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BUREAU OF NAVAL PERSONNEL
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MILLINGTON, TN 38055-0000

BUPERSINST 1710.15A
PERS-650
3 Feb 2004

BUPERS INSTRUCTION 1710.15A

From: Chief of Naval Personnel
To: All Ships and Stations

Subj: NAVY ENTERTAINMENT MOTION PICTURE PROGRAM (NAVEMPROG)
ADMINISTRATION

Ref: (a) SECNAVINST 5870.4
(b) JAGINST 5800.78

Encl: (1) Navy Entertainment Motion Picture Program (NAVEMPROG)
Regulations

1. Purpose. To provide guidance on the administrative and operational procedures necessary to participate in Navy Entertainment Motion Picture Program (NAVEMPROG), and to establish authority and responsibilities of Navy Personnel Command (NAVPERSCOM), Navy Motion Picture Service (NMPS) (PERS-650) and local commands and program users. This instruction is a complete revision and should be reviewed in its entirety.

2. Cancellation. BUPERSINST 1710.15.

3. Background. NMPS has been in existence since circa 1919, originally operating out of Brooklyn, NY until 1992, then New Rochelle, NY until 1996, and now NAVPERSCOM (PERS-650), Naval Support Activity Mid-South (NAVSUPACT), Millington, TN. Originally organized to provide 35mm entertainment motion picture service for the fleet, it also provided movies to ashore activities. In 1972 NMPS shifted entirely to 16mm prints afloat and ashore, and in 1983 afloat commands were converted to videocassette format. In 1996 all commands were converted to videocassette format except for those ashore commands designated as 35mm film sites.

4. Program Management Authority. NAVPERSCOM (PERS-650) is a branch of NAVPERSCOM, Morale, Welfare, and Recreation Division (PERS-65). This activity was established with the approval of Secretary of the Navy in 1976. NAVPERSCOM (PERS-650) has NAVEMPROG management authority for Navy, Marine Corps, Coast

Guard , Military Sealift Command (MSC), and National Oceanic and Atmospheric Administration (NOAA) ships; U.S. Department of State foreign service posts; and various embarked, deployed, research, and expeditionary forces around the globe.

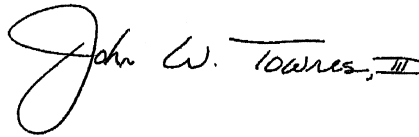
5. Applicability. This instruction is applicable to all exhibitors of motion pictures in public settings aboard all sites identified in paragraph 4 above. Reference (a) pertains to Copyright Law as it applies to Department of the Navy (DON). Reference (b) provides guidance on informal investigations when motion pictures become unaccounted for.

6. Action

a. All levels of command shall comply with the provisions of this instruction.

b. NAVPERSCOM (PERS-650) shall initiate continuing action to comply with the designated responsibilities in this instruction.

7. Forms and Reports. See chapter 5.



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**NAVY ENTERTAINMENT
MOTION PICTURE
PROGRAM (NAVEMPROG)
REGULATIONS**

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CHAPTER 1
GENERAL INFORMATION

1-1. Mission. NAVPERSCOM (PERS-650) is charged with providing motion picture entertainment to ashore and afloat units within the organizations listed in paragraph 4 of the basic instruction.

1-2. Movie Program Formats. NAVPERSCOM (PERS-650) determines the formats used by participants in the NAVEMPROG. Current formats provided are 8mm videotape and 35mm film. The provisions of this instruction and any other guidance provided by NAVPERSCOM (PERS-650) are binding for current and future movie program formats.

1-3. Sole Source. NAVPERSCOM (PERS-650) is the sole source for the NAVEMPROG product procurement for public exhibition for all organizations listed in paragraph 4 of the basic correspondence. For the purpose of this instruction, the term "movies" or motion pictures" include all formats. NAVPERSCOM (PERS-650) holds the industry contracts for proper licensing and procurement of all motion picture products available for use at aforementioned locations. No activity listed in paragraph 4 of the basic instruction will contact or negotiate with any commercial source for the purpose of procuring entertainment motion picture products. The use of appropriated funds (APF) or non-appropriated funds (NAF) by activities other than NAVPERSCOM (PERS-650) for procuring entertainment motion picture products is prohibited.

1-4. Operational Responsibilities, Tasks, and Functions

a. NAVPERSCOM (PERS-650) will

(1) approve requests for the establishment of NAVEMPROG exhibition sites and sets operating guidelines and financial standards to ensure the overall success of the NAVEMPROG.

(2) establish program user fee policy.

(3) assist Fleet and Industrial Supply Centers (FISCs) in technical areas concerning negotiation, administration and preparation of contracts with individual motion picture

companies for the procurement of entertainment motion picture products.

(4) screen, select, procure and schedule all entertainment motion pictures for distribution to NAVPERSCOM (PERS-650) program sites.

(5) direct, administer, control and monitor the ashore and afloat NAVEMPROG worldwide.

(6) render and analyze accountings of attendance compiled from reports required by motion picture contracts.

(7) review movie damage or loss and take such action as may be required, including assessment against the responsible activity.

(8) act as source for information about equipment and technical procedures for NAVEMPROG.

(9) maintain an inventory control system for all motion pictures.

(10) recall and account for lease-expired motion pictures.

(11) review and advise NAVPERSCOM (PERS-65) regarding exhibition sites to ensure compliance with all regulations related to Navy motion picture usage.

(12) suspend motion picture exhibition privileges of delinquent activities where deemed necessary.

(13) provide quality control and inspection of movies.

(14) perform such other duties and functions as may be directed by higher authority.

b. Fleet Commanders or their designated representatives will

(1) assist NAVPERSCOM (PERS-650) in making advance arrangements to supply motion picture programming to assault

troops, special units or fleet ships not equipped with NAVEMPROG movies for special operations.

(2) advise NAVPERSCOM (PERS-650) in advance of ships scheduled for commissioning and decommissioning to permit NAVPERSCOM (PERS-650) to plan for increases and reductions in movie acquisition.

(3) suspend motion picture privileges of exhibiting afloat and ashore sites when required to ensure compliance with the provisions of this instruction.

c. Commanding officers (COs) of ships and ashore activities exhibiting NAVEMPROG will

(1) delegate a responsible individual to ensure procedures are effectively followed and provide NAVPERSCOM (PERS-650) with movie program point of contact information.

(2) provide suitable spaces as follows:

(a) All Movie Program Sites. A secure, dry and cool space for storing motion pictures when not in use to preclude damage, pilferage, duplication, and to prevent deterioration.

(b) 35mm Movie Program Sites. Adequate space for inspection and repair of films and stowage of spare leaders, trailers and miscellaneous film supplies.

(3) authorize personnel to operate motion picture exhibition equipment only when qualified to operate such equipment.

(4) ensure that projection and playback equipment is maintained in good operating condition and not used when in disrepair.

(5) strictly enforce exhibition of entertainment movies only at eligible sites and only to eligible patrons as designated in section 1-10.

(6) prohibit exhibition of movies from sources other than NAVPERSCOM (PERS-650).

(7) prevent unauthorized loan of motion pictures to any other government activity or non-government organization unless NAVPERSCOM (PERS-650) has issued prior authorization.

(8) ensure proper handling and timely return shipment of movies.

(9) ensure accountability of motion picture inventory at all times.

(10) initiate investigation of damaged or lost movies and report the circumstances immediately to NAVPERSCOM (PERS-650) in writing.

(11) submit payment to NAVPERSCOM (PERS-650) for movies determined to have been negligently damaged or lost while in the designated site's custody.

(12) allocate funds to provide and maintain exhibition facilities, equipment and property.

(13) take appropriate steps to prevent alteration, censorship, cutting, or duplication of Navy Entertainment Motion Pictures.

(14) require that all records be prepared properly and reports submitted promptly as required by this instruction.

(15) require that all designated movie program handlers be fully familiar with the contents of this instruction and adhere to its regulations and procedures.

d. For COs of ashore activities operating 35mm theaters, ensure the following are accomplished:

(1) Administer audit procedures as required by this instruction for paid/free admission movie programs.

(2) Promotion aids such as posters and ad slicks will be utilized in such a way as to comply with copyright laws while maximizing exposure to prospective patrons. Advertising efforts must be limited to on-base venues. Assistance in marketing and promotion techniques may be obtained by contacting NAVPERSCOM (PERS-650).

e. On-site Movie Program Managers/Custodians will

(1) ensure that local movie programs operate within the regulations outlined in this instruction.

(2) maintain security controls and accountability of movie inventory.

(3) submit forms and reports as required by this instruction to NAVPERSCOM (PERS-650) in a timely manner.

(4) notify NAVPERSCOM (PERS-650) immediately of any movie damage, loss or program discrepancy.

(5) notify NAVPERSCOM (PERS-650) of any changes in local movie program exhibition location, management and point of contact information.

1-5. Copyright Policy

a. All movies and promotional materials distributed by NAVPERSCOM (PERS-650) are copyrighted properties protected under U.S. Copyright Law. In addition, reference (a) and any superseding regulations apply U.S. Copyright Law to DON in the context of the armed forces environment. Copyright Law affects all media of entertainment movies and the subsequent promotional materials distributed by NAVPERSCOM (PERS-650). All NAVEMPROG are copyrighted material licensed solely for public exhibition by the Navy. As such, it is absolutely critical that movies not be duplicated, edited, or loaned out for private use at any time. In addition, promotional material use is limited to on-base/onboard print advertising of local NAVEMPROG to eligible patrons as designated in section 1-10. Violation of this may result in Uniform Code of Military Justice (UCMJ) action as well as civil and criminal penalties and may jeopardize the entire NAVEMPROG.

b. Neither the U.S. Government nor DON owns any programming distributed by NAVPERSCOM (PERS-650). The programs themselves are leased from their respective copyright owners. These licensing agreements are formal contracts which give Navy certain narrowly-defined rights to distribute and exhibit such programming in carefully specified locations and to specific groups of individuals. Unauthorized use by Navy exhibition

sites can result in Navy liability for breach of contract and a breakdown in productive contract relations with distributors.

c. Reproduction or duplication of NAVPERSCOM (PERS-650) movies by any party for any reason is strictly prohibited. Program managers will monitor audience members to ensure no videotaping of on-screen presentations takes place.

d. Alteration of NAVPERSCOM (PERS-650) movie signals in any way including overdubbing, re-recording, or editing is prohibited.

e. Individuals responsible for theft or piracy of NAVPERSCOM (PERS-650) movies may be subject to Federal and civil prosecution for violation of the Copyright Act, theft of government property, and unjust enrichment to the disadvantage of the movie distribution company. Prosecution under UCMJ may be initiated as well for breach of Copyright policy established under Department of Defense (DOD) and DON directives and instructions, and for breach of procedure under this instruction. UCMJ applicability would include but not be limited to the areas of theft, wrongful appropriation, violation of orders, and destruction of government property.

1-6. Procurement. Entertainment motion pictures are leased rather than purchased and must be returned to the appropriate film distribution company or disposed of by NAVPERSCOM (PERS-650) per distributor instructions upon lease expiration. The following outlines procurement policy:

a. Procurement Goals. The primary goal of the NAVEMPROG is to procure a sufficient quantity of feature films to meet the entertainment needs of the fleet at both ashore and afloat commands.

b. Procurement Sources. All responsible owners, producers, and distributors of entertainment motion pictures are considered potential sources of supply.

1-7. Audience Eligibility

a. Ashore Movie Exhibition. The following personnel are authorized to attend NAVPERSCOM (PERS-650) movie exhibitions:

- (1) Active duty Navy, Marine Corps and Coast Guard personnel and their immediate family members.
- (2) Active duty personnel of other services and their immediate family members.
- (3) All persons eligible to use other Morale, Welfare, and Recreation (MWR) facilities and programs, and their immediate family members.
- (4) Accompanied guests, limited to one per eligible patron.
- (5) Military reservists and their immediate family members in conjunction with published recreation and exchange eligibility instructions related to active periods for training and facility privileges.
- (6) Military personnel of foreign nations and their immediate family members when authorized full exchange privileges and serving in the United States or residing on U.S. Navy or Marine Corps installations overseas.
- (7) U.S. citizens attached to U.S. embassies, consulates and other foreign service posts, their immediate family members and guests; limited to exhibitions located within U.S. embassies, consulates and other selected posts.
- (8) Provided the program facilities are adequate and subject to such restrictions as the CO deems necessary, the following are also authorized to attend NAVPERSCOM (PERS-650) exhibitions provided they have exchange privileges.
 - (a) Retired military personnel and their immediate family members.
 - (b) Immediate family members and unremarried widows of deceased or missing in action (MIA) military personnel.
 - (c) Civilian DOD employees when traveling under official orders.
 - (d) Civilian DOD employees and their immediate family members in overseas areas.

(e) Patients in naval hospitals.

(f) Members of the Public Health Service, NOAA, uniformed salaried members of the Red Cross and other such organizations, when assigned to and serving with the Armed Forces.

b. Afloat Movie Exhibition. All crewmembers assigned to ships authorized by NAVPERSCOM (PERS-650) in section 1-10 to participate in the NAVEMPROG are eligible for onboard viewing.

1-8. Selection Criteria for NAVEMPROG

a. Motion pictures will be selected primarily for the entertainment of active duty Navy, Marine Corps and Coast Guard personnel and their immediate family members following the overall aim of providing the best available product. Selection will be based on the entire motion picture, as produced, with respect to its impact as entertainment.

b. All films rated by the Classification and Rating Administration (CARA) of the Motion Picture Association of America (MPAA) are eligible for consideration for release by NAVPERSCOM (PERS-650) as well as movies released prior to the establishment of the above ratings system. The current MPAA CARA rating system is summarized below.

(1) General Audiences (G): Suitable for all audiences. This film contains nothing that would offend parents for viewing by children.

(2) Parental Guidance Suggested (PG): This film may contain some material parents might not like for their young children to see or hear.

(3) Parents Strongly Cautioned (PG-13): This film contains some material that may be inappropriate for pre-teenagers.

(4) Restricted (R): This film contains some adult material. Parents are urged to learn more about the film before taking their young children with them to see it.

(5) No One 17 and Under Admitted (NC-17): This film is patently adult. Children are not admitted.

1-9. Censorship. NAVPERSCOM (PERS-650) movies will not in any way be censored, altered or cut by any users thereof. COs may decide not to exhibit a motion picture aboard their command if, in their opinion, its exhibition would have an adverse impact on morale.

1-10. NAVEMPROG Location Eligibility

a. Ashore Locations. Generally, all theaters and recreation facilities located at ashore commands of the U.S. Navy, Marine Corps and Coast Guard are eligible for NAVEMPROG service.

b. Ships Eligible for NAVEMPROG. NAVPERSCOM (PERS-650) movie service is available to deployable Navy ships. The term "deployable" takes into account ships actively committed to self-propelled operations at sea for extended periods. Navy vessels permanently or semi-permanently berthed in port, towed when underway, performing in-shore or limited short duration coastal operations, designated as yard craft, or not having permanent overnight crew berthing and messing will not usually be authorized movie service. Instead, they will be considered on a case-by-case basis upon written request to NAVPERSCOM (PERS-650). At the present, foreign naval ships and civilian contract vessels are not eligible to use NAVPERSCOM (PERS-650) movies. Movies will not be provided to tenant command staffs when such a service is provided to the host command. Tenants will be authorized access to the host movie program. The following categories of ships are authorized to exhibit NAVPERSCOM (PERS-650) movies:

(1) All U.S. Navy ships with crews embarked and ships undergoing overhaul or pre-commissioning with crews berthed afloat. When ships are under construction or being overhauled at a commercial shipyard where no Navy or other armed forces motion picture exhibitions are available, movies may be shown in facilities that are provided exclusively for the ships' crews, i.e. barracks. Attendance is limited to eligible ship's personnel for these exhibitions. Where armed forces movie exhibitions are available, movies can be shown only on facilities afloat or pier side for eligible ship's personnel.

(2) U.S. Coast Guard ships designated by Commandant of the Coast Guard.

(3) Designated vessels under the operational control of the MSC, with a permanent U.S. Navy MIL-DET embarked. The library must remain under the control of the MIL-DET. If the MIL-DET is withdrawn, the library must be returned to NAVPERSCOM (PERS-650).

(4) U.S. NOAA ships when operating with or for the U.S. Navy.

(5) Yard craft that remain overnight at sea and those in port with berthing facilities and U.S. Navy personnel living aboard.

(6) No other ships or fleet commands may participate in the NAVEMPROG without advance approval in writing from NAVPERSCOM (PERS-650).

c. Locations and Organizations Conditionally Eligible. The following may be served with NAVPERSCOM (PERS-650) movies provided prior written approval from NAVPERSCOM (PERS-650), is obtained:

(1) U.S. Joint Service Operation Commands not receiving Army and Air Force Exchange Service (AAFES) motion pictures with written consent of AAFES.

(2) U.S. Army Commands not receiving AAFES motion pictures with written consent of AAFES.

(3) U.S. Air Force Commands not receiving AAFES motion pictures with written consent of AAFES.

(4) U.S. Naval Missions.

(5) U.S. Military Advisory and Assistance Groups (MAAG).

(6) U.S. Defense Attaché Offices (DAO).

(7) U.S. Foreign Service Posts not receiving Army/Air Force motion pictures.

(8) U.S. Navy tenant activities located at foreign Navy installations.

(9) Foreign ships deployed under U.S. operational control.

(10) Ships operating under military contract with Navy personnel attached.

d. Locations Not Eligible for NAVEMPROG Service. The following locations are prohibited from exhibiting movies distributed by NAVPERSCOM (PERS-650):

(1) Private quarters (residences aboard ship or ashore, whether government-owned or otherwise).

(2) Television. Radiating signal broadcasting of Navy entertainment motion pictures ashore is prohibited, including Armed Forces Radio and Television Service (AFRTS) stations. Closed circuit cable television (CCTV) transmission of NAVPERSCOM (PERS-650) movies may be authorized by NAVPERSCOM (PERS-650) only in overseas locations requesting permission in writing where no unauthorized participants may receive the cable signal. CCTV transmission within the U.S. and in any location where unauthorized viewers can receive the signal is prohibited.

(3) Foreign military activities.

1-11. Requesting NAVPERSCOM (PERS-650) Service. Initial requests for service must be submitted in writing to NAVPERSCOM (PERS-650) via letter, fax, E-Mail or message (see chapter 6) by the CO with a copy provided to the regional commander. Requests should be received at NAVPERSCOM (PERS-650) 60 days prior to requested start date. All non-Navy activities should submit requests via their respective commandants or headquarters offices. NAVPERSCOM (PERS-650) will respond to all requests for service upon receipt of written request. All requests to establish sites shall contain the following information:

a. All locations.

(1) Name and location of site, along with site description, including type of building, room or ship (include name and hull number) and viewing capacity.

- (2) Unit Identification Code (UIC).
- (3) Site movie program point of contact.
- (4) Defense Switching Network (DSN) and Commercial phone numbers.
- (5) E-Mail address.
- (6) Correspondence address.
- (7) Movie shipping address (if different).

b. Shore locations.

(1) Present and projected numbers and categories of personnel authorized to attend motion picture exhibitions including active military, immediate family members, civilians, retirees, and reservists.

(2) Justification for establishment.

1-12. Disestablishing/Suspending NAVEMPROG Service. In the event it is deemed advisable to disestablish or temporarily suspend service, notification will be given directly to NAVPERSCOM (PERS-650) by Navy activities, or via the cognizant commandant or headquarters office of other participating activities.

a. Disestablishing Service for sites Ashore.

(1) Notification will be given in writing no later than 90 days prior to the intended site closing date.

(2) Notification must include the reason for discontinuing service.

(3) Request an inventory from NAVPERSCOM (PERS-650) and report the results using NAVPERS 1710/28 (09/03), NMPS Onboard Response Form, provided with it.

(4) Return all videotapes per instructions in section 1-16.

(5) Confirm receipt of movies shipped to NAVPERSCOM (PERS-650) and resolve discrepancies, if any, prior to closure.

b. Decommissioning of Afloat units.

(1) COs shall notify NAVPERSCOM (PERS-650) in writing not less than 90 days prior to scheduled decommission date. This allows NAVPERSCOM (PERS-650) time to suspend shipping and for shipments already in the mail to arrive.

(2) Return of movies will be based on the date Shipboard Information, Training, and Entertainment Television (SITE-TV) equipment is scheduled to be de-activated for removal. Ships that do not have SITE-TV must return all movies 90 days prior to decommissioning. This allows time for shipping, receipt and reconciliation of any discrepancies prior to departure of the movie custodian.

(3) Request an inventory from NAVPERSCOM (PERS-650), conduct a final movie inventory, and report the results using NAVPERS 1710/28 provided.

(4) Return all videotapes to NAVPERSCOM (PERS-650) per instructions in section 1-16.

(5) Confirm receipt of movies shipped to NAVPERSCOM (PERS-650) and resolve any discrepancies prior to decommissioning.

c. Temporary Suspension of Service For Ashore or Afloat Units in Refit.

(1) Notification will be given in writing no less than 90 days prior to suspension of service.

(2) Notification must include the reason for suspending service and the anticipated date the refit will end or the facility will reopen.

(3) Request an inventory from NAVPERSCOM (PERS-650), conduct the inventory and report the results using NAVPERS 1710/28 provided.

(4) Short term closures will not require return of the movie library if appropriate secure storage is available. All movies that expire during the period of closure must be returned to NAVPERSCOM (PERS-650) per instructions in section 1-16.

(5) Long term closures or lack of secure storage will require return of the entire videotape library to NAVPERSCOM (PERS-650) per instructions in section 1-16.

(6) NAVPERSCOM (PERS-650) will return the library/missed shipments during the time of closure upon receipt of written request to restore service.

1-13. Storage and Security of Movies

a. Movie Storage Areas.

(1) Conditions. Movies should be stored in a cool, dry climate controlled location with a low relative humidity of 50-60 percent and an average static air temperature not to exceed 75 degrees Fahrenheit.

(2) Security. All movie storage areas will be secured under "high security" lock and key to prevent unauthorized entrance. Only authorized program personnel will be allowed into the storage or equipment control/projection areas. If a projection booth or movie storage area is accessible through roof, doors, windows, or large ports in the booth wall, these entryways must be secured when the area is not staffed.

b. Under no circumstances shall movies be exchanged or removed from NAVPERSCOM (PERS-650) movie sites or loaned to other locations without prior consent from NAVPERSCOM (PERS-650).

c. Each command having custody of NAVPERSCOM (PERS-650) movies must establish stringent security measures unique to the unit which preclude the possibility of theft, piracy, wrongful appropriation, or malicious damage.

d. Connection of privately owned videocassette recorders to lines carrying NAVPERSCOM (PERS-650) movie signals is prohibited.

1-14. Loss of Motion Pictures. Procedures for identifying, locating, and reporting lost movies.

a. Whenever a movie is unaccounted for, conduct a search of the area and notify the chain of command that a movie(s) may be lost.

b. Notify NAVPERSCOM (PERS-650), request an inventory listing for your site and conduct a physical inventory to determine the extent of the loss if any.

c. If efforts to locate or recover the missing movie(s) are unsuccessful, NAVPERSCOM (PERS-650) will require a letter from the command indicating what happened, what is missing and what steps have been taken to prevent future loss.

d. Failure to report lost movies or additional losses can result in suspension of movie support.

e. If it has been determined that a theft has occurred, secure the location and contact local law enforcement authorities and NAVPERSCOM (PERS-650).

f. Provide a copy of the investigative report and corrective actions taken to NAVPERSCOM (PERS-650) as soon as possible.

g. Where local law enforcement is not available, an investigating officer shall be appointed and an informal investigation shall be conducted per reference (b) and a copy of the results forwarded to NAVPERSCOM (PERS-650) upon completion.

1-15. Assessment. Commands found grossly negligent in the care and use of motion pictures may be assessed for the replacement costs for damaged or lost movies.

1-16. Shipping Motion Pictures

a. 35mm Film Prints. NAVPERSCOM (PERS-650) 35mm film prints are classified as safety film and are not of extremely flammable nature. No special precautions are required for shipping. 35mm movies will be shipped in the containers provided by the film laboratory or film depot. See section 3-3 for details regarding local print shipping procedures.

b. 8mm Videotapes. 8mm videotapes may be shipped in any sturdy cardboard box. Unless otherwise directed by NAVPERSCOM (PERS-650), shipments shall be made via a traceable means and insured. Ship these movies in a well-padded box insured for \$100 no matter how many movies are inside (see chapter 6). Place a completed NAVPERS 1710/27 (09/03), Videotape Returns Form in the box, keep a copy for your movie program files in case the shipment gets lost. In case of government air, MILSTAMP Transportation Priority Two is authorized. For shipments to State Department Foreign Service posts such as embassies and consulates, diplomatic pouch mail may be used if no APO/FPO mail services are available.

1-17. NAVEMPROG Oversight. Representatives from NAVPERSCOM (PERS-650)/personnel designated by NAVPERSCOM (PERS-650) are authorized to conduct unannounced on-site reviews to ensure the policies and procedures outlined in this instruction are properly carried out.

CHAPTER 2
VIDEOTAPE FORMAT PROGRAM

2-1. Admission Charges. Charging admission for videotape motion picture exhibitions ashore or afloat is prohibited. All performances must be on a free-admission basis. Sale of food and beverages at these movie showings is authorized as long as it is not a requirement of viewing.

2-2. Programming

a. NAVPERSCOM (PERS-650) procures three classifications of movies.

(1) Features/New Releases. Titles recently released in commercial theaters.

(2) Classics/Reruns. Older/frequently requested titles.

(3) Other Titles. Generally, straight-to-video, premium channel productions or made-for-TV movies.

b. NAVPERSCOM (PERS-650) supplies only entertainment motion pictures. Television-type news, sports, and other programs are supplied by AFRTS; training programs come from Commander, Naval Education and Training Command (CNETC).

2-3. Movie Distribution

a. Movies are scheduled for monthly shipment as available. In addition, periodic shipments of additional G and PG titles are shipped to sites requesting such programming.

b. Movies may be held and viewed at NAVPERSCOM (PERS-650) program sites for the duration of their lease period. Expiration dates are printed on the NAVPERSCOM (PERS-650) spine label affixed to each videotape and the synopsis card issued with each movie. Movies must be returned to NAVPERSCOM (PERS-650) by the expiration date.

2-4. Custodial Responsibility

a. Receiving Movies

(1) Upon receipt of NAVPERSCOM (PERS-650) movies, custody should immediately be taken by the site movie program custodian/manager or the designated alternate and videotapes shall be taken to the movie library storage location.

(2) Verify the shipment is complete by comparing the enclosed Notification of Motion Picture Transfer Packing Slip to the package contents. Immediately notify NAVPERSCOM (PERS-650) if any discrepancies are found.

(3) Sign and date the Notification of Motion Picture Transfer packing slip and fax, mail, or scan and E-Mail it to NAVPERSCOM (PERS-650) (see chapter 6). Keep the original on file on site.

(4) All videotapes must be stored under lock and key as described in section 1-13.

(5) It is recommended that receipt, return, and use of local movie libraries be managed using some form of spreadsheet or database. Be sure to include the movie title, rating, date of receipt, date of return, and the seven digit barcode number found on each videotape. Contact NAVPERSCOM (PERS-650) for a listing of your library contents that can be imported into your database.

b. Returning Movies.

(1) Whenever movies are returned to NAVPERSCOM (PERS-650), complete a NAVPERS 1710/27. Place a copy of this form in the box with the videotapes and keep the original in your files.

(2) Wrap and seal the package securely to prevent loss of contents in transit.

(3) Return the box to NAVPERSCOM (PERS-650) (see chapter 6), insured for \$100, using any method that provides the ability to trace the package from origin to destination.

(4) Keep shipping and insurance receipts in your files.

2-5. Onboard Inventories. Conduct an onboard inventory semi-annually as directed by NAVPERSCOM (PERS-650) and whenever a change of program custody occurs.

a. Semi-annual inventory packages are sent to all videotape sites from NAVPERSCOM (PERS-650). Sites are required to conduct a physical inventory of their movie stock and report any discrepancy to NAVPERSCOM (PERS-650) via the attached NAVPERS 1710/28. Semi-annual inventories are due within 30 days of receipt at the site.

b. When a site is preparing for a change in program custody or management, request a current inventory package from NAVPERSCOM (PERS-650) and conduct a physical inventory of the site's movie stock as an ending/beginning inventory record. Report any discrepancy to NAVPERSCOM (PERS-650) via the attached NAVPERS 1710/28.

2-6. Movie Handling

a. Each NAVPERSCOM (PERS-650) movie bears a label with the movie title, bar code, serial number, and lease expiration date. Do not cover or distort this information by writing or sticking anything on the spine label.

b. Store tapes standing up (on edge) vice flat to prevent gravitational redistribution of magnetic particles which may cause a garbling of the signal over time and lead to a distorted picture/sound.

c. Test movies for playback quality prior to scheduled exhibition. Defective or damaged movies should be returned to NAVPERSCOM (PERS-650) along with a note describing the problem and requesting a replacement if desired (see chapter 6).

d. Remove unwanted movies from your inventory at any time by returning them to NAVPERSCOM (PERS-650) per the instructions in section 1-16.

2-7. Equipment

a. While the main function of NAVPERSCOM (PERS-650) is to supply motion picture entertainment, NAVPERSCOM (PERS-650) may

provide information/points of contact regarding the purchase/repair of movie exhibition equipment.

b. When funding is available, NAVPERSCOM (PERS-650) may purchase and distribute movie exhibition equipment on a case-by-case basis. When equipment is transferred to a movie program site, that equipment becomes the property of the receiving site and all accompanying custody transfer paperwork must be signed and returned to NAVPERSCOM (PERS-650) upon receipt of equipment. All maintenance, repair, and replacement costs become the responsibility of the receiving site.

c. Ships equipped by Naval Media Center (NMC) with SITE-TV systems shall contact NMC with all repair/replacement requests for such equipment. NAVPERSCOM (PERS-650) is not authorized to repair or replace any equipment supplied by NMC.

2-8. Afloat Program. This program is an important part of Navy's morale support effort, and has been designated "mission essential" by Congress.

a. On-site Program Custody. Although NAVEMPROG is a Morale, Welfare, and Recreation (MWR) program, afloat commands with SITE-TV operations may designate the SITE-TV officer as the local program manager, responsible for the operation of the onboard motion picture entertainment program.

b. Only NAVPERSCOM (PERS-650) movies are authorized for shipboard exhibition on SITE-TV systems, playback units in public areas onboard and Cinema At Sea Initiative (CASI) equipment.

c. NAVPERSCOM (PERS-650) movies may be shown when the ship is in port, and they can also be used aboard berthing barges when the ship is in the yard.

d. New/Retrofit Site Movie Distribution.

(1) Initial distribution will be made only to ships on which SITE-TV retrofit or basic new SITE-TV has been equipped to accommodate movie format playback. Ships not receiving SITE-TV will be considered operational for NAVPERSCOM (PERS-650) purposes when they report they have prepared a site officially designated by the ship's CO or equivalent as the approved crew

exhibition location. Upon completion of retrofit or installation of playback equipment, ships may be provided movies previously distributed during the lease period. Advise NAVPERSCOM (PERS-650) by message, letter, fax, or E-Mail (see chapter 6) when the ship is prepared to receive movies.

(2) New Ships Under Construction. NAVPERSCOM (PERS-650) movies will not be provided to ships under construction until capability to securely store movies has been certified by the prospective CO (PCO) and playback capability, as discussed above, has been established. NAVPERSCOM (PERS-650) will bulk-ship movies to arrive after the entire ship's company has moved aboard for full-time berthing.

2-9. Ashore Program. This program supports recreation venues and shore-based commands and units, including isolated and remote locales.

a. Only movies obtained through NAVPERSCOM (PERS-650) may be exhibited in public government spaces owned/operated by any of the organizations listed in paragraph 4 of the basic instruction including all recreation facilities/any other non-berthing/residence area.

b. Attendance

(1) Tracking. A local system must be established and maintained for tracking attendance at all 8mm videotape ashore exhibitions. Recommend utilizing NAVPERS 1710/26 (09/03), Ashore Videotape Program Monthly Attendance Worksheet. Tracking categories include children ages 6-11 and adults ages 12 and older. NAVPERSCOM (PERS-650) strongly recommends that each ashore movie site maintain an attendance log by date and movie title. This will ensure accuracy of the NAVPERS 1710/25 (03/03), Ashore Videotape Annual Attendance Record and will provide a valuable resource for movie program scheduling.

(2) Record. All ashore sites must notify NAVPERSCOM (PERS-650) of the total annual movie program attendance for the Navy fiscal year, 1 October - 30 September. Use NAVPERSCOM 1710/25. This record is due to NAVPERSCOM (PERS-650) by 15 October.

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(3) Exempt Sites. The only sites exempted from tracking and reporting attendance are approved overseas CCTV locations, Civic Action Teams, deployed expeditionary forces, field training exercises, and Operation Deep Freeze.

CHAPTER 3
35MM FILM FORMAT PROGRAM

3-1. Admission Charges

a. Admission charges are required for attendance at Continental United States (CONUS) Navy 35mm motion picture exhibition sites for all audience members aged 6 years and older. Admission charges are optional for overseas 35mm exhibition sites, where the decision to charge admission is to be determined by the local/regional command.

b. Minimum admission prices, as set by NAVPERSCOM (PERS-650) in consideration of contractual obligations and attendance-based premiums paid by NAVPERSCOM (PERS-650) to motion picture providers are as follows:

(1) Adults, ages 12 years and older, \$2.00.

(2) Children, ages 6 to 11 years of age, \$1.00.

c. Exceptions to the admission charge requirements may be granted only upon submission of a written request by the CO to NAVPERSCOM (PERS-650). Such requests must include an appropriate explanation to be considered for approval.

3-2. Attendance Tracking. All 35mm film sites, whether paid or free admission, are required to establish and maintain a system of tracking program attendance that is capable of accounting for every program patron, broken down by required reporting categories—Active Duty personnel, Other Adults (ages 12 and older), and Children (ages 6-11). For this purpose utilize NAVPERS 1710/23 (03/03), 35mm Film Monthly Movie Exhibition and Attendance Record for Paid and Free Admission Sites. Children under 6 years of age will not be included in attendance counts reported to NAVPERSCOM (PERS-650), unless requested by NAVPERSCOM (PERS-650). Sites must keep records of attendance for audit review. NAVPERSCOM (PERS-650) recommends the use of a numbered ticket distribution system for all exhibition sites, whether free or paid admission.

3-3. Print Distribution

a. CONUS theaters. 35mm print deliveries are handled by two primary film distribution systems, Entertainment Transportation Specialists (ETS) and Technicolor Entertainment Service (TES). On rare occasions, special deliveries may be required via a special delivery service. In all cases, theater managers must arrange for access of the delivery service to the base and to the theater in order to deliver 35mm prints.

(1) ETS. CONUS theaters are responsible for establishing print delivery and return service for all 35mm prints handled out of their designated ETS depot. This service may be via locally contracted bonded carrier or performed in-house. If performed in-house, employees must be on the clock and operating official government vehicles for the transportation of these movies.

(2) TES. All TES deliveries and returns are made via Airborne Express. CONUS theaters are responsible for all expenses associated with the return of TES prints and any failed delivery/pick up attempts.

(3) Special Deliveries. Responsibility for expenses associated with special print deliveries will be on a case-by-case basis and will be determined by the circumstances of the need for a special delivery.

(4) Exceptions. Theaters located in Alaska and Hawaii may encounter exceptions to the above print distribution methods, depending on services available in those areas.

b. Outside Continental United States (OCONUS). All prints will be distributed through NAVPERSCOM (PERS-650).

(1) Regular deliveries will be made via First Class Priority mail to the theater's Fleet Post Office (FPO) mailing address.

(2) Special deliveries may be made via international delivery service to the theater's street address.

(3) Unless otherwise specified by NAVPERSCOM (PERS-650), upon completion of authorized play dates, prints should be

returned to designated Army Air Force Exchange Service (AAFES) film depots in Germany and Japan via First Class insured mail. Each individual 35mm film container should be insured for \$500. In case of government air, MILSTAMP Transportation Priority Two is authorized.

3-4. Print Handling

a. Upon receipt of 35mm prints, all theaters must complete a weekly NAVPERS 1710/24 (03/03), Receivers Record, and submit it to NAVPERSCOM (PERS-650) via fax or E-Mail (see chapter 6).

b. All theaters should keep a print log to account for the following:

- (1) Print Title.
- (2) Studio-assigned Print Number.
- (3) Date Print Received On Site.
- (4) Print Received By Whom.
- (5) Condition of Print.
- (6) Date Print Returned.
- (7) Print Returned By Whom.

c. Inspect print condition. Notify NAVPERSCOM (PERS-650) immediately of any conditions that would prevent the print from being shown to an audience or that requires replacement.

d. Store prints in a dust-free, cool, dry, secure location.

e. Take the utmost care in handling, building, splicing, and tearing down prints. Only trained projectionists should handle prints and operate projection equipment.

f. Upon return, re-attach any head and tail leaders that may have been removed.

3-5. Concessions. The primary function of a movie theater is to exhibit movies, but the main source of net revenue is the

concession stand, not the box office. Concession sales are a required element of all Navy 35mm theater programs.

3-6. Local Operating Procedures. Establish local 35mm movie program operating procedures which address the following:

- a. Movie program custodian/manager responsibilities.
- b. Movie handling procedures.
- c. Movie storage and security measures.
- d. Movie exhibition/scheduling procedures.
- e. Movie program usage tracking and reporting system.
- f. Movie inventory procedures.

CHAPTER 4
FAILURE TO COMPLY

4-1. NAVPERSCOM (PERS-650) is authorized to suspend motion picture privileges to those ships or stations which, after warnings, continually submit erroneous data, fail to submit required reports/forms, fail to answer discrepancy letters, or recurrently and knowingly violate any of the program regulations as set forth in this instruction.

CHAPTER 5
FORMS AND REPORTS

5-1. Forms Availability. Following forms are available online at <http://forms.daps.mil/order/>.

a. NAVPERS 1710/23 (03/03), 35mm Film Monthly Movie Exhibition and Attendance Record for Paid and Free Admission Sites. This record is required for all NAVPERSCOM (PERS-650) 35mm theater sites whether classified as paid or free admission. Actual attendance and admission charges will be reported for each exhibition for each patron group designated in section 3-2. This record will be completed and submitted to NAVPERSCOM (PERS-650) within 15 working days after the end of each calendar month. Marine Corps activities shall send an additional copy to Commandant of the Marine Corps (Code MRJ). Copies of this report will be retained for 3 years.

b. NAVPERS 1710/24 (03/03), Receivers Record. This form is required for all 35mm theater sites. Account for all weekly print deliveries and fax or E-Mail this form (see chapter 6) to NAVPERSCOM (PERS-650) by Thursday of each week.

c. NAVPERS 1710/25 (03/03), Ashore Videotape Annual Attendance Record. This record is required for all ashore videotape program sites, as indicated in section 2-10. Attendance reported must reflect a cumulative count of movie program participants for all exhibitions conducted during the 1 October - 30 September fiscal year. Records are due to NAVPERSCOM (PERS-650) no later than 31 October for the prior fiscal year reporting period.

d. NAVPERS 1710/26 (09/03), Ashore Videotape Program Monthly Attendance Worksheet. This is an optional form to aid ashore videotape format sites in tracking movie program usage throughout the year in order to accurately report annual site attendance as required in section 2-9. NAVPERSCOM (PERS-650) recommends sites maintain monthly exhibition records throughout the October to September fiscal year.

e. NAVPERS 1710/27 (09/03), Videotape Returns Form. This form will be completed by both afloat and ashore videotape format sites whenever movies are returned to NAVPERSCOM (PERS-650). Fax a copy (see chapter 6) to NAVPERSCOM (PERS-650) prior to shipping

movies. Enclose a copy of this form in the box with returning movies. Keep a copy of this form onsite for a minimum of 4 years for reference and audit purposes.

f. NAVPERS 1710/28 (09/03), NMPS Onboard Videotape Response Form. This form will be completed by both afloat and ashore videotape format sites as part of the semi-annual inventory process. It must be returned to NAVPERSCOM (PERS-650) via fax or mail (see chapter 6) upon completion of semi-annual inventory. A copy must be retained onsite for a minimum of 4 years for reference and audit purposes.

g. Notification of Motion Picture Transfer Packing Slip. This form accompanies all videotape shipments and lists the contents of the shipment. This form will be completed by both afloat and ashore videotape format sites upon receipt of movies from NAVPERSCOM (PERS-650). Verify that shipment contents matches Notification of Motion Picture Transfer listing, both titles and program numbers. Return a signed copy of this form to NAVPERSCOM (PERS-650) via fax or mail (see chapter 6). Retain a copy of this form onsite for a minimum of 4 years for reference and audit purposes.

5-2. Reports. Following Report Control Symbols (RCS) are assigned to the requirements contained in this instruction per SECNAVINST 5214.2B:

a. RCS BUPERS 1710-24, 35mm Film Monthly Movie Exhibition and Attendance Record for Paid and Free Admission Sites.

b. RCS BUPERS 1710-25, Ashore Videotape Annual Attendance Record.

c. RCS BUPERS 1710-26, NMPS Onboard Videotape Response Form.

CHAPTER 6
POINTS OF CONTACT

6-1. Mailing Address

a. Correspondence - NAVY PERSONNEL COMMAND PERS 650
ATTN NAVY MOTION PICTURE SERVICE
5720 INTEGRITY DRIVE BLDG 457
MILLINGTON TN 38055-6510

b. Parcels and Packages (Federal Express (Fed Ex), United Parcel Service (UPS), United States Postal Service (USPS), AirBorne, etc.) -

NAVY PERSONNEL COMMAND PERS 650
ATTN NAVY MOTION PICTURE SERVICE
7736 KITTY HAWK AVENUE, BUILDING 457
MILLINGTON TN 38055-6510

c. Videotape Returns - NAVY MOTION PICTURE SERVICE
P.O. BOX 606
MILLINGTON TN 38053-0606

6-2. Phone

Comm 901-874-6537/DSN 882
FAX 901-874-6831/DSN 882 (fax available 24 hours)

6-3. Naval Message Plain Language Address (PLA)

COMNAVPERSCOM MILLINGTON TN//650-NMPS//

6-4. E-Mail

Head, NMPS	P650@persnet.navy.mil
Videotape Manager	P650B@persnet.navy.mil
Field Support Manager	P650A@persnet.navy.mil
Program Analyst	P650D@persnet.navy.mil

6-5. Internet

<http://www.mwr.navy.mil/mwrprgms/nmps1.htm>