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DATE January 21, 1964

Department of Defense Instruction

ASD(PA)

74596
Mr. Baruch

SUBJECT

Procedures for DoD Assistance on Production of
Non-Government Motion Pictures and Television Programs

- Refs.:
- (a) DoD Instruction 5410.15, "Delineation of DoD Audio-Visual Public Affairs Responsibilities and Policies," January 21, 1964
 - (b) DoD Directive 7230.3, "Schedule of Fees and Charges for Copying, Certification, and Search of Records," August 31, 1961
 - (c) DoD Directive 5410.6, "Armed Forces Participation in Public Events," September 13, 1955
 - (d) DoD Directive 5500.7, "Standards of Conduct," May 17, 1963

I. PURPOSE AND AUTHORITY

This Instruction supplements reference (a) and outlines the procedures governing Department of Defense assistance on the production of non-Government motion pictures and television programs, with the exceptions listed in reference (a).

II. APPLICABILITY

The provisions of this Instruction apply to all components of the Department of Defense.

III. PROCEDURES

- A. Initiation of Project. The producer will advise the Assistant Secretary of Defense (Public Affairs), in writing, of his proposal to produce a specific motion picture or television program, stating the story objectives of the project and the identifiable benefits for the DoD and agreeing to abide by the provisions of this Instruction and reference (a).
- B. Submission of Literary Property. The producer shall certify that he owns such literary property or has authority from the owners or their representatives to submit the material to the DoD for production assistance consideration. Four (4) copies of the literary material available shall be submitted to the ASD(PA) along with a list of envisioned DoD assistance required for production.

- C. Comments on Literary Property. ASD(PA) will coordinate the review of literary property submitted for production assistance consideration and may furnish a DoD reaction when requested by the producer. Although no commitment for assisting in the production is implied, ASD(PA) may provide or authorize components to give guidance, suggestions, and access for technical research in the producer's endeavor to prepare a script which might qualify the project ultimately for assistance.
- D. Submission of Scripts. Four (4) copies of the script shall be submitted to ASD(PA) for review and evaluation.
- E. Itemization of Desired DoD Assistance. A detailed list of requirements (see Inclosure 1) must be forwarded in quadruplicate to the ASD(PA).
- F. Commitments for Assistance. DoD commitments will be made by the ASD(PA) only (1) after approval of script and list of requirements; (2) when the project is found to qualify under the general principles set forth in section V. of reference (a); and (3) when the producer has indicated a distribution arrangement or capability to complete the production.
- G. Project Officer Assignment. When considered to be in the best interests of the DoD, a project officer may be assigned to work with the producing company, as outlined in Inclosure 2.
- H. Television Series. Proposals for television series must include objectives and format of the series and story treatment, or other evidence of overall series content. The ASD(PA) will comment on the acceptability of material submitted; however, each episode must qualify individually under provisions of the basic policy. A specific plan to expedite review of scripts and film will be arranged for each television series.
- I. Documentary Productions. When scripts of documentary productions are not prepared until all footage is assembled, the producer will submit to the ASD(PA) a production proposal, outline, and list of desired assistance. Upon approval of the project, the producer will be authorized to proceed with the filming of military scenes and selection and purchase

of stock footage, provided he agrees to submit the script and the completed production to the ASD(PA) for DoD review in Washington, D.C., prior to public release. Production review will be in accordance with subsection K., below.

J. Protection of Story Material for Theatrical Productions.

1. Stories having general backgrounds, such as Strategic Air Command, the submarine service or the infantry, will not be considered for such protection, but the type of treatment will be protected. More specific (Service) military action can be protected, especially during a sixty-ninety day research period.
2. Stories submitted by a second producer which deal with a specific subject submitted earlier by another producer will not be considered for DoD assistance so long as the first producer indicates satisfactory progress in monthly reports to the ASD(PA).

K. Review of Productions. When DoD assistance has been used by a producer, the completed production must be submitted to the ASD(PA) for official DoD review in Washington, D.C., prior to public release and preferably at interlock stage.

L. Credit Titles. Upon receipt of the producer's notification of completion of photography, the ASD(PA) may suggest appropriate wording or approve wording submitted by the producer to be used in the credit title. The credit title will be confirmed for final use only after the film has been officially reviewed.

M. Request for Promotional Assistance. The ASD(PA) approves all military participation in public events, under authority contained in reference (c). All requests for promotional assistance should be forwarded to the ASD(PA) in sufficient detail to permit a complete evaluation.

N. Stock Footage. DoD motion picture stock footage is available for purchase when a production qualifies for assistance under the general principles outlined in section V. of reference (a). In some cases, when small

amounts of footage are needed and the subject is not of primary military interest, stock footage may be released when a producer submits an indication of how the official footage will be used.

1. Motion picture footage shot with DoD assistance and official DoD footage released for a specific production are not to be reused for other productions without ASD(PA) approval. Costs of the various types of motion picture footage available are published in reference (b).
 2. Edited motion picture footage from completed productions and from animation will not be released except by special authorization by the ASD(PA). Requestors will be required to furnish letters of indemnification on certain categories of material when the original source cannot be determined.
- O. Prints of Completed Productions. When the DoD has assisted on a production which is found to be of value to DoD Information and Education or training programs (non-competitive with commercial exhibition), the producer will be obliged to furnish, on request, prints or duplicating material at a cost not to exceed processing and printing.

IV. EFFECTIVE DATE AND IMPLEMENTATION

- A. This Instruction is effective immediately.
- B. Implementing instructions or revised regulations issued by the Unified and Specified Commands, the Military Departments, and the DoD Agencies will be furnished in duplicate to the ASD(PA) within sixty (60) days.


Assistant Secretary of Defense
~~(Public Affairs)~~

Inclosures - 2

1. Itemization of Desired DoD Assistance
2. Project Officer Assignment and Responsibilities

REQUIREMENTS LIST

EQUIPMENT, MATERIEL, PERSONNEL REQUESTED	TO BE USED IN SCENE #	DATE	TIME	LOCATION	DESCRIPTION OF ACTION REQUIRED	REMARKS

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PROJECT OFFICER ASSIGNMENT AND RESPONSIBILITIES

I. PURPOSE

To provide guidance and establish responsibilities for a project officer assigned to work with a producing company on the production of a feature motion picture, television program or television series when considered in the best interests of the Department of Defense.

II. DEFINITION OF PROJECT OFFICER

Individual assigned to assure that the production adheres to approved items and is in the best interest of the DoD.

III. ASSIGNMENT

- A. The appropriate Military Service, Command or OSD Component will assign an officer, commissioned or non-commissioned, or a civilian. Although knowledgeability and experience in the action of the story are important, they should not be the sole determining factors for selection. Special qualifications and background should be taken into consideration.
- B. The project officer will be designated as a representative of ASD(PA).
- C. Assignment will be at no additional cost to the Government. The producing company will assume the payment of such items as travel and room and board. Payment for room and board will not be accepted in excess of \$35 a day, except under unusual circumstances and with approval of ASD(PA).
- D. All actions by the project officer will be in keeping with the spirit of reference (d) and in a manner to preclude any obligation to the producing company.
- E. A visit to the Pentagon should be scheduled (when feasible) for conferences with ASD(PA), appropriate Military Service offices and/or OSD Components prior to reporting to the producing company.

- F. Assignment should be for length of time to cover photographic stages. Additional time might be in the best interest of the project to cover retakes and editorial stages of production provided such assignment is feasible.
- G. The project officer will attend the approval screening of the feature film (which required extensive assistance) or pilot episode of a television series unless mutually agreed upon among the appropriate DoD Component, ASD(PA), and the producing company.

IV. BACKGROUND FOR REPORTING

The project officer will:

- A. Familiarize himself with reference (a) and this basic Instruction.
- B. Read the current version of the script.
- C. Make certain he understands all requested changes.
- D. Familiarize himself with all requirements for assistance.

V. RESPONSIBILITIES

- A. Act as liaison with the producing company, maintain direct contact with ASD(PA), and submit weekly reports which will include an accounting of expenses.
- B. Assure that the production adheres to the approved script and approved list of assistance requirements.
- C. Authorize minor deviations from approved script or list of assistance requirements provided such deviations are feasible, consistent with safety standards and in keeping with the approved story line. All other deviations will be referred to ASD(PA).
- D. Suspend assistance when action by production company is contrary to stipulations governing the project and to the best interest of DoD until the matter is resolved locally or by referral to ASD(PA).

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- E. Advise the production company on technical aspects and arrange for information necessary to assure accurate and authentic portrayals of the DoD.
- F. Assure proper selection of locations, appropriate uniforms and insignia and dressing of sets.
- G. Supervise the utilization of DoD equipment, facilities and insignia and dressing of sets.
- H. Maintain direct liaison with sources of approved assistance, insuring timely arrangements consistent with approved production schedule.
- I. Report on sets promptly and be present during filming of scenes pertinent to DoD.
- J. Arrange to attend pertinent production conferences and be available during rehearsals and screening of dailies.
- K. TV Series. Maintain close liaison with producer and writers in the development of story outlines. In this respect, all story ideas considered for further development by the producing company should be submitted to ASD(PA) to provide earliest opportunity for appraisal.