.

c. A DAVIS access user name is required to gain access to the system from remote ADP terminals. Each authorized medical VI library shall receive a user name and password for retrieval purposes only.

d. Each command with an authorized VI library shall provide an ADP terminal to access the DAVIS data file.

15. Medical VI Equipment and Supplies Management

a. General. Instructions for the management of VI equipment

are in reference (b). VI equipment is defined as items of a durable nature used for the recording, production, reproduction, processing, and exhibiting of VI products or documentation that are capable of continuing or repetitive use by an individual or organization. VI equipment can be divided into four categories per reference (b). Also included are items that have a VI function as an integral part of a non-VI system or device, and, when permanently removed, can be identified as an end item or equipment. VI equipment falls within Federal Supply Classes (FSC) 5820 and 6780.

b. Use of VI Facilities, Equipment, and Materials. The use of any BUMED VI facility, equipment, or material for duplicating or recording VI media for personal use or for purposes not directly related to official BUMED activities is strictly forbidden. Personnel assigned custody of VI equipment or authorized access to VI materials shall be warned the use of Government equipment or materials for personal purposes is a direct violation of reference (f). Violations of these regulations are subject to punishment. Also, the use of personal VI equipment for producing Navy visual training aids is prohibited.

16. Medical and Dental Scientific Exhibit Program

a. Purpose. Exhibits are presented at professional forums of medical, dental, and allied scientific organizations to inform other Government agencies and civilian institutions and associations of the mission, functions, and accomplishments of BUMED in support of the health and welfare of its service members and the nation.

b. Responsibility. NSHS Bethesda (Code 71), is responsible for accepting, reviewing, approving, and forwarding requests for construction or display of medical scientific exhibits to the Armed Forces Institute Of Pathology (AFIP) for implementation.

c. Procedures for Requesting Exhibits

(1) A request for construction of an exhibit for presentation at a regional, national, or international professional meeting shall be submitted to NSHS Bethesda (Code 07) for review and approval. Requests for exhibits shall be submitted 90 days before the exhibition date for previously constructed exhibits, and 150 to 180 days before the exhibition date for new construction requests. Validated and approved programs shall be assigned to AFIP for construction, shipping, and set up.

(2) The requester shall provide the following information:

- (a) Proposed title of the exhibit.
- (b) Name of the conference, meeting, convention, symposium or other forum where the exhibit is to be displayed, including dates and locations.
- (c) Information the exhibit is to convey.
- (d) Justification and purpose of the exhibit.
- (e) Listing of materials available such as photographs, slides, and x rays.
- (f) Name of proposed TA or SME, address, and telephone number.

(3) The requesting activity shall designate the TA or SME and exhibit monitor. The TA or SME shall review and approve the exhibit design and its construction. The monitor shall be present at the professional meetings to demonstrate and monitor the exhibit.

(4) The requesting command or activity shall provide per diem funding for TA or SME travel and exhibit monitor travel to the professional meeting site.

(5) Exhibits are normally erected the day before the official opening of the meeting. The exhibit monitor shall be present during exhibit hours to monitor the exhibit.

(6) Military personnel monitoring and demonstrating the exhibit shall be in appropriate military uniform.

d. Exhibits for State and Local Professional Meetings

(1) Commanding officers may approve poster board exhibits for State and local medical, dental, and allied health scientific meetings. Construction of these exhibits may be accomplished locally, ensuring that exhibit is consistent with BUMED policy and reflects credit on the Navy Medical Department and the Department of the Navy.

(2) The following information shall be forwarded to NSHS Bethesda (Code 07), for each approved local exhibit:

- (a) Title of exhibit.
- (b) Name of professional organization and date of presentation.

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(c) Actual cost of exhibit (design, construction, shipment, fees, and total per diem travel costs.)

(3) The sponsorship of the exhibit shall be clearly identified.

e. Funding of Exhibits by Commercial Companies. Exhibit funding by commercial companies such as pharmaceutical and equipment companies is not authorized.

17. Educational Computer Hardware and Software

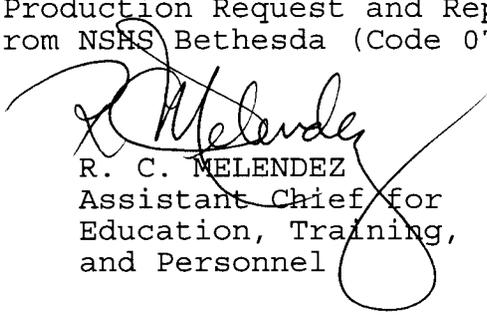
a. All requests for software to support any aspect of computer-based instruction (CBI) shall be reviewed and approved by NSHS Bethesda (Code 07).

b. Requests for acquiring computer hardware intended to support CBI shall be submitted via the normal procedure established by the Naval Medical Information Management Center (NAVMEDINFOMGMTCCEN) (Code 23), 8901 Wisconsin Avenue, Bethesda, MD 20889-5066.

c. A repair and maintenance contract for Visual Information Performance Enhancement Resource (VIPER) hardware is established with the Tobyhanna Army Depot (TOAD), Tobyhanna, PA. VIPER sites with existing or future hardware problems can report faults to TOAD at DSN 795-6749 or (717) 895-6749. If technicians are unable to provide necessary help through telephone assistance, TOAD will make arrangements for shipping the affected components to the repair facility.

18. Video Teleconferencing (VTC) Activities, Systems, and Networks. All new video teleconferencing activities, systems, and networks must be approved by the Chief of Naval Operations (N61). CNO (N61) will provide all interface with Defense Information Systems Agency (DISA) for resolution of telecommunications support requirements. VTC activities will be authorized and managed under OPNAVINST 2015.1.

19. Forms. Visual Information Production Request and Report, DD 1995, April 1998 is available from NSHS Bethesda (Code 07).



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SNDL, FH (BUMED COMMAND ACTIVITIES)

Available from:
<http://support1.med.navy.mil/bumed/instruct/external/external.htm>

VISUAL INFORMATION (VI) DEFINITIONS

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

Architecture. Is used here to describe 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 deployments.

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 purpose of conveying information to, or communicating with, an audience. Includes IVD. (See "VI Production" for the definition of all other forms of production.)

Audiovisual based. The 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.

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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.

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 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). VI documentation covering air, sea and ground actions of armed forces in combat and combat support operations, and in related peace time training activities such as exercises, war games, and military operations. (See "Video Documentation").

COMCAM. The acquisition of still and motion imagery of military exercises, operations and operations other than war in support of the Navy, National Command Authority, Chairman, Joint Chiefs of Staff, and Combatant Commands.

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

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

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

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

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

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

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

Customer Representative (CR). The CR represents the requesting component or agency at the production activity; ensures 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 ADP system used throughout 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 NAVIP initiated distribution of VI products or information to the public.

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

DoD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the military departments, part of the Organization of the Joint Chiefs of Staff, one of the defense agencies, or one of the unified and specified commands.

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

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 affect the development, operation, and maintenance of an information system.

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

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

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

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

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 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. Refers to both NAVIP information and information technology.

Information Technology. Means the hardware and software systems regardless of the technology involved that are operated to accomplish a NAVIP information related function.

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.

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Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Operational Documentation (OPDOC). VI documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peace time. (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; using 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.

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Photojournalism (PJ) (PHOJO). Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publication.

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.)

Process. A definition of how and in what sequence 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; includes 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 Advisor (TA). A component or agency representative having detailed knowledge of the subject matter of a VI production requested by a component or agency. He is assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the command representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

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

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

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

Video. Electronic recording and playback of imagery.

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

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 and 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 IVD 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 base VI activity libraries. The processes used to convey VI products to users.

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, audiotape and cassette duplicators; computer generated graphics systems; film and paper processing equipment photographic printers.

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

c. Other. When items that could otherwise be identified as 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 CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

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

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

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

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

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

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

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

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

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

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

VI Services. Those actions of the NAVIP that:

- a. Result in obtaining a VI product;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;
- c. Support existing VI products such as distribution and records center operations;

d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

VI Support Center (VISIC). The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photography, 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.

AUTHORIZED MEDICAL VISUAL INFORMATION SERVICE ACTIVITIES (MVISA)

<u>DVIAN</u>	<u>Activities</u>	<u>Primary Functions</u>
(N1525)	1. Commanding Officer Naval School of Health Sciences Bethesda., MD 20889-5611	VI Support Local/BUMED/Navy VI Productions Technical Documentation.
(N1519)	2. Commanding Officer Naval Hospital Bremerton, WA 98312-1898	VI Support Technical Documentation Broadcasting
(N1517)	3. Commanding Officer Naval Hospital Camp Lejeune, NC 28547-0100	VI Support Technical Documentation
(N1518)	4. Commanding Officer Naval Hospital Camp Pendleton, CA 92055-5191	VI Support Technical Documentation Broadcasting
(N1513)	5. Commanding Officer Naval Hospital Charleston, SC 29405-7769	VI Support Technical Documentation Broadcasting
(N1502)	6. Commanding Officer Naval Hospital Corpus Christi, TX 78419-5200	VI Support Technical Documentation Broadcasting
(N1504)	7. Commanding Officer Naval Hospital Corps School Great Lakes, IL 60088-5131 Broadcasting	VI Support Local/BUMED/Navy VI Productions Technical Documentation
(N1509)	8. Commanding Officer Naval Hospital Great Lakes, IL 60088-5230	VI Support
(N1520)	9. Commanding Officer * US Naval Hospital Guam Code 209, PSC 490, Box 9038 FPO AP 96538-1600	VI Support Technical Documentation

- | | | |
|---------|--|---|
| (N1528) | 10. Commanding Officer
Naval Hospital
Jacksonville, FL 32214-5000 | VI Support
Local VI Productions
Technical Documentation
Broadcasting |
| (N1537) | 11. Commanding Officer
* US Naval Hospital Naples
PSC 810, Box 19
FPO AE 09619-0700 | VI Support
Technical Documentation |
| (N1514) | 12. Commanding Officer
Naval Hospital
Newport, RI 02841-1002 | VI Support
Technical Documentation
Broadcasting |
| (N1523) | 13. Commanding Officer
* US Naval Hospital Okinawa
PSC 482
APO AP 96362-1600 | VI Support
Technical Documentation
Broadcasting |
| (N1529) | 14. Commanding Officer
Naval Hospital
Pensacola, FL 32512-0003 | VI Support
Technical Documentation
Broadcasting |
| (N1512) | 15. Commander
Naval Medical Center
Portsmouth, VA 23708-5000 | VI Support
Broadcasting |
| (N1505) | 16. Commander
Naval Medical Center
San Diego, CA 92134-5000 | VI Support
Local/BUMED VI Productions
Technical Documentation
Broadcasting |
| (N1536) | 17. Commanding Officer
* US Naval Hospital Yokosuka
PSC 475 Box 10
FPO AP 96350-160

* OCONUS | VI Support
Technical Documentation |

VISUAL INFORMATION (VI) PRODUCTION REQUEST AND REPORT		NEW RECORD	REPORT CONTROL SYMBOL
		UPDATE OF EXISTING	DD-PA(AR)1381
PURPOSE: The Visual Information (VI) Production Request and Report is the primary source document for the DAVIS database and lifecycle management of DoD VI productions (<i>See Notes 1, 2 and 3</i>). The information provided by this form is used to support DoD customer access to VI productions. It is also used to validate production content, establish viewing restrictions, track subject matter currency, and avoid duplication of productions. WHEN TO USE THIS FORM: Completion of a VI Production Request and Report is required for all DoD VI productions, regardless of purpose, subject matter, intended audience, distribution method, presentation format, cost, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2.			
SECTION I - TO BE COMPLETED BY OFFICE OF PRIMARY RESPONSIBILITY (OPR) (<i>See Note 4</i>)			
1. TITLE		2. SERIES TITLE AND PART	
3. PURPOSE			
4. DESCRIPTION/SYNOPSIS			
5. PRODUCTION OBJECTIVE (<i>X one</i>)		RECRUITING	COMBAT READINESS
<input type="checkbox"/> EDUCATION AND TRAINING		RDT&E	INSTALLATION SUPPORT
<input type="checkbox"/> INTERNAL INFORMATION		INTELLIGENCE, RECONNAISSANCE, CRIMINAL INVESTIGATION AND COMMUNICATIONS SECURITY	MEDICAL
<input type="checkbox"/> PUBLIC INFORMATION			OTHER
6. PRIMARY AUDIENCE			
7. SECURITY CLASSIFICATION (<i>X one</i>)		8. CLASSIFIED BY	
<input type="checkbox"/> UNCLASS	<input type="checkbox"/> TOP SECRET		
<input type="checkbox"/> CONFIDENTIAL	<input type="checkbox"/> OTHER		
<input type="checkbox"/> SECRET		9. DECLASSIFY ON (<i>YYYYMMDD</i>)	10a. DOWNGRADE TO
			b. ON (<i>YYYYMMDD</i>)
11. INITIAL DISTRIBUTION (<i>X one</i>)		12. INITIAL DISTRIBUTION LIST (<i>X one</i>)	
<input type="checkbox"/> LOCAL	<input type="checkbox"/> SERVICE/AGENCY	<input type="checkbox"/> OTHER	<input type="checkbox"/> ATTACHED
<input type="checkbox"/> MAJOR COMMAND	<input type="checkbox"/> DOD		<input type="checkbox"/> TO BE PROVIDED PRIOR TO PROJECT COMPLETION
13. DISTRIBUTION MEDIUM (<i>For example, videotape, CD-ROM, Broadcast, etc.</i>)		14. COMMENTS	
15. OFFICE OF PRIMARY RESPONSIBILITY/REQUESTER			
a. POINT OF CONTACT NAME (<i>Last, First, Middle Initial</i>)		b. MAILING ADDRESS (<i>Street, Suite Number, City, State, ZIP Code</i>)	
c. TELEPHONE (<i>Include Area Code</i>)	d. FAX NUMBER (<i>Include Area Code</i>)		
e. E-MAIL ADDRESS			
16. COMPONENT (<i>X one</i>)			17. DATE REQUIRED (<i>YYYYMMDD</i>)
<input type="checkbox"/> ARMY	<input type="checkbox"/> NAVY	<input type="checkbox"/> AIR FORCE	
<input type="checkbox"/> MARINE CORPS	<input type="checkbox"/> OTHER		
18. COMMUNICATION TO MY INTENDED AUDIENCE OF THE MESSAGE(S) IN THE VI PRODUCTION I AM HEREBY REQUESTING:			
<ul style="list-style-type: none"> - IS MISSION ESSENTIAL. - CANNOT BE ADEQUATELY ACCOMPLISHED BY ANY VI PRODUCTIONS IN THE EXISTING DOD INVENTORY. - AMONG ALL MEDIA, IS BEST ACCOMPLISHED WITH A VI PRODUCTION. 			
a. NAME OF HEAD OF OPR OR REPRESENTATIVE (<i>Last, First, Middle Initial</i>)		b. RANK	c. POSITION
d. TELEPHONE (<i>Include Area Code</i>)	e. FAX NUMBER (<i>Include Area Code</i>)	f. E-MAIL ADDRESS	
g. SIGNATURE			h. DATE SIGNED
NOTES: Note 1: DoD Directive 5040.2, "Visual Information (VI)", authorizes and prescribes the use of the Visual Information Production Request and Report and provides additional information on its use. Note 2: Defense Automated Visual Information System (DAVIS) < http://dodimagery.afis.osd.mil >. An on-line, unrestricted, full-text searchable, standard DoD-wide database containing content-descriptive, production, acquisition, inventory, distribution, currency status, archival control and other data on the VI productions in the Department of Defense inventory.			

SECTION II - TO BE COMPLETED BY SUPPORTING VISUAL INFORMATION ACTIVITY

19. POINT OF CONTACT

a. NAME (Last, First, Middle Initial)		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS			

20. PRODUCTION IDENTIFICATION NUMBER (PIN) (For other than local productions)	21. INTERNAL CONTROL NUMBER (ICN)	22. PRODUCTION APPROVAL NUMBER (PAN) (For local productions)	23. PROJECTED PRODUCTION COST (See Note 5)
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SECTION III - TO BE COMPLETED BY PRODUCTION ACTIVITY/JVIS CONTRACTING ACTIVITY

24. PRODUCTION ACTIVITY/FIRM/VENDOR

a. ACTIVITY NAME		b. DEFENSE VI ACTIVITY NUMBER (DVIAN)	
c. POINT OF CONTACT NAME (Last, First, Middle Initial)		d. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
e. TELEPHONE (Include Area Code)	f. FAX NUMBER (Include Area Code)		
g. E-MAIL ADDRESS			

25. FINAL PRODUCTION COST (See Note 5)	26. PRODUCED BY (X one)		
	<input type="checkbox"/> DOD/GOVERNMENT	<input type="checkbox"/> COMMERCIAL OFF-THE-SHELF	
	<input type="checkbox"/> CONTRACT PRODUCED		

27. DATE CANCELLED (YYYYMMDD)	28. PRODUCTION LENGTH	29. DATE PRODUCTION COMPLETED (YYYYMMDD)	30. QUANTITY TO BE DISTRIBUTED
--------------------------------------	------------------------------	---	---------------------------------------

31. PUBLIC CLEARANCE (X one)		32. DUPLICATION RIGHTS (X one)		33. CAPTIONING (X one)	
<input type="checkbox"/> CLEARED FOR PUBLIC EXHIBITION/SALE	<input type="checkbox"/> GOVERNMENT ONLY	<input type="checkbox"/> NO REPRODUCTION RIGHTS		<input type="checkbox"/> NONE	
<input type="checkbox"/> NOT CLEARED FOR PUBLIC EXHIBITION/SALE	<input type="checkbox"/> DOD ONLY	<input type="checkbox"/> LIMITED TO (If Limited)		<input type="checkbox"/> OPEN	
<input type="checkbox"/> CLEARED FOR NONPROFIT/PUBLIC ONLY	<input type="checkbox"/> LIMITED RIGHTS			<input type="checkbox"/> CLOSED	
	<input type="checkbox"/> UNLIMITED RIGHTS				

SECTION IV - TO BE COMPLETED BY DISTRIBUTION ACTIVITY

34. DISTRIBUTION ACTIVITY

a. ACTIVITY NAME		b. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	
c. TELEPHONE (Include Area Code)	d. FAX NUMBER (Include Area Code)		
e. E-MAIL ADDRESS		35. DATE PRODUCTION DISTRIBUTED (YYYYMMDD)	

36. LOCATION OF ORIGINAL MASTERS

a. MAILING ADDRESS (Street, Suite Number, City, State, ZIP Code)	b. TELEPHONE (Include Area Code)	c. FAX NO. (Include Area Code)
	d. E-MAIL ADDRESS	

SECTION V - TO BE COMPLETED BY RECORDS CENTER

37. DATE RECEIVED AT RECORDS CENTER (YYYYMMDD)	38. FINAL DISPOSITION
39. DATE SHIPPED TO NARA (YYYYMMDD) (Note 6)	40. DATE OF DISPOSAL (YYYYMMDD)

NOTES: (Continued)

Note 3: 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 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.

Note 4: Office of Primary Responsibility (OPR). The organization which requires a VI production, seeks its creation or acquisition, and is its principal beneficiary, either directly or indirectly.

Note 5: OASD(PA) review and concurrence is required when expenditures exceed \$100,000. This review is required regardless of purpose, subject matter, intended audience, distribution method, presentation format, scope, security classification, perishability, or production source, except as provided in DoD Directive 5040.2.

Note 6: National Archives and Records Administration.

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DUTIES OF A TECHNICAL ADVISOR (TA) OR SUBJECT MATTER EXPERT (SME)

1. The SME or TA is a key member of the production team involved in the development of VI productions for the Navy Medical Department such as videotape productions and interactive courseware productions. The SME or TA is responsible for the technical accuracy of the information contained in the script and the correctness of the visuals, narration, dialogue, and sound effects presented in the completed VI production.

2. The SME or TA has an active and creative role in shaping the technical quality of the VI production. Duties may include script and production meetings, script research visits, stock footage research, preproduction site survey visits, location photography and post production meetings to ensure technical accuracy and quality.

3. The SME or TA may be called upon to give written approval to script and production development phases. In addition, verbal approval relating to the subject matter of the project may be sought during script research, stock footage research, preproduction survey visits, location photography, and the editing/narration phases of the project.

4. Normally, SME or TA travel and per diem associated with the project are funded by NSHS Bethesda.

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CNO AUTHORIZED VISUAL INFORMATION (VI) LIBRARIES

1. Commanding Officer
Naval Hospital
Beaufort, SC 29902-6148
2. Commanding Officer
Naval Hospital
Cherry Point, NC 28533-0023
3. Commanding Officer
Naval Hospital
Groton, CT 06349-5600
4. Commanding Officer
* US Naval Hospital
Guantanamo Bay
PSC 1005, Box 36
FPO AE 09593-0136
5. Commanding Officer
* US Naval Hospital Keflavik
PSC 1003, Box 8
FPO AE 09728-0308
6. Commanding Officer
Naval Hospital
Lemoore, CA 93246-5004
7. Commanding Officer
Naval Hospital
Oak Harbor, WA 98278-8800
8. Commanding Officer
Naval Medical Clinic
Patuxent River, Md 20670-5370
9. Commanding Officer
* Naval Medical Clinic
Box 121
Pearl Harbor, HI 96860-5080
10. Commanding Officer
Naval School Of Health Sciences
Portsmouth, VA 23708-5200
11. Commanding Officer
* Naval Hospital Roosevelt Roads
PSC 1008, Box 3007
FPO AA 34051-8100
12. Commanding Officer
* US Naval Hospital Rota
PSC 819, Box 18
FPO AE 09645-0700
13. Commanding Officer
* US Naval Hospital Sigonella
PSC 824, Box 318
FPO AE 09627-2670
14. Commanding Officer
Naval Hospital
Twentynine Palms, CA 92278-8250

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