



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS PACIFIC-MCB CAMP BUTLER
OPC 557 BOX 10
FPO AP 96371-9001

MCIPAC-MCBBO 3104.1B
CMST
20 May 2025

MARINE CORPS INSTALLATIONS PACIFIC-MCB CAMP BUTLER ORDER 3104.1B

From: Commanding General
To: Distribution List

Subj: COMBAT VISUAL INFORMATION CENTER POLICIES AND PROCEDURES ORDER

Ref: (a) MCO 3104.1B
(b) MCO 5600.31B
(c) MCO 5700.45
(d) MCO 7040.11A
(e) MCO 4400.150
(f) DoDI 5040.02, "Visual Information (VI)", Change 2 effective April 20, 2018

Encl: (1) Combat Visual Information Center Policies and Procedures

1. Situation. Marine Corps Installations Pacific-MCB Camp Butler (MCIPAC-MCBB) operates a Combat Visual Information Center (CVIC) for Communication Strategy and Operations (COMMSTRAT) operational support, along with photographic, videographic, graphic art, reproduction, and documentation support services.

2. Cancellation. MCIPAC-MCBBO 3104.1A.

3. Mission. MCIPAC-MCBB CVIC is organized and structured to provide commanders and authorized users with photographic, video, digital, printed products, and archival support which directly support Marine Corps operations, enhancing decision making processes, situational awareness, and information dissemination. The products and capabilities of the CVIC provides support to both operational and installation commanders in Okinawa and on deployments throughout the U.S. Indo-Pacific Command Area of Responsibility.

4. Execution

a. MCIPAC-MCBB and tenant organizations personnel will familiarize and comply with the policies and procedures contained in this Order.

b. Enclosure (1) is the CVIC Policies and Procedures for all services provided by MCIPAC-MCBB CVIC.

5. Administration

a. References (a) and (b) provide guidance for establishing, manning, and the functions of CVIC and base reproduction. Reference (c) and its volumes are the Marine Corps COMMSTRAT orders that define and govern the way we communicate and function as an occupational field. Reference (d) provides

information on using CVIC for Marine Corps Ball support. Reference (e) provides information regarding supply procedures. Reference (f) provides information for handing visual information material.

b. Forward recommendations concerning the contents of this Order to the Director, MCIPAC-MCBB COMMSTRAT.

6. Command and Signal

a. Command. This Order is applicable to members of the U.S. Armed Forces, dependents, host nation employees, and members of the civilian component assigned to MCIPAC-MCBB and its installation commands. Information in this Order is relevant to other tenant commands and activities operating on MCIPAC-MCBB facilities or personnel soliciting CVIC services.

b. Signal. This Order is effective the date signed.



B. N. WOLFORD

DISTRIBUTION: MCIPAC-MCBB List A

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Chapter 1

General Information

1. Mission Statement. MCIPAC-MCBB CVIC is organized and structured to provide commanders and authorized users with photographic, video, digital, printed products, and archival support which directly support Marine Corps operations, enhancing decision making processes, situational awareness, and information dissemination. The products and capabilities of CVIC provides support to both operational and installation commanders in Japan, Korea, and Guam, and on deployments throughout the U.S. Indo-Pacific Command Area of Responsibility.

2. Supported Units. Any MCIPAC-MCBB unit can request CVIC support. All requests for support will be routed through the MCIPAC-MCBB COMMSTRAT organizational mailbox: commstratmcipac@usmc.mil and will be prioritized by the Production Chief or Visual Information Officer. For priority or urgent requests, additional coordination should occur by telephone. Requests for support should contain the following information:

- a. The capability requested (photo, graphics, video, media, internal Operations in the Information Environment support).
- b. Specific products requested and associated deadlines.
- c. New/innovative or newsworthy components of the event.
- d. Who, What, When, Where, and Why of the event, exercise, or operation.
- e. Brief description of how coverage serves to further the Commander's communication objectives.
- f. Specific audiences to be reached.
- g. Subordinate commander's communication objectives.

All requests from units outside of MCIPAC-MCBB will be routed through their own COMMSTRAT office first. If that office is not able to support, that COMMSTRAT office will request support from MCIPAC-MCBB COMMSTRAT. Support to III MEF and other units will fall in line with the III MEF/MCIPAC-MCBB COMMSTRAT Memorandum of Understanding.

Note: For administrative photography support, MCIPAC-MCBB COMMSTRAT is the primary organization to provide Official Military Personnel File (OMPF), Command Board, and Official Portraits for both MCIPAC-MCBB and III MEF personnel. No additional coordination is required. See Chapter 4.

3. Job Priorities. The completion times listed below may vary on specific requests based on volume and/or production requirements. The CVIC Director or Deputy Director/Visual Information Officer (VIO), must approve all prioritized (same/next day, while-you-wait) work requests before the work will be accepted.

- a. Five days or longer: Work not requested by any date or of an emergency nature. Delivery time will normally be within 10 working days after receipt. Large productions requiring scripts, imagery

acquisition, research, editing, and advanced graphics will take longer depending on available personnel and complexity of the product.

- b. Next Day: Work required by next working day due to mission necessity.
- c. Same day: Work of an emergency nature requiring same day completion.
- d. While-you-wait: Work that is completed as the customer waits.

4. Consulting/Reference Services. This service is provided to assist in the procurement of audio-visual devices. CVIC is the waiver authority for all audio-visual device procurement which is not organic to Fleet Marine Force COMMSTRAT sections (i.e. cameras, lenses, memory cards, etc).

5. Compliance with copyright laws. Compliance with restriction on copyrighted materials is essential. Commercially and privately produced photographs, papers, recordings, and other nonpublic materials will not be reproduced by CVIC. Express written consent is necessary for the reproduction from the copyright holder, artist, original photographer, or heirs. Use of copyrighted materials in Department of the Navy publications, motion pictures, audio and video tapes, and similar work is prohibited. The requester is responsible for providing the CVIC with completed copyright authorization (figures 1-1 and 1-2) prior to initiating the production.

a. Copyrighted material is defined by Section 102, Copyright Act of 1976 as, "Original works of authorship fixed to any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device." Electronic video, audio, and motion picture recordings are included within the guidelines for protection by copyright law. Copyright extends to the owner for life plus 50 years.

b. Title 17 U.S. Code; Section 106 defines the exclusive rights of the copyright owner. Subject to Sections 107 through 122, the owner of copyright under this title has the exclusive right to do and authorize any of the following:

- (1) To reproduce the copyrighted work in copies or phone records.
- (2) To prepare derivative works based upon the copyrighted work.
- (3) To distribute copies or phone records of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending.
- (4) In the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works, to perform the copyrighted work publicly.
- (5) In the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work, to display the copyrighted work publicly.
- (6) In the case of sound recordings, to perform the copyrights work publicly by means of digital audio transmission.

c. CVIC will not duplicate copyrighted material unless a letter from the copyright owner is received granting permission to duplicate it. Consideration will be given to the request if it falls within the guidelines for fair use.

d. Notwithstanding the provisions of Section 106, the Fair Use of a copyrighted work, including such use by reproduction in copies of phone records or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any case is a fair use, the factors to be considered shall include:

(1) The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes.

(2) The nature of the copyrighted work.

(3) The amount and substantiality of the portion used in relation to the copyrighted work as a whole.

(4) The effect of the use upon the potential market for or value of the copyrighted work.

e. The fact that a work is unpublished shall not itself bar a finding of Fair Use if such finding is made upon consideration of all the above factors.

f. For CVIC to duplicate copyrighted material under the guidelines of the Fair Use Doctrine, the requester must sign a statement of understanding, approved and endorsed by the Pacific Area Counsel Office, in the format set forth in figures 1-1 and 1-2. The requester must state they understand the provision of Fair Use and accept full liability for any copyright infringement that may result from the duplication of the copyrighted material.

UNIT LETTERHEAD

3104
CODE
Date

From: (Requester)
To: Director, Marine Corps Installations Pacific-MCB Camp Butler, Combat Visual Information Center
Via: Pacific Area Counsel Office, Marine Corps Installations Pacific-MCB Camp Butler
Subj: REQUEST FOR FAIR USE CERTIFICATION

1. Title of publication:
2. Author:
3. Publisher:
4. Copyright date:
5. Number of pages in publication:
6. Which pages are to be copied:
7. Number of sets of copies:
8. Nature of material to be copied:
9. Nature of intended modifications:
10. Intended use of copies:
11. If for teaching purpose, title of class:
12. Requirements/Audience:
 - a. Number of civilians:
 - b. Number of military:
 - c. Range of ranks:
 - d. MOS's:
13. Intended distribution date:

SIGNATURE
GRADE

Figure 1-1. Sample Request for Fair Use Certification

UNIT LETTERHEAD

3104
CODE
Date

FIRST ENDORSEMENT on REQUEST FOR FAIR USE CERTIFICATION dtd DD MMM YY

From: Pacific Area Counsel Office, Marine Corps Installations Pacific-MCB Camp Butler
To: Director, Marine Corps Installations Pacific-MCB Camp Butler, Combat Visual Information
Center

Subj: REQUEST FOR FAIR USE CERTIFICATION

1. Approved/Not Approved.

SIGNATURE
GRADE

Figure 1-2. Sample Endorsement for Fair Use Certification

Chapter 2

Organization and Battle Rhythm

1. Organization. The MCIPAC-MCBB COMMSTRAT Combat Visual Information Center (CVIC) is comprised of the following work sections:

a. Customer Service Desk.

b. Administrative Photography Support Section.

c. Supply and Logistics Support Section.

d. Video/Photo Support Section.

e. Graphics and Print Support Section.

f. Key billets within CVIC are the Director, Deputy Director/VIO, staff noncommissioned officer in charge (SNCOIC), production chief, and section chiefs.

2. Location/Phone Numbers

a. The CVIC is located at building 478, Camp Foster and can be contacted via the customer service desk at DSN 645-2533.

b. The Camp Hansen satellite studio is located at building 2729 and can be contacted at DSN 623-7315.

3. Daily Routine. All CVIC facilities operating hours are 0730 to 1630 Monday through Friday with some exceptions as listed below:

a. The Customer Service Desk located in building 478 is open from 0730 to 1130 and 1300 to 1630 Monday through Wednesday and Friday, and 0730 to 1130 on Thursday. Job request submission or pick-up, photo studio support, and Audio-visual Library support will not be available outside of these hours without prior coordination and approval.

b. CVIC conducts training, preventative maintenance, and field day on Thursday from 1300 to 1630.

c. Appropriate civilian attire or uniform of the day is required to conduct business with CVIC.

d. The satellite studio at Camp Hansen is typically open from 0730 to 1530 every Thursday but can be closed at the discretion of the CVIC Director. In situations of this nature, contact CVIC at 645-2533.

e. Emergency services outside of these hours must be coordinated with the CVIC Director. The CVIC photo studios will not accept requests less than 30 minutes prior to the end of scheduled business hours.

Chapter 3

Operations and Production

1. Job Request Procedures. A job request form will be completed before a request for services is accepted by CVIC. All job requests will be submitted via the Customer Service Desk. Requests that exceed the capabilities/limitations as outlined in this Order must be approved by the CVIC Director. The requester will be responsible for providing all logistical support requirements to enable CVIC to perform required duties and responsibilities of the request (i.e. access/permission, transportation, billeting, chow, etc.).

Note: The CVIC may provide visual information (VI) support and limited printing capabilities to units in III Marine Expeditionary Force (MEF) and other installation tenants on a case-by-case and reimbursable basis, in accordance with the MCIPAC-MCBB/III MEF Memorandum of Understanding all requests received from III MEF subordinate commands are to come from that command's COMMSTRAT office via the Customer Service Desk and will be reviewed by the CVIC Production Chief or Deputy Director.

2. Tasking. Tasking includes but is not limited to: Automated Message Handling System (AMHS), Enterprise Task Management Solution System (ETMS2), Operations Orders, Execution Orders, Letters of Instruction, and Memorandums. Units requiring COMMSTRAT support for operations, deployments, or training lasting in excess of 30 days will submit feasibility of support requests via AMHS or ETMS2 message traffic to the MCIPAC-MCBB G-1 and G-3. Due to manpower limitations, requesting units must also conduct prior coordination with the COMMSTRAT Director, Deputy or VIO.

For COMMSTRAT support to training that is 30 days or fewer, Requests for Support can be routed through the MCIPAC-MCBB COMMSTRAT organizational mailbox: commstratmcipac@usmc.mil and will be prioritized by the Production Chief or SNCOIC. For priority or urgent requests, additional coordination should occur by telephone. Requests for support must be submitted no later than 10 days prior to the event. Requests for Support should contain the following information:

- a. The capability requested (photo, graphics, video, media engagement and liaison, speechwriting)
- b. Specific products requested and associated deadlines (see COMMSTRAT menu below)
- c. New/innovative or newsworthy components of the event
- d. Who, What, When, Where, and Why of the event, exercise, or operation.
- e. Brief description of how coverage serves to further the Commander's communication objectives
- f. Subordinate commander's communication objectives, intent, and target audience

3. Priorities of Support. To ensure effective CVIC support across MCIPAC-MCBB, it is essential to establish priorities of support and designated production times for CVIC products. The order of VI support priorities are as follows:

- a. Support to real-world operations and contingencies
- b. Historical, significant, or newsworthy event documentation

- c. Exercises and training demonstrating novel implementation of equipment or tactics
- d. Community relations events
- e. Exercises without novelty, but tied to Commander's communication objectives
- f. Topographic documentation, aerial imagery, or sensitive site exploitation
- g. Readiness requirements
- h. Military ceremonies
- i. Support to Command Post only exercises
- j. Non-training specific unit camaraderie and welfare events will primarily be supported by Unit Information Officers, however, when operations and personnel availability permit, CVIC will support these events on a case by case basis.

4. Production Times

a. General production times for CVIC requests to complete print and graphics work orders are as follows:

- (1) Special projects: More than 10 business days
- (2) Routine requests: 10 business days or less
- (3) Priority: 5 business days or less
- (4) Urgent: As directed or required

b. General production times for CVIC requests to complete photo work orders are as follows:

- (1) Routine request: 3 business days
- (2) Priority: 24 hours
- (3) Urgent: 3 hours

c. General production times for CVIC requests to complete video work orders are as follows:

- (1) Special projects: More than 10 business days
- (2) Routine requests: 5 business days
- (3) Priority: 24 hours
- (4) Urgent: 3 hours

d. More specific information on turnaround times can be found in the Graphics and Print Support Section and VI & Documentation Support Section chapters.

5. Product Review, Release, and Archive Process. The COMMSTRAT Director and Deputy Director are delegated release authority for all MCIPAC-MCBB visual information and print products. COMMSTRAT will transmit 100 percent of releasable imagery (final selects), except for administrative imagery, such as passport photos and Isolated Personnel Report images when deployed, for archive to the Defense Visual Information Distribution Service (DVIDS).

Chapter 4

Administrative Photography Support

1. Support Available. Administrative photography support is provided on a walk-in basis, during normal working hours.

a. Administrative photography support will include Official Military Personnel File, command boards, official portraits, ISO PREP, no-fee passports, and naturalization. OMPF, command boards, and official portraits will all be taken in the complete uniform.

b. The photographer is responsible for ensuring the photo taken is correct in accordance with Marine Corps Orders. The photographer is NOT responsible for the appearance of the individual photographed. Photographers are authorized to recommend or make minor uniform adjustments; however, they will not use artificial devices (e.g., tape, clips, staples, clothes pins, etc.) to improve the individual's appearance. Individuals arriving to be photographed in uniforms that do not meet military specifications may be turned away at the discretion of CVIC leadership.

c. All customers who are the ranks E-5 and below, regardless of branch of service, must be accompanied by an E-5 or above. This is to ensure service members are in the appropriate uniform and have a representative to assist with any uniform-related issues that may arise.

d. Customers who are above the rank of E-5 will be asked to sign a statement of acknowledgment (Figure 4-1), ensuring customers are aware that their uniform is their own responsibility and not the photographer's.

e. OMPF Photographs. These photos are taken digitally and will be forwarded to the Deputy Commandant for Manpower and Reserve Affairs, Code MMSB, within 2 business days to be filed in the Marine's Official Military Personnel File. Height and weight verification letters (Figure 4-2) are required for all OMPF photographs, regardless of rank and must be certified by the S-3 (within 30 days) and signed by the appropriate verifying authority per the current MARADMIN (CO, XO, SGTMAJ, 1STSGT).

(1) In accordance with MARADMINs 491/20 and 369/21, OMPF photographs are not authorized information for promotion boards and selection processes pertaining to assignment, training, education, and command.

(2) All Marines continue to be authorized to have photos taken by COMMSTRAT sections or Department of Defense (DoD) photographic units. Marines are required to have an official photo in their OMPF.

(3) MCIPAC-MCBB COMMSTRAT photographers are responsible for the submission of the photos into O-RMA, however it is the individual Marine's responsibility to confirm that their photo has populated in the O-RMA system within 2-3 business of submission. Contact MCIPAC-MCBB COMMSTRAT if the photo has not populated within 2-3 business days.

f. Portraits. The photography studio is available for Command Board and Official portraits. All portraits for service members will be in the Service "A" uniform or equivalent. Photographs for civilians will be in appropriate civilian attire.

(1) Command board photographs are defined as photographs for Commanders, Chiefs of Staff, Assistant Chiefs of Staff, Executive Officers, Sergeants Major, and First Sergeants. Official Command board photographs will include the National Ensign and Marine Corps colors or service equivalent.

Note: In the event a new key leader in the Marine Corps chain of command is appointed or selected (i.e., Commandant of the Marine Corps, Secretary of Defense, President of the United States), CVIC will mass produce 8x10 color photos that will be available on a first come, first served basis at the CVIC Customer Service Desk.

(2) Official photographs for service members and SOFA status personnel are defined as any other photograph required for official use to identify positions of leadership, authority, or billet that are not command specific (i.e. Family Readiness Officer, Deployment Readiness Coordinator, Equal Opportunity representative, Uniformed Victim Advocate, Company Gunnery Sergeant, etc). In accordance with reference (a), these photographs will not include the Marine Corps colors.

(3) Official photographs for non-SOFA status personnel will not contain any flags.

(4) Color or black and white printing up to 13 x 19.

g. No-Fee Passport photos are provided to military personnel, their dependents, and employees of the Federal Government on official orders only. All passport photos must be taken in appropriate civilian attire. A signed copy of DD 1056 must be provided prior to job acceptance. CVIC will not take a photo for a personal passport under any circumstances.

CVIC COMMSTRAT ACKNOWLEDGEMENT

I, [_____], understand and acknowledge the following statement:

The photographer is responsible for ensuring that the photo is taken in accordance with DoD and Marine Corps Orders. However, the photographer is NOT responsible for the appearance of the individual being photographed. While photographers are authorized to recommend or make minor uniform adjustments, they will not use artificial devices (e.g., tape, clips, staples, clothes pins, etc.) to alter the individual's appearance. Individuals who arrive for a photograph in uniforms that do not meet military specifications may be turned away at the discretion of the CVIC Director, CVIC Deputy/VIO, COMMSTRAT OIC, or SNCOIC.

By signing below, I acknowledge and accept responsibility for ensuring that my uniform and appearance are in compliance with MCO 1020.34H and/or NAVPERS 15665J, and any product I receive has been reviewed and deemed satisfactory.

Name (Last, First, MI): _____ Rank: _____ Unit: _____ Billet: _____

Signature: _____ EDIPI: _____

Date: _____

.....

Below portion will be filled out by MCIPAC COMMSTRAT Personnel

CVIC Director, CVIC Deputy/VIO, COMMSTRAT OIC, SNCOIC

Signature: _____ Date: _____

Job order number: _____ Uploaded Date: _____

Photographer: _____

Figure 4-1. CVIC COMMSTRAT Acknowledgement

Height / Weight Verification Letter

Below portion of the form will be filled out by the requestor

Name (Last, First, MI) : _____
Rank : _____ **MOS** : _____ **EDIPI** : _____
Unit : _____
Billet : _____

Below portion of the form will be filled out by the Battalion / Company Office

Height : _____ **Weight** : _____
Body Fat Percentage : _____ **%** **Verified Date:** _____
(if applicable) **S-3 Verification:** _____

Certified by ** : CO XO SGTMAJ 1STSGT SENIOR ENLISTED ADVISOR

- Appointment letters will be required for individuals acting in the capacity of one of the above billets.

Certifier's Rank/Name : _____
Certifier's Signature : _____

Below portion of the form will be filled out by MCIPAC COMMSTRAT Personnel

Job Order Number: _____ **Uploaded Date:** _____ **Photographer:** _____

* PRIVACY ACT STATEMENT: authority for requesting the last four of your social security number is executive order 9397, as amended. The requested information you provide will be used to validate your identity to your photograph. Your disclosure of the requested information is voluntary. However, failure to furnish the requested information will result in your photograph not being submitted to Manpower Management Support Branch and subsequently not posted to your Official Military Personnel File.

**As per MARADMIN 052/19, "Certification by the senior leadership. Example: COL I. M. SMITH, CO, HQBN, HQMC. Certification by the senior leadership of the command is required regardless of rank. Command leadership is CO, XO, Inspector-Instructor, SgtMaj, 1stSgt, or senior enlisted leader (defined as an enlisted Marine serving in a command leadership billet)." This form must be filled out prior to any promotion style photograph, regardless of its end use. Any questions regarding this matter can be referred to the MCIPAC COMMSTRAT OIC or SNCOIC.

220204-M-ZM399-1001

Figure 4-2. Example of Height/Weight Verification Letter

Chapter 5

Visual Information Documentation Support

1. VI Documentation Support. Route all requests for VI and Documentation Support through the Customer Service Desk. CVIC is staffed and equipped to provide a range of photo and video services (based on available resources and mission priority). Communication objectives will be provided by COMMSTRAT Directorate to focus all VI content collected.

a. Select imagery will be edited, captioned, and uploaded to DVIDS daily or as soon as possible. Imagery, captions, and metadata will be processed in accordance with the DoD Caption Style Guide.

b. Imagery is locally archived in the photo section and is provided to the requester via download on DVIDS. Products can be made available on Marine Corps Enterprise Network via SharePoint, Microsoft Teams, or DODSAFE upon request.

c. Public release on DVIDS will be determined by the Director or Deputy Director

d. Installation Imagery

(1) Battalion-level and above ceremonies

(2) Retirements in conjunction with change of command or relief and appointments at the battalion-level and above.

(3) Award/promotion ceremony with general officer presentations or in conjunction with official ceremony.

(4) Community relations events.

(5) Briefs, messages, or PME for battalions or higher that align with MCIPAC-MCBB's communication objectives.

(6) Command chronology group photos will be taken on a case-by-case basis for MCIPAC-MCBB units only. CVIC will provide the photographer and equipment, and the requesting unit will provide a by-name listing of all individuals in the photograph. CVIC will provide one digital copy and two printed copies of the photograph. Additional prints are the responsibility of the requesting unit. Only one group photo per unit is authorized for each Command chronology period.

(7) Non-training specific unit camaraderie and welfare events will primarily be supported by Unit Information Officers, however, when operations and personnel availability permit, MCIPAC-MCBB COMMSTRAT will support these events on a case-by-case basis.

e. Operational/Exercise Imagery

(1) Real-world operations involving MCIPAC-MCBB or its subordinate units.

(2) Multi-national training exercises involving MCIPAC-MCBB or its subordinate units.

- (3) Joint training exercises involving MCIPAC-MCBB or its subordinate units.
- (4) Marine Corps Combat Readiness Evaluations.
- (5) Unit-level training exercises or events.
- (6) Any MCIPAC-MCBB exercise or operation that aligns with the commanding general's communication objectives.

f. Still Imagery Turnaround Times

- (1) Time-sensitive / Newsworthy Images – Within 3 hours
- (2) Operational / Exercise Imagery – Within 24 hours
- (3) Investigative Imagery – Within 24 hours
- (4) Ceremonial Imagery – Within 3 business days

g. Video Imagery Turnaround Times

- (1) Time Sensitive / Newsworthy B-Roll – Within 3 hours
- (2) Operational / Exercise B-Roll – Within 24 hours
- (3) Operational / Exercise Productions – Within 5 business days
- (4) Ceremonial Video Productions – Within 5 business days
- (5) High-end Video Productions – Within 10 business days of final shooting day. Can vary greatly on the length and scale of project.

2. High-end Video Production. High-end video production encompasses a wide range of video types tailored to serve various purposes within MCIPAC-MCBB. Each serves a distinct purpose, whether it's to inform, educate, promote, or engage various audiences both within and outside the organization. The production style, tone, and content of these videos can vary widely depending on the specific goals and intended audience. Some common types of videos created in high-end video production include:

- Training and Instructional
- Command Information
- Event Coverage and Highlights
- Leadership Interviews and Messages
- Military Storytelling

Creating a high-end video production requires meticulous planning and execution across several key stages to achieve a professional and impactful result.

a. Early Planning Stages. Video production begins with defining clear goals and objectives: understanding the video's purpose—whether for training, external or internal communication—and identifying the target audience to tailor the content accordingly. Establishing specific goals ensures a focused direction throughout the project.

b. Pre-Production. Next, a detailed timeline is essential for mapping out milestones and deadlines for each phase from concept development through to distribution and evaluation. Concept development involves brainstorming ideas aligned with the goals and audience, followed by scripting, and outlining the video's structure and content. Pre-production involves extensive planning, including scriptwriting, assembling the production team, securing resources, and scheduling shoots.

c. Production and Post-Production. During production, attention to detail is paramount as footage is captured according to the script and shot list, with careful consideration given to technical aspects like lighting and sound. Post-production involves editing, adding effects, enhancing audio, and incorporating graphics to achieve a polished final cut. The video undergoes rigorous review and revision stages to ensure it meets objectives and maintains high standards. Planning and executing each stage meticulously fosters effective collaboration among the production team and optimizes resource allocation, thereby minimizing delays and maximizing quality control. This structured approach ultimately ensures the video's success in conveying its message effectively and achieving its intended impact.

3. Receipt of Completed Work. All completed work will be made available to the customer through the Defense Visual Information Distribution Service (DVIDS). The Marine Corps Installations Pacific page is located at the following link: <https://www.dvidshub.net/unit/MCIPAC>.

Note: We are able to provide final products as physical media (prints, DVDs, CDs) on a limited basis. Please provide a justification for this requirement when making the initial work request.

Chapter 6

Graphics and Print Support

1. Design Support. Graphic design capabilities to communicate unit branding and convey information and ideas using computer graphics, layout, and design. Design and Layout support includes:

a. Infographics. Educational products created for digital use on social media and websites. Requested products must meet the Commanding General's communication objectives.

b. Logos. Any creation or editing of O-5 and above unit logos must be routed for approval to the CG MCIPAC-MCBB via the MCIPAC-MCBB COMMSTRAT office. MCIPAC-MCBB and MCIPAC-MCBB COMMSTRAT will maintain a database of high-resolution official unit logos for battalions and higher. MCIPAC-MCBB COMMSTRAT will not support the design of logos for commands below the O-5 level.

c. Any of our print supported products are always recommended to be used digitally and only printed if necessary for the mission.

2. Reproduction Support. COMMSTRAT will limit printed materials to only what is necessary. Requests that violate the DoD/United States Marine Corps Fraud, Waste, and Abuse Policy will not be accepted. As a policy matter and cost avoidance measure, wherever practical, all publications and other official documents approved for public release should be disseminated via the Marine Corps official web pages at www.marines.mil and distributed on the Marine Corps Publications Electronic Library (MCPEL) at www.marines.mil/News/Publications/MCPEL in lieu of distribution of printed matter. Uncontrolled blank forms shall be disseminated via the internet through the Department of the Navy Forms website at <http://navalforms.daps.dla.mil/web/public/home> in lieu of distribution as printed matter.

a. Waivers to the internet only policy may be granted based upon the publication sponsor's formal written request. All requests for waiver must be addressed to the CMC (ARDE) and shall include justification delineating why the publication must continue to be designated as printed matter. Justification should include an explanation as to why dissemination via the official web page and on the MCPEL DVD are insufficient means to reach the target audience or constitute a hindrance to the document's ability to fulfil its intended purpose.

b. Acquisition of Document Services. Commands are prohibited from acquiring document services from commercial vendors. Commands shall obtain document services in the following order of precedence: first preference is MCIPAC-MCBB COMMSTRAT, second preference is the local Defense Logistics Agency Disposition Services (DLADS) activity, and third preference is the Marine Corps Central Printing and Publications Management Organization. Government Commercial Purchase Card (GCPC) holders are prohibited from using the GCPC to procure document services from any source other than DLADS.

c. Printing support can include:

(1) Programs/Pamphlets

(a) Change of commands/relief and appointments: Programs will only be printed for battalion-level ceremonies and above.

(b) Retirements: Programs will only be printed if a retirement coincides with a change of command/relief and appointment, and the combined program will not exceed 12 pages.

(c) Memorials: Programs will be limited to eight total pages, including front and back cover.

(d) Units are highly encouraged to request digital versions of programs that are QR Code enabled whenever possible.

(e) Command Information: Any informational pamphlets requested must meet MCIPAC-MCBB communication requirements or objectives and will be in a single-sheet six-page tri-fold format.

(2) Posters. Layouts will only be created if the content is deemed mission critical in support of training or operations.

(a) Motivational/beautification posters and photography prints are not authorized. These customers will be directed to Document Services Online through the Defense Logistica Agency (DLA).

(b) Tracker boards will not be made and titled for specific operations and exercises.

(3) Signs and Placards. Signs and placards will be made for billets or office/section titles only. Names of individual Marines will not be used due to the high turnover of Marines in Okinawa.

Note: The only names authorized for placards are those in command billets, such as: Commanding General/Officer, Executive Officer, Sergeant Major, or First Sergeant.

(4) Business Cards. Official business cards are meant to be used in connection with official business when exchange of cards will facilitate mission related communications, with a distinction from the extension of a social or business courtesy.

(a) Commanding Officers at the Battalion level and above, special staff officers, deputy special staff officers, department heads, and Sergeants Majors will be provided.

(b) Individuals requesting business cards will be provided a standard quantity of 100 per request. Requests for larger quantities must provide justification to the CVIC Director.

(5) Lamination. Lamination is available to be used on a self-help basis but is limited to 10 items per customer. If you have more than 10 items, a job order will be created, and our graphics specialists will complete the job for the customer.

(a) Lamination will not be used to create white boards.

(b) Graphics has the capability to provide up to 60" lamination and is subject to availability.

d. Prohibited Items. The following items are NOT authorized to be printed by any COMMSTRAT office. These items should all be kept digitally and only printed when necessary:

(1) Invitations

- (2) Marine Corps or DoD publications
 - (3) Navy and Marine Corps departmental publications
 - (4) Medical or legal paperwork
 - (5) Awards or promotion warrants
 - (6) PowerPoint presentations
 - (7) Standard Operating Procedures
 - (8) Copyrighted or classified material
 - (9) Any document with a Print Control Number
 - (10) Unit Training Exercise Employment Plans
 - (11) Maps. All requests for official maps must be routed through MCIPAC-MCBB General Facilities; 3d Intel Battalion, Topography Platoon; or DLA.
 - (a) MCIPAC-MCBB G-F Engineers Maps: 645-2207
 - (b) 3d Intel Bn, Topography Platoon: 623-4588/3060
 - (c) DLA Printing Services: (315)234-0847/0806
- e. The Director or Deputy at either the MCIPAC-MCBB CVIC or MCIPAC-MCBB COMMSTRAT has the authority to deny any printing or reproduction requests depending on stock levels and manning.

Chapter 7

Supply and Logistics Support

1. Mission. The primary mission of the Supply and Logistics Support Section (SLSS) is to provide supply, fiscal, and audio-visual maintenance and repair support to CVIC. Accountability is inherent to the CVIC Director. The CVIC Supply Officer will serve as the Responsible Officer to the Base Property Control Office Consolidated Memorandum Receipt for CVIC equipment.

Note: The SLSS also provides support to MCIPAC-MCBB and its subordinate units as indicated below.

2. Support Available

a. Visual Information Equipment. Systems and individual items not purchased as parts of systems (i.e. camera lenses, flash units, light meters, etc.) shall be issued in accordance with the references, and will be accounted for as end items.

b. Audio Visual Library. The library is located at Camp Foster, Bldg. 478 (CVIC). Items requested for training support can be issued on a temporary basis for a period of up to 14 days. Extended temp loan is available upon approval of the Director, CVIC.

c. Audio Visual Waivers. Units requesting waivers for audio visual purchases (i.e. televisions, cameras, projectors, DVD players, speakers, etc.) must submit the request to CVIC Director, via CVIC Supply Officer.

d. Maintenance and Repair. The Maintenance and Repair Section is located within the Supply and Logistics Support Section in Building 478, Camp Foster, and will be responsible for:

(1) Performing preventive and corrective maintenance of all AV equipment not covered by contract.

(2) Monitoring second and third echelon maintenance performed by civilian employees or contract maintenance personnel, on equipment under inventory control of CVIC.

Chapter 8

Training and Education

1. Indoctrination Program. The COMMSTRAT Indoctrination Program is designed to integrate newly assigned personnel into the unique culture and mission of MCIPAC-MCBB COMMSTRAT. Marines will receive comprehensive training that covers the technical aspects of their craft, as well as the principles of military operations and storytelling. The program fosters camaraderie among peers while instilling a deep understanding of the importance of visual documentation in conveying the Marine Corps' values and achievements. Ultimately, this initiative prepares participants to effectively capture and communicate the experiences of the Marine Corps and MCIPAC-MCBB.
2. DINFOS Intermediate/Advance School Call-ups. DINFOS Intermediate/Advance School call-ups are published in July and are due to Communication Directorate by the end of August each year. The section chiefs will work with the Training Chief and Production Chief to determine availability of appropriate Marines and provide nominations to the SNCOIC for courses.
3. Syracuse Nominations. Nominations for the Military Multimedia Study Program at Syracuse University, S.I. Newhouse School of Public Communication are typically submitted during the month of March. Selection for attendance is generally limited to four photographers, four videographers and two graphics specialists. HQMC Communication Directorate will provide guidance for submission. Submissions are overseen by the SNCOIC.

Chapter 9

Visual Information Awards Programs

1. Visual Information & Excellence in Communication (VIEC) Awards Program. Instructions for submission to the VIEC awards program are typically released in the month of November and are due during the month of February. Marines submit content through the portfolio function in DVIDS. Marines must maintain their portfolios throughout the year. If content is not published to DVIDS by 31 December, they will not be eligible for that year's awards.
2. United States Marine Corps Heritage Foundation (USMCHF) Awards Program. The intent of the competition is to recognize public communicators within the Marine Corps COMMSTRAT community and to select the first-place winners in each category who will compete in Defense Media Awards Program. The deadline for submissions is usually around February with judging announced in March.
3. Defense Media Awards Program. The Defense Media Awards program honors excellence among military and civilian broadcasters, graphic artists, journalists, photographers, public affairs practitioners, mass communication specialists, and videographers. This awards program replaces the Thomas Jefferson (TJ) Awards Program, Visual Information Awards Program, and VI Production Awards program. Service members must enter through their respective service's competition, which is VIEC for the Marine Corps.