

Information Management  
Multimedia/Visual Information

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For the Director:

DONALD A. BIRD  
*Chief of Staff*

Official:



DWAYNE J. VIERGUTZ  
*Chief, Army in Europe*  
*Document Management*

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**Summary.** This pamphlet provides guidance and best-business practices for implementing the standards and policy prescribed in AR 25-1 and AE Supplement 1.

**Summary of Change.** This revision—

- Transfers proponency of this pamphlet from USAREUR to IMCOM-Europe.
- Removes policy that duplicates policy prescribed by AR 25-1 and AE Supplement 1.
- Incorporates administrative changes throughout.

**Applicability.** This pamphlet applies to Army organizations in Europe that provide multimedia/visual information products and services and to customers requesting these products and services.

**Suggested Improvements.** The proponent of this pamphlet is IMCOM-Europe (IMEU-HNM-V, DSN 483-8696). Users may suggest improvements to this pamphlet by sending DA Form 2028 to IMCOM-Europe (IMEU-HNM-V), Unit 23148, APO AE 09054-3148.

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#### 1. PURPOSE

This pamphlet provides procedures for requesting and providing multimedia/visual information (M/VI) products. It provides specific, detailed guidance and business rules to implement policy prescribed by AR 25-1, chapter 7; and AE Supplement 1. This guidance applies to all authorized Army M/VI activities, units, and customers in the Army in Europe.

#### 2. REFERENCES

Appendix A lists references.

#### 3. EXPLANATION OF ABBREVIATIONS

The glossary defines abbreviations.

#### 4. PRODUCTS AND SERVICES

Visual Information Services, Europe (VISE), Mission Support Division, Host Nation Liaison Field Operating Activity, IMCOM-Europe, is the Enterprise Multimedia Visual Information Service Center for the Army in Europe, providing above-baseline services for the U.S. Army Europe area of responsibility. Generally, requests for M/VI service above the baseline services in the command, control, communications, computers, and information management (C4IM) list are forwarded to VISE. Above-baseline requests for two- and three-dimensional models are produced by the Training Aides Production Center, Seventh United States Army Joint Multinational Training Command, in Grafenwöhr. Customers must provide funding for all above-baseline requests.

##### a. Requesting M/VI Products and Services.

(1) Customers will request M/VI products and services using the Visual Information Ordering Site (VIOS) (<http://www.vios.army.mil/>) unless a formal tasking is issued. Army M/VI activities in Europe will also use the networking component of the VIOS (not to be used as a formal tasking mechanism). Submitting customer requests in VIOS does not guarantee approval or support.

(a) Baseline M/VI products and services are those provided at no cost to the customer.

(b) Above-baseline M/VI products and services are those that require the customer to reimburse VISE for 100 percent of the cost. This includes but is not limited to media, ink, supplies, temporary duty, and overtime, if any.

(2) Customers requesting above-baseline M/VI products and services will—

(a) Submit the request to VISE through VIOS ((1) above). Training support centers (TSCs) that receive requests for above-baseline products or services will not process the action. Instead, the TSC will forward the request to VISE for action.

(b) Include DD Form 448 (Military Interdepartmental Purchase Request) (MIPR) with the request. Requests for above-baseline products or services that are submitted without a MIPR will not be processed.

(3) Customers may check with their local TSCs for a list of M/VI products and services available from the TSC or from VISE, as applicable.

**b. Photographs and Video Documentation.** Photographs and video documentation of major events and changes of command will be limited to division level or higher (AR 25-1, para 7-11). The local manager may authorize photographic documentation for brigade units and lower if required for public affairs purposes. Documentation solely to provide a personal record for the incoming or outgoing commander is not authorized.

**c. Equipment Loan.** Equipment loan includes public-address systems, projectors, screens, and various photographic and video cameras. Supporting M/VI activities normally maintain enough M/VI equipment for loan. M/VI equipment will not be lent for more than 30 days. The local manager may grant exceptions on a case-by-case basis. Requestors who repeatedly borrow equipment for extended periods should consider acquiring their own equipment (para 6). On request, M/VI TSCs will provide instructions on how to use M/VI equipment.

**d. Local Television or Multimedia Productions.** Requests for local television or multimedia productions will be submitted to the installation TSC using DD Form 1995.

(1) The TSC will query the Defense Imagery website at <http://DODimagery.afis.osd.mil> by subject, title, or production identification number to ensure an M/VI production request for the service has not already been received.

(2) The production must be applicable to the Army in Europe. Requests for products that are general in nature and apply to the Army or DOD will not be approved and should be forwarded to the appropriate Army or DOD program manager by the requesting unit.

(3) The local manager should also ascertain if the production is a baseline or above-baseline service in accordance with the C4IM list.

(4) The local manager will forward the request to VISE for approval or disapproval. The local manager should include a recommendation for approval or disapproval and a statement whether the project is a baseline or above-baseline service.

(5) If approved, the TSC may produce the product if it meets the baseline-service criteria. If the production is an above-baseline project, it will be forwarded to VISE for production.

(6) Captioning for the hearing-impaired must comply with DOD guidance and Section 508 of the Rehabilitation Act of 1973 as amended by Public Law 105-220.

**e. Video Reports.** Recordings of official events (for example, meetings, conferences, seminars, workshops, classroom instruction) are authorized and performed by the installation TSC. These video reports may be enhanced through minor editing, titling, narration, and the addition of a musical score before delivery to the customer. These types of reports will be accomplished as a low-priority service or on a self-help basis.

**f. Support Services.** Manned public-address and presentation-support services will be limited to the colonel level and higher unless formally tasked by the USAREUR G3.

**g. Television Spots.** Requests from customers or the American Forces Network, Europe, for television spots, television news coverage of events, or supporting video (B-roll) must be directed to VISE. The official request must specifically state the technical requirements and the reason for requesting support from M/VI activities. Request may be granted on a case-by-case basis as M/VI activities generally do not have the resources to support specific broadcasting requirements.

**h. Printed Materials.** Requests for printed material (for example, brochures, programs) that exceed the number of duplications authorized in the C4IM list must be submitted to the unit's printing/duplicating control officer using AE Form 25-30B.

## **5. PRIORITIZATION OF REQUESTS**

M/VI activities and units will use their resources to accomplish missions and prioritize their workload as follows:

- a. Support of operations and training.
- b. Official DA photographs. (This includes submitting photographs electronically to the DA Photograph Management Information System.)
- c. Support of official ceremonies and events involving general officers, including changes of command at division level or higher.
- d. Nontactical documentation according to AR 25-1, paragraph 7-11b; and DA Pamphlet 25-91, paragraph 9-5.
- e. Support of official public-affairs events and programs.
- f. All other official requests for M/VI support.

## **6. EQUIPMENT ACQUISITION**

- a. Equipment acquisitions must comply with AE Supplement 1 to AR 25-1, paragraph 7-6.
- b. Professional M/VI production and reproduction equipment will not be procured or entered on the handreceipt of activities that do not have a defense visual information activity number or table of distribution and allowances authorizations for the equipment.
- c. The acquisition of unit-owned M/VI equipment (for example, digital cameras, multimedia projectors) with an end-item cost of more than \$3,000 is not authorized.

## **7. RESTRICTIONS**

M/VI assets may be used only for official purposes in compliance with Federal law and Army regulations. AR 25-1, paragraph 7-11, provides restrictions that must be strictly adhered to.

### **a. General Rule.**

(1) The reproduction, duplication, public exhibition, or use of copyrighted products, including but not limited to sound recordings (for example, music) and audiovisual works (for example, television programs, movies, music videos), without permission of the copyright holder violates Federal law and is strictly prohibited (Title 17, United States Code (referred to as the U.S. Copyright Law); AR 25-1; and AR 27-60). AR 25-1, paragraph 7-11g, states that “DOD personnel will not use recorded information as an instructional aid or for general viewing, without the written permission of the copyright owner.”

(2) The possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the material recorded or available on a score, either in whole or in part.

(3) The use of copyrighted material without permission constitutes an unlawful infringement of the U.S. Copyright Law by the U.S. Government and will subject the Government to pecuniary liability for damages caused to the copyright holder. Guidance on obtaining the right to use copyrighted material can be found at <http://www.copyright.gov>.

(4) M/VI activities will not use copyrighted material in their productions without permission or a license from the copyright holder. Customers who wish to use copyrighted material must provide either a copy of the permission given by the copyright holder or a copy of the copyright license purchased to use the material in question. The permission or license will be attached to the VIOS request.

### **b. Training and Unit History Videos.**

(1) The incorporation of copyrighted music (whether in part or in its entirety) into training or other video or multimedia products is not considered a fair use of the material that would qualify as an exception to the U.S. Copyright Law. Unless the music has an educational purpose, the incorporation of popular songs into these videos is not considered fair use, but rather an enhancement of the entertainment value of the message. Based on this prohibition, the use of copyrighted music in internal works not to be published is also forbidden.

(2) Presenting gifts that contain copyrighted material without permission from the copyright holder is also an infringement of the U.S. Copyright Law and may increase the Government's liability. If a unit or agency wishes to exhibit products or duplicate such material as fair use, a legal opinion from the servicing staff judge advocate must be provided to VISE or the installation TSC before the event or conference in which the material would be used.

**c. Social Events.** All M/VI products and services are For Official Use Only. As a general rule, social events, such as military balls and hails and farewells, are unofficial in nature and are considered entertainment. Therefore, appropriated funds (or labor) may not be used for entertainment except when specifically authorized by statute and approved or authorized by proper administrative officers. Entertainment is essentially a personal expense even when it occurs in some business-related context. Except for events in which an appropriation has been obtained specifically for entertainment, entertainment normally is not necessary to carry out the purposes of an appropriation (Principles of Federal Appropriations Law, Third Edition, volume I, chapter 4, paragraph 5a).

(1) This prohibition includes both the creation of a production to be shown at a social event and the recording of audio and visual information at the social event.

(2) Installation TSCs and M/VI activities will not support unofficial functions, such as military balls, organization days, and other events. Requesting audiovisual services to make products for later use as a pretext to gain support will not be approved.

(3) Higher level officials or tasking authorities are not authorized to waive Federal law that prohibits social-event support. This guidance does not establish policy on the loan of equipment (and personnel) as logistic support to non-Federal entities according to DOD 5500.7-R, paragraph 3-211.

## **8. ACQUISITION OF MULTIMEDIA/VISUAL INFORMATION PRODUCTS**

M/VI products and services must be created by in-house personnel. Contracts and Government purchase cards may not be used to do the following:

- a. Acquire other multimedia products.
- b. Acquire other M/VI services or products.
- c. Develop or print photographs.
- d. Produce television programs.

## **9. TECHNICAL STANDARDS**

The following technical standards apply to all M/VI activities in the Army in Europe:

- a. The DVD standard will be DVD-R. High-density and consumer Blu-ray DVD formats are not authorized.
- b. The video standard will be National Television Systems Committee (NTSC) 1080i high-definition serial digital interface (HD-SDI). M/VI activities not in compliance will comply as life-cycle replacements are purchased. The use and purchase of 480p, 480i, 720p, phase alternation line (PAL), and sequential color and memory (SECAM) video equipment, including cameras, digital editors, and accessories in these formats, are not authorized.
- c. Digital photography will have a minimum resolution of 6 megapixels.
- d. The minimum accessioning standard for digital photographs to the Army Component Accessioning Point is 300 dots per inch (dpi) (8- by 10-inch size).

## **10. SELF-HELP SHOP BUSINESS RULES**

Self-help shops provide services for creating simple graphics at the lowest possible cost. Requests for simple graphics and charts submitted in VIOS by master sergeants or lower (or civilian equivalent) should be declined and referred to the self-help shop.

## **11. HEIDELBERG/KAISERSLAUTERN M/VI BUSINESS RULES**

M/VI requests for HQ USAREUR, HQ V Corps, and the greater Kaiserslautern community will be referred to VISE except for the following:

- a. Official photographs for military personnel files.
- b. Chain-of-command photographs of commanders and command sergeants major down to company level.
- c. Photographs for passports, visas, and international drivers licenses when required for official purpose.
- d. Loan of training media.

**NOTE:** Equipment loan in Kaiserslautern will be provided by the TSC Kaiserslautern.

## **APPENDIX A REFERENCES**

### **SECTION I PUBLICATIONS**

Principles of Federal Appropriations Law, Third Edition, Volume I, Chapter 4

Public Law 105-220, Act of 1998, Section 508

United States Code, Title 17, Section 100 (U.S. Copyright Law)

Rehabilitation Act of 1973, Section 508

DOD 5500.7-R, Joint Ethics Regulation

AR 25-1 and AE Supplement 1, Army Knowledge Management and Information Technology

AR 27-60, Intellectual Property

DA Pamphlet 25-91, Visual Information Procedures

### **SECTION II FORMS**

DD Form 1995, Visual Information (VI) Production Request and Report

DA Form 2028, Recommended Changes to Publications and Blank Forms

AE Form 25-30B, Printing and Duplication Request

## **GLOSSARY**

AE	Army in Europe
AEPUBS	Army in Europe Library & Publishing System
AR	Army regulation
C4IM	command, control, communications, computers, and information management
DA	Department of the Army
DOD	Department of Defense
DSN	Defense Switched Network
DVD	digital video disk
DVD-R	digital video disk-recordable
HQDA	Headquarters, Department of the Army
HQ USAREUR	Headquarters, United States Army Europe
IMCOM-Europe	United States Army Installation Management Command, Europe Region
M/VI	multimedia/visual information
MIPR	military interdepartmental purchase request
TSC	training support center
U.S.	United States
USAREUR	United States Army Europe
USAREUR G3	Deputy Chief of Staff, G3, United States Army Europe
VIOS	Visual Information Ordering Site
WISE	Visual Information Services, Europe