

Department of Defense INSTRUCTION

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AD-A272 158

March 28, 1989
NUMBER 5410.15

ASD(PA)

SUBJECT: DoD Public Affairs Assistance to Non-Government, Non-Entertainment-Oriented Print and Electronic Media

- References:
- (a) DoD Instruction 5410.15, "Delineation of DoD Audio-Visual Public Affairs Responsibilities and Policies," November 3, 1966 (hereby canceled)
 - (b) DoD Directive 5122.5, "Assistant Secretary of Defense (Public Affairs)," August 4, 1988
 - (c) DoD Instruction 5410.16, "DoD Assistance to Non-Government, Entertainment-Oriented Motion Picture, Television, and Video Productions," January 26, 1988
 - (d) DoD Directive 5230.9, "Clearance of DoD Information for Public Release," April 2, 1982
 - (e) DoD Instruction 7230.7 "User Charges" January 29, 1985

A. REISSUANCE AND PURPOSE

This Instruction:

- 1. Reissues and updates reference (a).
- 2. Implements the authority in reference (b).
- 3. Outlines procedures governing DoD public affairs assistance to non-Government electronic and print news media, documentary producers, educational institutions, and other commercial enterprises with Visual Information (VI) materials and VI opportunities.

B. APPLICABILITY AND SCOPE

This Instruction:

- 1. Applies to the Office of the Secretary of Defense (OSD), the Military Departments, the Joint Chiefs of Staff (JCS) and Joint Staff, the Unified and Specified Commands, the Inspector General of the Department of Defense (IG, DoD), the Uniformed Services University of the Health Sciences (USUHS), the Defense Agencies, and DoD Field Activities (hereafter referred to collectively as "DoD Components"). The term "Military Services," as used herein, refers to the Army, Navy, Air Force, and Marine Corps.
- 2. Does not apply to theatrical and all other entertainment-oriented commercial VI and audiovisual (AV) productions addressed in reference (c).

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C. POLICY

It is DoD policy that:

1. Government assistance in the form of access to DoD installations, equipment or personnel for interviews, photo and video opportunities, and the use of unclassified Government-produced VI materials shall be provided to non-Government, electronic, and print media when it is considered beneficial to the Department of Defense or in the national interest to do so. The following factors shall be used in making this determination:

a. Accuracy in the portrayals of DoD persons, places, equipment, operations, and events.

b. Information value and enhancement of viewer understanding of the Department of Defense, DoD Components, and defense issues.

c. There should be no implication or appearance of implication of DoD endorsement or approval of any person, product, partisan or political cause, and solicitation of any direct contributions to the selective benefit of any person or organization. An exception is made for the Red Cross and the United Service Organizations (USO) provided for by applicable memoranda and Directives.

2. Operational readiness of the Armed Forces shall not be impaired as a result of assistance. Use of personnel, equipment, and other resources shall be on a non-interference basis in support of unclassified military operations and training activities.

3. The activities of personnel being videotaped, filmed, or photographed shall be within the scope of their normal duties.

4. No additional cost shall be incurred by the Government to provide assistance.

5. There shall be no deviation from established DoD safety standards.

6. Footage shot with DoD assistance and by DoD personnel, released to support a specific production, shall not be reused for or sold to other productions without specific DoD approval.

7. Government cameras, recording equipment, and the services of military and DoD civilian personnel shall not be made available to non-Government producers. However, use of Government VI facilities (i.e., sound studios) may be used by non-Government personnel, using their own equipment and personnel, following coordination with appropriate public affairs officer and VI managers or the Assistant Secretary of Defense (Public Affairs)(ASD(PA)).

8. Assistance to foreign correspondents based in the United States and listed in the United States Information Agency (USIA) publication "Directory of Foreign Correspondents" shall be provided in the same manner as that to U.S. media persons in accordance with this Directive. Foreign correspondents not based in the United States require USIA endorsement. Routine assistance to nominal requests (i.e. photograph(s) or slide(s), etc.,) for releasable

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material may be provided to all media persons if deemed in the best interest of the Department of Defense. All requests for substantial support, regardless of basing of media representatives, shall be brought to the attention of the ASD(PA) as a matter of interest.

9. The Department of Defense does not engage in any activity that benefits or could be perceived as benefitting any political party or political cause. All requests from any political party, cause, candidate, or campaign office at the local or State level for VI materials and support shall be forwarded through Component channels to each Component's Legislative Liaison Office for comment and appropriate response. Requests for VI materials and support to national level political activities, to include congressional and senatorial campaigns, shall be forwarded through each Component's Legislative Liaison Office to the DoD Legislative Affairs Office for review and guidance. Public affairs officers may also advise all requestors for VI assistance to direct their queries to the Component Legislative Liaison Office or to the DoD Legislative Affairs Office depending upon the nature of the VI request.

D. RESPONSIBILITIES

1. The Assistant Secretary of Defense (Public Affairs) (ASD(PA)) requests VI coverage of specific activities and events by DoD Components, to include coverage of joint and combined exercises, for use by the Department of Defense in supporting national media requests. The ASD(PA) is responsible for approving public release of DoD-produced VI materials of national interest and shall:

a. Coordinate dates, times, and locations for the national release of DoD VI materials to the news media on a non-exclusive basis.

b. Approve, prior to commitment of funds, the initiation of all DoD VI and AV productions intended for public release.

c. Develop public affairs plans, policies, and programs in support of DoD activities.

d. Coordinate with appropriate DoD Component public affairs personnel to assist non-Government electronic and print media in obtaining interviews with DoD personnel, filming opportunities at DoD installations and activities, and acquiring VI materials produced by the Department of Defense.

e. Coordinate assistance to non-Government electronic and print media in obtaining or producing VI materials involving matters of national policy or which involve more than one DoD Component.

2. DoD Components shall make available DoD VI materials and assistance to non-Government electronic and print media at the regional or local level. They shall:

a. Provide guidance to subordinate elements on the release of VI materials of local interest to local media.

b. Approve release of VI materials and assistance to non-Government media on projects of regional interest. If it is perceived that interest may expand to the national level, approval shall be withheld until action is coordinated with the ASD(PA).

c. Provide appropriate VI materials on exercises, special events, and other activities that may be of interest to the public and the media.

d. Submit VI materials (including completed productions) that are intended for public release and are of potential national interest to the ASD(PA) for coordination, approval, and release. If materials are related to current news stories, shipment shall be made by the most expeditious means available.

3. DoD Components are responsible for providing VI materials and assistance to national, non-Government electronic and print media when:

a. The subject of the request impacts solely upon one Component, and the ASD(PA) has been notified of the specific request.

b. A request for single Component support is received directly by the ASD(PA) and is forwarded to the appropriate Component public affairs office for action.

E. PROCEDURES

1. Requests for VI materials or facilitative assistance from non-Government producers of productions or publications that will be broadcast or distributed nationally and internationally shall be brought to the attention of the ASD(PA). All requests to support political campaigns shall be forwarded to each Component's Legislative Liaison Office or the DoD Legislative Affairs Office in accordance with the policy in subsection C.9., above.

2. Requests for VI materials or facilitative assistance from non-Government producers of productions or publications that are intended for broadcast or distribution regionally or locally shall be processed in the manner prescribed by the appropriate DoD Component.

3. Before authorizing use of VI materials and/or facilitative assistance for other than news media, the approving office may require that a script, script outline, or other project description be submitted by the requestor if there is a question of compliance with section D., above.

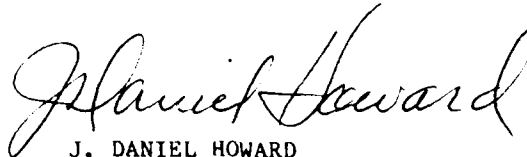
4. Defense contractors have a responsibility for clearing their produced print and electronic promotional marketing and advertising materials before public release. The subjects of such material that require ASD(PA) clearance are listed in DoD Directive 5230.9 (reference (d)). Materials not requiring ASD(PA)-level clearance shall be cleared at the lowest level of cognizance in accordance with applicable Military Service guidelines.

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F. EFFECTIVE DATE AND IMPLEMENTATION

1. This Instruction is effective immediately.

2. DoD Components shall review and revise existing Directives, Instructions, and publications for conformity with this Instruction. If revisions to existing Directives, Instructions, and publications are required, two copies of each revised document shall be forwarded to the Assistant Secretary of Defense (Public Affairs) within 120 days.



J. DANIEL HOWARD
Assistant Secretary of Defense
(Public Affairs)

Enclosures - 2

1. Definitions
2. Assistance to Non-Government Media

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DEFINITIONS

1. 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 conveying information to, or communicating with, an audience. (See definition 3., below for the definition of all other forms of production.)

2. 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.

3. 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, and adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal Agency.

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

5. VI Materials. A general term that 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 retained recorded imagery.

6. Non-Government Electronic and Print Media. Organizations outside the Federal Government including foreign media and production organizations involved in the production of non-entertainment print, and VI and AV productions including electronic news media, industrial firms, advertising agencies, publishers, independent producers, educational institutions, and other commercial enterprises. The definition does not include entertainment-oriented productions addressed in DoD Instruction 5410.16 (reference (c)).

7. Local. A specific Continental United States (CONUS) or overseas locale, or to items of news interest that are intended for audiences within the local area or point of origin only.

8. Regional. News items, VI materials, media organizations, VI and AV productions, and publications that are intended for or likely to attract attention of a particular geographic audience of CONUS or an overseas area.

9. National. News items, VI material, media organizations, VI and AV productions, and publications that are intended for or likely to reach a nationwide or worldwide audience.

10. Stock Still Photography. Still photographs (print, slides, negatives, etc.) originated by DoD Component photographers and photographs provided to the Department of Defense by non-Government media for unrestricted use by the Department of Defense.

11. Stock Footage. Unedited motion media material shot by DoD Components and material provided to the Department of Defense by non-Government media producers for unrestricted DoD use.

12. Completed Production. A V1 or AV presentation either produced by the Department of Defense or provided the Department of Defense by non-Government media producers for unrestricted DoD use. The completed production may include edited footage, interviews, public appearances by DoD officials, narration, and/or music.

NOTE: If a determination cannot be made as to which definition, "local," "regional," or "national" applies, the media request should be referred to the ASD(PA) for a decision.

ASSISTANCE TO NON-GOVERNMENT MEDIA

A. Interview

1. On-camera or radio interviews with DoD personnel speaking as official representatives of the Department of Defense or one of its Components shall be arranged through the public affairs office of the organization to which the speaker is assigned.
2. All interview requests from national network radio and television media are to be coordinated with the Directorate for Defense Information, Office of the Assistant Secretary of Defense (Public Affairs) (OASD(PA)).
3. Audio recordings of on-camera or radio interviews shall be made by public affairs representatives for record purposes whenever possible.

B. On-location Production Assistance

1. When assistance to a non-Government production is approved through appropriate channels, arrangements shall be made to allow video and audio recording, and photography of DoD personnel, equipment, facilities, and activities.
2. Production crews shall be accompanied by public affairs personnel of the installation or unit being visited.
3. Public affairs personnel shall ensure, before the beginning of any recording or filming, that the production crew is fully aware of all restrictions, ground rules, and other special considerations to be observed.
4. In the case of news and documentary productions, events shall not be "staged" to accommodate producers. For other types of production, "staging" should be held to a minimum and should not interfere with normal operations or result in additional cost to the Government. Any instances of "staging" must accurately reflect military operations and activities.
5. Precautions shall be taken to ensure that classified or sensitive subjects are not included in the recording or photography. If sensitive equipment is to be photographed or recorded, it is appropriate to require advance agreement from the producer that the tape or film shall be subjected to a security review by the Department of Defense before use.

C. Stock Footage and Stock Photography

1. Requests for DoD footage shall be satisfied from stock footage collections to the greatest degree possible. Stock footage or still photographs shall be used to fulfill a producer's need of depicting DoD personnel, equipment, activities, and facilities.
2. Stock footage and photography may be provided free of charge to legitimate news organizations working on news-related productions, news documentaries, or print products intended to inform the public of DoD activities. Producers of all other categories of VI programs or publications should be referred to the DoD Still Media Records Center or the Motion Media Records Center and be charged established user fees, in accordance with DoD Instruction 7230.7 (reference (h)).

3. Producers shall be advised that stock footage provided for use in a particular production may neither be used by them in any other production nor released by them to any other user without specific DoD approval.

4. Defense contractors seeking VI footage for a production must certify in writing that funding of the production will not be billed to the Government unless the production itself is being done pursuant to a Government contract that authorized such costs.

5. Non-Government producers shall also be advised that stock footage may be purchased from the National Archives and Record Service, Motion Picture Sound Recording and Video Branch (NNSM), Room 2W, 8th & Pennsylvania Avenue., NW, Washington, DC 20408.

6. When VI materials are being requested for use in any production, the requestor may be required to provide a script or script outline and storyboard indicating specifically the manner in which the material is to be used. There will be no implied DoD endorsement of any product, service, individual, or cause. The Red Cross and USO may be provided assistance in accordance with DoD guidelines.

D. Completed Productions. Non-Government producers shall be advised that completed DoD productions may be purchased or rented (not for reproduction) from the National Audiovisual Center. The Center serves as the central source for all federally produced AV materials and makes them available to the public. For information, contact the National Audiovisual Center, National Archives Records Administration, Customer Services Section PY, 8700 Edgeworth Drive, Capitol Heights, MD, 20743-3701.