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MARINE CORPS ORDER 3104.1B

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(f) DOD Instruction 5040.02, "Visual Information (VI)," August 30, 2005
(g) NAVMC DIR 3500.77
(h) Copyright Law Title 17
(i) SECNAV M-5210.1
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(l) NAVMC DIR 5600.31 (NOTAL)
(m) DOD Instruction 5040.07, "Visual Information Production Procedures," (NOTAL)
(n) MCWP 3-40.8 Marine Corps Componentency (NOTAL)

Encl: (1) Combat Camera Program Procedural Manual
(2) Definitions

1. Situation. This Order establishes policy, procedures, and standards for effective management and operation of Marine Corps Combat Camera (COMCAM) activities and provides guidance concerning the mission and capabilities of Combat Camera throughout the United States Marine Corps. Per the references, the Marine Corps will maintain Combat Camera resources to provide assets for the planning and execution of operational imagery documentation before, during, and after military engagements, operations, training and emergency actions.

2. Cancellation. MCO 3104.1A.

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3. Mission. Marine Corps Combat Camera is organized and structured to provide commanders at every element of the Marine Air Ground Task Force, training commands and supporting establishments, with digital and physical photographic, video, graphics, printed products and archival capabilities to support requirements in order to achieve the Commander's desired effects. These requirements include Strategic Communication (SC), Information Operations (IO) and Military Information Support Operations (MISO), Civil Affairs, Intelligence, training and readiness, administrative Combat Camera services, historical documentation, and visual communication.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. Combat Camera will be utilized as a multi-media influence discipline. This discipline supports the Marine Corps by providing expertise in photographic and video acquisition and production, as well as multi-media/graphic design and development, imagery archival and reproduction capabilities.

(2) Concept of Operations. Combat Camera will be assigned to the G-3/Information Operations (IO), Operations and Training, academics, or as a Special Staff Section. Combat Camera will support all visual information requirements to include providing administrative Combat Camera products to all commands. This includes the planning and execution of Combat Camera at the Operational level and throughout bases, stations, and training commands; which provide critical resources and support. The Combat Camera section will operate within the scope of all orders and regulations in the accomplishment of its mission.

b. Tasks

(1) Fleet Marine Forces

(a) Combat Camera sections are organized to support the warfighters' imagery requirements and are organic to all levels within the Marine Air-Ground Task Force (MAGTF). Combat Camera is task organized according to mission. The Commanders Marine Corps Forces (COMMARFOR) task Combat Camera to support joint operations and special MAGTF's within their area of operations. Combat Camera supports a myriad of different requirements to include but not limited to: Strategic

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Communications, IO, intelligence activities, MISO, battle damage assesment (BDA), civil affairs (CA), historical documentation, legal, investigative, forensics and public affairs (PA).

(b) The commander will provide operational intent and mission to Combat Camera to meet all requirements. A Combat Camera Officer (MOS 4602) or Combat Camera Chief (MOS 4691) will be assigned to manage and direct the operational activities of the Combat Camera section and will advise the commander how to utilize COMCAM assets and develop concepts of employment in accordance with this Order.

(c) The Assistant Chief of Staff (AC/S) G-3 or S-3 will oversee Combat Camera actions within the area of responsibility (AOR) in order to support the Major Subordinate Commands' (MSC) requirements and objectives.

1. The MARFOR AC/S G-3 shall ensure the availability of class 1-4 qualified air crew COMCAM personnel. Ensure Survival Evasion Resistance Escape (SERE) training seats are allocated through TECOM, Formal Schools Training Division, to support aerial and Air Combat Element (ACE) COMCAM requirements for COMCAM personnel within their Area of Operation (AO). COMCAM personnel are categorized as Project Specialists per reference (a).

2. The MARFOR AC/S G-3 will ensure Airborne and Scout Swimmer training seats are allocated through TECOM, Formal Schools Training Division, to support Ground Combat Element (GCE) COMCAM requirements for COMCAM personnel within their AO.

(d) Provide COMCAM support services, to include audio/visual support, graphic design and production, video production, and photographic in support of the Marine Corps Information Operations Program (MCIOP) and IO requirements to include MISO support and products.

(e) Provide administrative Combat Camera services while deployed and/or when there are no support establishment Combat Camera assets available.

(f) The II Marine Expeditionary Force Combat Camera Officer is the liaison between Marine Forces Command (MARFORCOM) and the 4600 Occupational Field Manager and has authority on all Combat Camera requirements for MARFORCOM.

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(2) Support Establishments/Installations (Bases and Stations)

(a) Combat Camera facilities and assets within the Marine Corps bases and stations are vital to the readiness of the Marine Corps. Combat Camera provides commanders specific technical specialties for the development of products and services that enhance their ability to support forward deployed commands, document historic events, support training and develop better situational awareness through products and digital imagery. Commanders will:

(b) Assign a Combat Camera Officer (MOS 4602) or qualified civilian director (in writing) to manage and direct the operational activities of the Combat Camera section.

(c) Ensure administrative Combat Camera services are provided for all units and tenant commands aboard their bases or stations, and any commands within the specific geographical regions. Specific procedures are included in chapter 1 for enclosure (1).

(d) Provide 24 hour Combat Camera assets in support of Anti-Terrorism/Force Protection, Naval Criminal Investigative Service, Criminal Investigative Division, and other emergency requirements.

(e) Per reference (b), assign the Combat Camera Officer or civilian director (in writing) as the Print Management Officer and/or Copier Control Point Officer, responsible as the technical representative for copier lease and maintenance contracts.

(f) Marine Corps Installations East (MCI East). The OIC of Combat Camera, MCB Camp Lejeune will serve as the COMCAM SME for MCI East COMCAM requirements.

(g) Marine Corps Installations West (MCI West). The OIC of Combat Camera, MCB Camp Pendleton will serve as the COMCAM SME for MCI West COMCAM requirements.

(h) Marine Corps Bases Japan (MCBJ). The Director of Combat Camera, MCB Camp Butler will serve as the COMCAM SME for MCBJ COMCAM requirements.

(3) Training Commands

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(a) Training commands with organic Combat Camera assets are: Marine Corps Combat Service Support Schools, School of Infantry East, Marine Aviation and Weapons Tactics Squadron 1, Marine Air Ground Task Force Training Command and Marine Corps Recruit Depots. These Combat Camera sections develop multi-media training products for officers and enlisted Marines of all ranks. Combat Camera products will be developed by using acquired imagery, to include digital still imagery, video, graphics and reproduction. A Combat Camera Officer (MOS 4602) or qualified civilian director will be assigned (in writing) to manage and direct the operational activities of the Combat Camera section.

(b) Combat Camera will provide organic imagery acquisition, design and development capabilities to support training initiatives and learning objectives for MOS-producing Programs of Instruction and formalized practical application-based instruction. Combat Camera will integrate current and relevant imagery from forward-deployed units in the design and development of training and educational media.

(c) In addition to regular Training Command support tasks, Marine Corps Recruit Depot (MCRD) San Diego, MCRD Parris Island, and Marine Air Ground Task Force Training Center (MAGTFTC) Twenty-nine Palms will support Combat Camera administrative functions, such as those routinely supported by bases and stations.

(4) Training and Education Command (TECOM)

(a) Combat Camera Management (CCM), Training and Education Command, Marine Corps Combat Development Command (MCCDC). The senior COMCAM officer is designated as the Combat Camera Occupational Field Sponsor and MOS Specialist for Marine Corps Combat Camera. Combat Camera Management will:

(b) Serve as the principal point of contact between the Total Force Structure Division (TFSD) and the Marine Corps with regard to force structure requirements, intended structure changes, and unique operational considerations that may affect force structure and result in Occupational Field (OccFld) assignment actions. As the OccFld Manager perform all requirements directed in reference (c).

(c) Provide Combat Camera input for the Marine Corps and develop plans regarding programming, policy, direction, guidance, and procedures.

(d) Review, evaluate, and validate Tables of Organization and Equipment, in accordance with the Doctrine, Organization, Training, Materiel, Leadership and Education, Personnel, Facilities (DOTMLPF) process.

(e) Serve as the sponsor for Combat Camera doctrine.

(f) Serve on boards, committees, panels, working groups, and attend meetings and conferences related to the Marine Corps Combat Camera programs.

(g) Monitor Combat Camera effectiveness and performance of all Combat Camera assets within the Marine Corps. As the Functional Area Manager for Combat Camera activities, support the Marine Corps Inspection Program in accordance with reference (d).

(h) Plan, budget, and facilitate an effective combat Camera Subject Matter Expert (SME) program.

(i) Identify training requirements for OccFld 4600 with the Formal Training School responsible for entry level through advanced Combat Camera training.

(5) Combat Camera/Audiovisual Capabilities Integration Officer (CD&I)

(a) Serves as the Operating Force's representative in the Expeditionary Force Development System for all Combat Camera related programs.

(b) Refine COMCAM materiel capabilities. Documents, modifies, coordinates, and defends materiel capabilities within the Joint Capabilities Integration and Development System.

(c) Chair the Integrating Product Team for developing, documenting, and coordinating materiel capabilities.

(d) Represent Commanding General (CG), Marine Corps Combat Development Command (MCCDC) in equipment analyses of alternatives, test and evaluation integrated working groups, and acquisition program reviews.

(e) Participate in the materiel developer performance trade-off analyses.

(f) Conduct, with the materiel developer, a detailed comparison of the Capabilities Development Document/Capabilities Production Document and request for proposal (RFP).

(g) Prepare MCCDC position for COMCAM materiel acquisition reviews.

(h) Review other service requirements documents related to assigned systems operations.

(i) Advocate for Combat Camera needs and materiel during war-fighting assessments.

(j) Participate in identification of future operational capabilities.

(6) Combat Camera Project Officer, Marine Corps Systems Command (MCSC)

(a) Develops material solutions for validated material requirements.

(b) Serve as the SME for Combat Camera equipment and materiel.

(c) Establish planning guidelines for the life-cycle management of Combat Camera equipment.

(d) Manage Combat Camera equipment items through technical refresh cycles.

(e) Coordinate Table of Equipment fielding to MAGTF Combat Camera sections.

(7) Marine Corps Combat Camera Management Support

(a) Provide a centralized searchable repository for Marine Corps imagery accessible to the DOD and authorized users.

(b) Act as the Marine Corps Component Coordination Point (CCP) and manage imagery transmissions and archival standards for imagery received from all Combat Camera sections.

(c) Receive, screen, evaluate, and archive imagery and provide feedback for accessioning.

(d) Manage access to imagery and retrievable capabilities for authorized users.

(e) Monitor all imagery received from units and act as the liaison between the Defense Information Management Operation Center (DIMOC) and Combat Camera sections.

(f) Archive all RAW formatted media, forwarded from COMCAM sections, within the internal CCMS archival system.

(g) Provide a monthly imagery report to all Combat Camera sections.

(h) According to DOD guidelines submit all imagery that is received from Combat Camera sections to (DIMOC).

(8) Director Marine Corps Information Operations Center

(a) Advocate 4600 OccFld requirements and manning that directly impact the MCIOP and support to MAGTF IO requirements.

(b) In coordination with DC, M&RA, and the 4600 OccFld Sponsor, the MCIOC will provide recommendations and advice regarding staffing of personnel to Joint/External COMCAM billets by pay grade and MOS in support of IO requirements.

(c) Coordinate with TECOM and the 4600 OccFld Sponsor on all matters pertaining to and supporting COMCAM MOSs training and education related to IO and its core capabilities.

(9) Marine Corps Detachment, Fort Meade, Defense Information School

(a) Ensure that all entry level Marines attending 4600 courses have completed required documents for application of an official security clearance (per reference (e)).

(b) Ensure that entry level 4600 Marines have official copies of birth certificate and other required documents for the application of official passports.

c. Coordinating Instructions

(1) Commanders responsible for Combat Camera activities will:

(a) Ensure that the requirements and guidelines contained in chapters 1 through 8 of enclosure (1) are adhered to and followed.

(b) Provide operational budgets for Combat Camera activities, to include; funding for the replacement of non-programmed equipment, consumables, life-cycle management of audio visual and COMCAM equipment, Information Technologies (production; computers, printers, scanners, etc), operations and maintenance, local training, temporary additional duties and contracting.

1. Ensure sufficient funding is allocated to support the specific requirements directed in this Order (i.e. print/reproduction, video production, graphic illustration, etc).

2. Combat Camera requires Information Technologies (IT) (e.g. computers, printers, scanners, etc) that exceed general "administrative computer suites". Commanders must ensure that these specific requirements are funded. Specific funded requirements are:

a. IT computer equipment that can support "industry standard" photographic, video and graphics software and operating systems.

b. Print and reproduction equipment that meets the requirements in reference (b).

c. One (1) Computer workstation per Marine with the MOS designator of 4602, 4691, 4671, 4641 and 4612, capable of supporting software and hardware specific to the mission requirements.

d. Administrative IT systems in accordance with IT and Marine Corps Network Security and Operations Command (MCNOSC) orders and regulations.

(c) Ensure Combat Camera sections within the command adhere to requirements listed through the Automated Functional Area Checklist (FAC).

(d) Designate (in writing) Combat Camera Officers/Chiefs and/or Directors as the reviewing/approving authority for their respective commands for the procurement of all audiovisual/high capacity reproduction equipment directly

related to acquisition and production of photographic and video imagery or multi-media products in accordance with this Order. Audiovisual and reproduction equipment and services acquisition requests by commands without organic Combat Camera sections (i.e., tenant commands) will be reviewed for approval or disapproval by the base or station Combat Camera section.

(e) Designate (in writing) Combat Camera officers and directors as the releasing authority for all Combat Camera products and imagery.

(f) Ensure that all 4600 Marines apply for a Vision I.D. through the Defense Media Agency's official Vision I.D. web portal. (<https://vipro.defenseimagery.mil/>)

(g) Commanders with COMCAM assets who support rotary wing units, including air stations, will ensure availability and readiness of COMCAM personnel to provide air to ground and air to air imagery from rotary platforms.

(h) Include Combat Camera tasking in support of operational plans, emergency action plans, destructive weather plans, anti-terrorism plans, etc, to ensure documentation, reproduction and visual information assets are dedicated to support the commander's intent and support critical information requirements during crisis action, contingencies, and training.

(2) Imagery Transmission. Commands will submit 100% of imagery (final selects), excepting administrative imagery such as; passport photos, and ISOPREP images to DIMOC for inclusion to Marine Corps archives.

(a) Combat Camera sections will transmit imagery and products within established guidelines found in chapter 2 and individual unit tasks. The Decision Logic Table found in reference (f) will be used to determine the expediency of the imagery movement for non-time sensitive imagery and the requirement for submission of imagery and products. All Combat Camera products will be submitted to the Defense Imagery Management Operations Center (DIMOC).

(b) Any imagery that does not meet the requirements in reference (f) will be sent to CCM for archival.

(3) Combat Camera Officers, Directors

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(a) Combat Camera officers and directors are the commander's expert in the techniques and procedures of visual information and the technical advisors in matters related to the production, development and use of photographic, cinematography, illustrative and multi-media assets and products. Their duties include the following:

1. Develop and maintain operational budgets for local and command Combat Camera activities.

2. Submit qualified nominations to CCM for 4600 OccFld formal schools training in compliance with requirements dictated in Chapter 6 of enclosure (1).

3. Develop and publish local command Standard Operating Procedures (SOP) for Combat Camera services and support.

4. Mentor and train COMCAM Marines in the techniques and "styles" of video production, still imagery acquisition and production, graphic arts and multi-media operations.

5. Coordinate all visual information activities for the local command that support the intent and mission of Combat Camera and the required missions of the commanding officer.

6. Ensure secret clearances are obtained and maintained by all OccFld 4600 personnel. Specific billets may require top secret and higher clearances. The formal MOS producing training facility will be responsible for starting the initial security clearance process of OccFld 4600 Marines prior to duty assignment.

7. Ensure the command Combat Camera sections use a centralized job order database provided by Combat Camera Management.

8. Provide annual production reports encompassing all fiscal production activity to, Combat Camera Management.

9. Ensure personnel's readiness of the Combat Camera section, to include; clearances, passports, government travel cards and medical/shots. Combat Camera personnel must be able to execute travel/missions world-wide with minimal notice.

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10. Manage all 4612, 4641 and 4671 MOSs portfolios. Ensure portfolios are current and reflect military occupational specialties, in accordance with 4600 T&R manual references (g) and chapter 3 of enclosure (1).

11. Ensure all imagery is captioned and transmitted in accordance with reference (f). COMCAM products are official DOD records and will be transmitted to DIMOC for distribution.

12. Publish and maintain a billet responsibility letter for the Combat Camera Chief, operations chief, production chief and each section head. Ensure each billet is provided a copy.

(b) Combat Camera Chiefs

1. The MOS 4691 will manage and direct Combat Camera activities for the command in the absence of the Combat Camera officer or civilian director.

2. Support and assist the OIC and or director in the management of the local Combat Camera section.

3. Perform an initial evaluation of the abilities of each COMCAM Marine. The chief will manage the initial evaluation of technique and abilities of all COMCAM Marines reporting from the entry level MOS school (per chapter 3 of enclosure (1)).

5. Administration and Logistics

a. Sustainment ISO Deployments. Commands with attached Combat Camera assets will provide the necessary logistical support to Combat Camera personnel while attached to that unit to accomplish the Combat Camera mission.

b. Classification Information. Classification or political sensitivity will not be used as a basis to deny operational documentation. All imagery will be labeled in accordance with this Order (chapter 1 of enclosure (1)).

c. Combat Camera equipment, facilities and materials. Combat Camera assets are to be used for official purposes only. Combat Camera products are the exclusive property of the Marine Corps until properly released to the public, then Combat Camera

products become "public domain" and as such are subject to rules and regulations under reference (h).

(1) Trademark and Copyright Laws. Combat Camera is prohibited by law to copy, duplicate or reproduce any item protected by copyright. The only exceptions are identified under the "Fair Use Exception" of reference (h). Combat Camera will maintain all letters of authorization concerning copyright material. Refer to your local commands' legal office of Staff Judge Advocate, or HQMC Trade Mark Office, for instructions on when and how to apply the Fair Use Exception of the copyright law.

(2) Combat Camera will support local functions authorized by their commander.

(3) Combat Camera personnel may utilize Combat Camera assets and equipment for training purposes.

d. Tasking and Individual Augmentation. Tasking and individual augmentation of Combat Camera assets and personnel will be coordinated through official message and requesting procedures.

e. Combat Camera Personnel

(1) Combat Camera personnel are authorized to acquire and produce official DOD and Marine Corps imagery in accordance with existing security instructions. Commanding officers are requested to cooperate with and assist Combat Camera personnel in completion of their duties. Combat Camera personnel are authorized to carry and operate Combat Camera equipment in an official capacity.

(2) Official Marine Corps imagery (still and motion media), multimedia and illustrations, will contain a VIRIN; with DMA assigned Vision I.D., and caption data.

f. All documents, orders, or instructions directly referenced in this Order will be maintained either digitally or hard copy by all Combat Camera sections.

g. Records Management. Records created as a result of this Order shall be managed according to National Archives and Records Administration approved dispositions per reference (i) to ensure proper maintenance, use, accessibility and preservation, regardless of format or medium.

6. Command and Signal

a. Command. This Order is applicable to the Marine Corps Total Force.

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



RICHARD P. MILLS
Deputy Commandant for
Combat Development and
Integration

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Chapter 1

Combat Camera Administrative Guidance

1. General. In order to ensure a uniform approach to basic Combat Camera requirements, Combat Camera sections and their personnel must follow specific administrative requirements.
2. Purpose. This chapter will outline the minimum requirements for still, motion media and illustrative administrative actions required when fulfilling Combat Camera missions. Additionally, this chapter will list specific requirements in materials, equipment and physical "set up" of administrative photography.
3. Coordinating Instructions. All units will comply with the direction provided in this Order.
4. Minimum acquisition requirements. In order to ensure complete and proper acquisition of the entire spectrum of an activity or mission, specific imagery will be acquired. The minimum images required are; establishing/overall, medium, close-up, interaction, sequence and closing image and interviews (required element for video).
5. Graphic Illustrative VIRIN and file requirements
 - a. Single page graphic products will have a .jpg version created, assigned a VIRIN and captioned. The original file regardless of format will be assigned VIRIN number 001. Any additional renderings in other file formats will be assigned numerically sequential VIRINs (e.g. 002, 003, etc).
 - b. Multiple page products such as programs and pamphlets will have .pdf (Adobe Acrobat) versions created, assigned a VIRIN and captioned. The original file regardless of format will be assigned number 001 and additional rendering will follow direction in paragraph 5.a of this chapter.
 - c. All image captions will follow the minimum standards directed in this chapter and will be written using the DOD style guide and the Captions Style guide referenced in reference (f).
 - d. All graphic products disseminated by COMCAM Marines regardless of medium or format will have a visible VIRIN marked on the lower left or right (so not to detract from the layout) in a subdued yet visible black or white color, font type Arial,

size between 6-10 (depending on the size of the product. If a tangible (e.g. disc, tape, poster etc.) item is created, the product will have a VIRIN externally marked. Any digital files will include a visible VIRIN in a section such as a credit chapter or lower corner as well as an embedded VIRIN.

6. Command Photographs

a. Materials. Three studio lights, one United States of America flag with tassel, one United States Marine Corps flag with tassel, one studio stool, a solid black background or neutral gradient, and one digital SLR camera. The Marine will be in his/her Service "A", with ribbons and badges for the photograph. Exceptions will be made for: 8th & I Marines who take a command photo in Dress Blues and deployed Marines may take a command photo with the uniform prescribe during their deployment.

b. Lighting. The 3:1 lighting ratio and the Rembrandt or 45 degree lighting style will be used on every command photograph. The main light will be to the left of the subject as viewed from the camera position.

(1) In calculating a lighting ratio, the combined illumination from the main light and the fill light are compared against the illumination provided by the fill light alone. This ratio is expressed as two numbers, as in 3:1. The first number represents the combined strength of the main and fill lights, while the second number represents the fill light alone.

(2) For Rembrandt or 45 degree lighting, the main light source is placed pointing toward the subject's face, at a 45 degree angle, slightly above the subject. The fill light is placed slightly lower on the same line as the main. A rear fill light can be used to lighten up the background and will be set at 1/4 power.

c. Flag Positioning

(1) The American flag will naturally hang so that the stars of the flag face inboard to the subjects head and so it does not contact the Marine Corps flag. The red and white stripes on the flag should angle downward toward the subject and will be positioned on the photographer's left side (see Figure 1-1 and Figure 1-2).

(2) The Marine Corps flag will naturally hang so that the Eagle Globe and Anchor face upward with a slight angle inboard toward the subject. The flag will not come in contact with the United States flag and will be positioned on the photographer's right side (see Figure 1-1 and Figure 1-2).

(3) Depending on the width of the subject, the flags will be positioned to ensure equal spacing on each side of the subjects head (see Figure 1-1, Ex-A and Figure 1-2, Ex-A). The right shoulder of the subject should overlap the American flag so that there is not a gap between the subject and the edge of the American flag (see Figure 1-1, Ex-B).

(4) The tassels will be positioned on their respective flag, staggered with the inner tassel positioned higher than the outer tassel. The upper tip of the outer tassel should fall half way down the inner tassel. The tassels will be parallel to the subjects' ears and will not protrude out past the flags (see Figure 1-2, Ex-C).

d. All subjects will be centered in the photograph. Their body will be turned at a 45 degree angle to their right and head turned toward the camera (see Figure 1-1 and Figure 1-2).

(1) Enlisted Marines will have half of their rank showing on their left arm and none of their rank showing on their right arm (see Figure 1-1, Ex-D).

(2) Officers will have both lapels with rank insignia visible (see Figure 1-2, Ex-E).

e. The background will be solid black so when the back light flashes it will cause an even gradient on the background (see Figure 2-1 and Figure 1-2).

f. All photos will be cropped no less than one-half inches and no more than three-quarters of an inches above the subjects head (or cover) (see Figure 1-1, Ex-F and Figure 1-2, Ex-F).

(1) The photo will be cropped eight by ten inches at 300 dpi. The left arm will be bisected vertically and be cropped above the third button of the Service Alpha uniform (see Figure 1-1 and Figure 1-2).

(2) Enlisted Marines will be cropped to ensure that their rank is bisected vertically (see Figure 1-1, Ex-D).



Figure 1-1.--Command Board Photograph (enlisted)



Figure 1-2.--Command Board Photograph (officer)

7. Promotion Photographs

a. The 1-1 lighting ratio will be used on every promotion photo. The main light and fill light are the same intensity in order to avoid background shadows.

b. All photos will be cropped no less than one-eighth inch and no more than one-quarter inch above the subjects head and feet (Figure 1-3, EX-H). The photo will be cropped at four by five inches at 200 dpi.

c. The subject will be positioned at a 45 degree angle, three quarter view with their left shoulder forward standing at the position of attention in the prescribed uniform (garrison or deployed). The subject's head and eyes are level and looking at the camera (Figure 1-3).

d. Digital Title Board. White lettering will be used on the promotion board. The font will be Times New Roman, Bold, and will not exceed 8.5.

**Note: In order to fit all required info on the board per reference (m) the font size may be adjusted smaller.

e. The board dimensions will be one and one-half inch by one and one-quarter inches (1 1/2" x 1 1/4") at 200 dpi and will be positioned so that the bottom edge of the board is level with the subjects left foot and one and one-half inch (1 1/2") from the subjects left leg. The following lines will be included on the title board, without exception and no information will be excluded per reference (k):

(1) First line: Marine's last name, first name, middle initial(s).

(2) Second line: rank, primary MOS.

(3) Third line: last four of the SSN, preceded by 5 x's (xxxxx1234).

(4) Fourth line: height in inches and weight in pounds separated by a slash, body fat percentage if Marine exceeds height and weight standards. For pregnant Marines, "preg" vice the Marine's weight.

(5) Fifth line: abbreviated billet assignment description and unit. For IRR Marines, the billet assignment and unit will be MOBCOM.

(6) Sixth line: date photograph was taken (yyyymmdd).

(7) Seventh line: Height and weight certification by the senior leadership (CO/XO SgtMaj or 1ST Sgt) of the command is required regardless of rank and body fat percentage. "Certified by (name of CO/XO SgtMaj or 1ST Sgt, command title)", example: Col I M Smith, CO, HQBN, HQMC. Individual ready reserve (IRR) Marines are not required to have their height and weight certified. IRR Marines that have their official photo taken must put "IRR Marine" in place of the certifying official.



Figure 1-3.--Promotion Board Photograph Standards

8. Iso-Prep Photographs

a. Position the subject in front of any plain background. Two photos should be taken, one of the subject straight on, and the second will be a left profile shot (see Figure 1-4).

b. The file should be cropped at two inches by two inches (2" x 2"), 200 dpi and should only show the subjects face and neck.



Figure 1-4.--ISO-PREP Photograph Standards

9. Official Photographs Official photographs are any other photograph required for official use to identify positions of leadership, authority or billet that are not command specific. Lighting, background, cropping and the positioning of the American flag will all be the same as a command photograph. The only difference is the absence of the Marine Corps Flag.

a. Materials. Three studio lights, one United States of America flag with tassel, one stool, a solid black background, and one camera. The Marine will be in his/her Service "A", with ribbons and badges for the photograph. Civilian employees that require an official photograph will be in proper business attire.

b. Subject Positioning Uniform service members will follow the same positioning as the command photographs. Civilians will be positioned the same as officers, slightly turned to their right.

10. Video Slates Information included in slate (see Figure 1-5). All video slates will follow the DOD Captioning Style guide found in reference (f). The use of a slate on the video or video sequence does not replace the requirement to include a caption sheet with the video.

a. VIRIN - A self-made VIRIN of the Videographer who shot the footage.

(1) Videographer name and rank.

(2) Run time - The total run time of the production.

(3) Unit - The videographer's current unit at the time the production was shot.

(4) Date - The date the production prime cuts were created.

(5) Caption - The caption information will include all the details of the production, including who, what, where, when, why and how. It will also include the Marine Corps by line, which will be placed at the end of the caption within parentheses. The "by" line will include the videographer's name and rank.

(6) Release status - The release status (released or unreleased) of the production needs to be annotated on the slate.

(7) Releasing authority - The releasing authority's information needs to also be annotated on the slate. The releasing authority includes the title and name of releasing official, their unit, contact number and email address.

b. Location of information on the slate (see Figure 1-5).

(1) VIRIN - The VIRIN will be placed in the upper left hand corner of the slate, aligned to the left.
Title- The title of the production will be placed directly underneath the VIRIN in the upper left hand corner of the screen, aligned to the left.

(2) Run Time- The run time of the production will be placed directly below the title in the upper left hand corner of the screen, aligned to the left.

(3) Unit - The videographer's unit will be placed in the upper right hand corner of the screen, adjacent to the VIRIN, aligned to the right.

(4) Date - The date of the production will be placed directly below the Unit in the upper right hand corner of the screen, adjacent to the Title, aligned to the right.

(5) Caption - The caption information will be written in paragraph form and placed in the center of the screen. Depending on the amount of text in the caption will determine

the font size, but will not exceed 18 point. The caption will be left aligned.

(6) Release status - The release status will be placed underneath the caption on the left hand side of the screen. This can be indented slightly towards the middle of the screen.

(7) Releasing authority - The releasing authority information will be placed in the lower left hand corner of the screen and will be right aligned.

c. Font type is Arial with the font size not to exceed 18 point. Due to the amount of text in the caption information, the font size can be altered at the editor's discretion. If the font size is changed to reflect the amount of text in the caption, the entire slate must be changed to the same size font. However, the font will not be larger than 18 point, as previously stated.

d. All slates will fall within the safe title area of the screen.

e. Place the video slate at the beginning of the production/video clip. Video Slate should run for a total of five seconds.



Figure 1-5.—Video Slate Example

11. Caption sheet. A caption sheet will be included with every video or video sequence. Caption sheets can be made using the DD Form 2537 or a text file document following the guidance in the DOD Caption Style Guide, 1 June 2009, reference (f)

12. Still Imagery Recording Standard. All digital still imagery acquired with a digital still SLR camera will be recorded using the following digital formatting:

a. Set digital still cameras to acquire imagery using RAW/JPEG recording. This enables the photographer to capture both large size files for archival and requirements where large file, fine quality, is required. Additionally it provides a useable high quality, small "working" digital file for immediate use and transmittal.

b. Once acquired, the imagery processing steps are as follows:

(1) Download to storage device per local SOP for each COMCAM section.

(2) VIRIN all imagery and/or VI products per this Order.

(3) Use JPEG files for immediate requirements and transmittal to DIMOC.

(4) Archive RAW (VIRINed) files to a CD or DVD, etc., label appropriately and forward to CCM (CCMS) as soon as operational tempo allows.

(a) RAW files will be forwarded to CCM/CCMS no later than 30 days after acquisition of the imagery.

(b) JPEG files will be transmitted to DIMOC in accordance with reference (f) and chapter 2 of this Order and local COMCAM SOPs.

13. Meta-data (caption) requirements. All Visual Information products and or imagery will have specific caption information included in the meta-data of the digital file; excluding ISO-prep and promotion photographs. When writing captions for still imagery or illustrations, the DOD style guide and the DOD Captions style guide, reference (f), will be used.

a. In the case of official photographs use the subject's rank, name, and subject case for the photo (e.g. "Sergeant Major of the Marine Corps or Commanding Officer 31st Marine Expeditionary Unit), and date.

b. Personal Identifiable Information (PII) will not be included within any part of the meta-data or caption of a product or image.

14. Classification labeling of ComCam products. Imagery and products will be labeled accordingly. The following categories will be used;

a. UNCLASSIFIED: Imagery identified as unclassified and not sensitive.

b. UNCLASSIFIED//FOR OFFICIAL USE ONLY: Not for public release": Imagery identified as unclassified, but contains one or more "sensitive" elements (to include caption information).

c. CONFIDENTIAL or SECRET: Imagery (and/or caption data) identified as classified. Only authorized personnel may declassify imagery once it is marked classified. Classified

imagery must have metadata added to clarify the basis of classification.

d. COMCAM personnel are responsible for ensuring classified or FOUO imagery (and accompanying caption data and run sheets) is appropriately marked.

e. The caption sheet must also specify exactly what is classified or sensitive in the image or caption sheet. Wording in a caption sheet may require classification and not the image itself. The caption sheet may be edited for a second unclassified version of the image for dissemination. This will facilitate the potential release of imagery at a later date.

CHAPTER 2

Imagery Transmission Standards

1. Purpose. Imagery transmission is mandatory for all Marine Corps Combat Camera sections. It is a means for keeping higher commands abreast of current situations and preserving the Marine Corps history.

2. Coordinating Instructions

a. All COMCAM sections will transmit time sensitive imagery to DIMOC within 4 hours of completing acquisition missions. All other operational or training imagery will be transmitted within 24 hours of acquisition in accordance with reference (f).

(1) Individual commanders can determine shorter transition requirements dependent on the mission or information requirements.

(2) The Decision Logic Table will be used to identify what imagery will be submitted. All imagery submitted to DIMOC is managed by the CCP at Combat Camera Management Support (CCMS).

b. Priority of imagery transmission means to DIMOC and or CCMS will be:

(1) Fast File Transfer (FFT);

(2) File Transfer Protocol (FTP);

(3) Other Means i.e. SAFE, DVIDS;

(4) CCM SharePoint;

(5) Physical mail delivery systems (e.g. UPS, FEDEX, etc) 22043 Barnett Ave, Quantico, VA 22134.

c. All imagery will have a release determination attached to its metadata caption (e.g. released, not released, FOUO, not viewed) and will include the releasing authority's, or reviewing official's name, rank, e-mail and phone number.

d. Commands with captioning corrections will be contacted and have 10 calendar days to correct the information and send back to CCMS.

3. Specific Requirements

a. Still imagery transmission and submission. All imagery will have a proper VIRIN and captioned using the most current version of Media Grid, which is the preferred software. The following standards apply:

(1) Imagery transmitted to DIMOC will retain its original size and will be saved in jpeg format with the highest quality level. Alterations of official DOD imagery will be in accordance with reference (f).

(2) Imagery moved to DIMOC and or CCMS will follow guidance in chapter 1, paragraph 5 "Still Imagery Recording Requirements."

b. Video imagery transmission and submission. In addition to the coordination instructions, the first five seconds of each production and prime cut will have a video slate. The following standards apply:

(1) Digitized video will be saved to the following standards. Priority will be:

(a) 1280 X 720 (High Definition)

1. Pixel Aspect Ratio: Square Pixels
2. Field Order: Progressive
3. Frame Rate: 29.97
4. Bit Rate: 2-Pass Variable Bit Rate: 3000 kbps (low bandwidth capability) or 10,000 kbps (for high Bw)

5. Audio: 48 kHz

(b) 720 x 480 and 29.97 (standard Definition)

1. Pixel Aspect Ratio: D1/DV NTSC (0.9)
2. Field Order: Lower Field First (Interlaced)

3. Frame Rate: 29.97

4. Bit Rate: 2-Pass Variable Bit Rate: 3000 kbps (low bandwidth capability) or 10,000 kbps (for high Bw)

5. Audio: 48 kHz

(2) All imagery will have a VIRIN and captioned using DD Form 2537 (VI Captioning Form) or metadata.

c. Multimedia Imagery Transmission and Submission All relevant products will be transmitted. If the imagery is saved as a PSD, TIFF or JPEG, the Media Grid software will be used for captioning. The following standards apply:

(1) Posters, layouts, programs, etc will be transmitted in their native file format. The file will have all layers unlocked. (This ensures the image can be modified for other unit's use.)

(2) Interactive multimedia, training CDs and DVDs, will be captioned using DD Form 2537.

(3) Imagery in JPEG format will have the highest quality level.

Chapter 3

Portfolio Requirements for 4600 Occupational Field Military Occupational Specialties (MOS 4612, 4641, 4671)

1. General. The skills to create Combat Camera (COMCAM) products are perishable and require consistent attention. Basic visual storytelling principles must be applied in order to achieve more advanced technical products for the intended audiences. Development, maintenance and periodic review of portfolios within a unit will show the strength and weaknesses for leadership and technical growth.
2. Purpose. This Chapter will outline the specific requirements for portfolios developed for all 4600 OccFld specialties. Per this Order all Marines assigned an MOS within the 4600 OccFld will produce and manage a portfolio that represents the individual Marine's professional development in their specific MOS and other unique "artistic" capabilities they may possess within another 46xx MOS. This chapter will provide specific guidelines for content, procedures and development of a professional portfolio.
3. Coordinating Instructions. All units will comply with the direction provided in this Order.
4. Amplifying Instructions. All portfolios will reflect the requirements for the Visual Information Awards Program (VIAP). VIAP is designed to recognize, reward, and promote excellence among military photographers, videographers, journalists and graphic artists for their achievements in furthering the objectives of military photography, videography, and graphic arts as a command information and documentation media within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs and is administered by the Commandant of the Defense Information School, with cooperation from national and local professional organizations. Portfolios that mirror the requirements set forth in the VIAP will ensure that Marine's assigned 46xx MOSs consistently improve their professional skills in compliance with industry standards and the other military services.

5. Portfolio development tasks

a. Time Requirements (Initial Portfolio Development). At the first duty station assigned, a Combat Camera Marine will develop their initial portfolio. It is the 4691 or acting COMCAM Chief's task to perform an initial evaluation of the abilities of each COMCAM Marine. The chief will manage the initial evaluation of technique and abilities of a new COMCAM Marine reporting from the entry level MOS school. This will begin the process of developing the initial portfolio that the COMCAM Marine will develop, improve and retain for his or her entire career.

b. Time Requirements (Updating Portfolios). Portfolios will be monitored by COMCAM section heads, COMCAM chiefs and COMCAM officers/directors and updated at a minimum of once a quarter by individual Marines. If there is exceptional products produced that are determined to be "above and beyond" standards, these products can be retained in the portfolio. No COMCAM Marine will report to a new command without a properly maintained portfolio. Portfolios are "living documents" that will be managed with the same intensity as the Marine's training jacket or SRB.

c. Special Duty Returnees. COMCAM Marines coming back from a special duty or entered the COMCAM field via a lateral move will have 90 days to update or start their portfolio.

6. Requirements that apply to all portfolios

a. Anything that weakens or casts doubt on the credibility of official DOD imagery in or outside the DOD shall not be included into Marine Corps portfolios.

b. The alteration of imagery by COMCAM Marines is prohibited except for the following:

(1) Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.

(2) Photographic and video image enhancement, exploitation and simulation techniques used in support of unique cartography, topography, engineering, geodesy, intelligence,

criminal investigation, medical, research, development, test & evaluation, scientific and training requirements are authorized if they do not misrepresent the subject of the original image.

c. Clearance for Public Release. All imagery within a Marine's portfolio will have been viewed and authorized "released for public view" and unclassified.

d. Imagery and products will be appropriately labeled with a Visual Information Record Identification Number (VIRIN), caption and listed in the inventory sheet.

e. Portfolio categories will be critiqued in accordance with definitions used during DOD imagery competitions.

f. All portfolios will contain copies of original work on a CD or DVD of all imagery and video.

7. MOS 4641 Still Photographic Portfolio Categories.

The following nine categories will be included in a COMCAM photographer's portfolio.

a. Combat Documentation (as applicable). Depicts the Marine Corps actions during combat operations and conflicts. Additionally, imagery can include participation in a Joint or Service exercise, contingency operation or real world events.

b. Picture Story. Series of pictures that reveal a storyline or a single theme. Emphasis should be telling a story without words, flow of the layout in relation to "story movement" and placement of imagery to tell a chronological story.

c. News. Scheduled or unscheduled news event. This does not have to be used in an actual news article but should depict a type of "influence" that would have interest to outside information agencies.

d. Feature. Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence.

e. Portrait/Personality. Picture that identifies and captures a subject's character. This does not have to be a military type portrait, but must capture the emotion and depth of the subject (e.g. a portrait of a humanitarian aid recipient

or a Marine on post). When critiquing this imagery lighting technique, depth of field, main subject placement, framing, and power of the subject will be the main subjects of interest.

f. Illustrative Photography. Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics, such as; the place setting of "To remember our fallen comrades" at a dinning in or the Marine Corps Birthday.

g. Pictorial. Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.

h. Sports. Photograph of sports participation or of a sports-related activity. Particular attention will be made to how the main subject is captured in relation to the surroundings. Techniques that emphasize speed, action and movement but still present a clear and focused main subject are key critiquing points.

8. MOS 4671 Motion Media Portfolio Categories. All categories shot and edited must be performed solely by the Marine. Natural sound, and if needed, an interview with identified participant for voice-over, may be used.

a. Special Requirements for Motion Media Portfolios.

(1) Appropriate non-digital effects, fades, or wipes will be allowed in all categories.

(2) Reporter stand-ups are not allowed except in Feature Story categories.

(3) Music is allowed except in the Combat Documentary category.

(a) Music must be cleared for public release. Source of all production music/audio effects must be identified on a Motion Media Caption Sheet for each category. Use of copyrighted music/audio effects without written permission is prohibited.

(b) Music videos are not permitted except in the Editing category.

(4) Narration is allowed in Editing and Feature Story categories.

(5) Each category, except for the Feature Story category, will not exceed four minutes, excluding titles before first scene. The Feature Story category will not exceed five minutes in length. The run time of each category must be listed on the label attached to the portfolio DVD.

(6) All categories in the portfolio will be recorded as standalone video files, i.e. MPEG, QuickTime etc on a DVD. Maintain a bit rate of 4MBPS (or as close as possible) when encoding video files. Do not record anything in the form of an authored DVD, (i.e. VOB, VIDEO TS files).

(7) Titles, which may be applied in the field, and use of fade-in and fade-out of the titles, are permitted for all categories.

(8) Each DVD will have 30 seconds of Bars and Tone at beginning of production.

(9) All categories will have the following leader:

(a) 10 seconds of Slate (name, organization, video title and category)

(b) 5 seconds Black (no countdown)

(c) Video Entry (no credits)

(d) 5 seconds Black (at end)

b. Categories. The following five categories will be submitted for every Combat Videographer's portfolio.

(1) Combat Documentary (as applicable). A story composed of primarily uncontrolled activities, where the videographer controls less than 25 percent of the footage that depicts the Marine Corps in Combat actions or a contingency or in connection with a joint or Service contingency operation, or real-world, combat-oriented event.

(2) Documentary. A story composed of primarily uncontrolled activities, where the videographer controls less

than 25% of the footage, that depicts any aspect of the military mission that do not qualify for the Combat Documentary category.

(3) Field Production. A story put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the videographer. These will be scripted and/or storyboarded before shooting. Digital copies of the script and storyboard will be included in the portfolio.

(4) Editing. The Editing category is designed to showcase the talents and achievements of the Marine in editing a clip depicting any aspect of the military mission. Post-Production techniques such as narration, interviews, music, dissolves, wipes, split screens, slow motion, and computer graphic displays should be used. When critiquing this type of category the smooth transition from shot to shot and scene to scene should be looked at along with how the final production follows the script and storyboard. Footage used for this clip may or may not be the work of the individual submitting the entry. Up to 100 percent of the entry can be military-generated archival stock footage. Up to 30 seconds of the clip can be non-military historical/archival stock footage, if critical to the story. Seventy-five percent of the footage must have been edited by the Marine.

(5) Feature Story. A story that depicts any aspect of the military mission where the Marine Videographer has contributed at least 50 percent of the footage with the remainder coming from any other, non-copy written source. The Marine must have performed 100 percent of the editing. A reporter stand-up may be used for voice-over.

9. MOS 4612 Production Specialist Portfolio Categories. Fifty percent of the graphic designs or layouts in the portfolio categories must have been developed and or used in the official scope of the Production Specialists duties. The rest may be "other than official" illustrations, but must adhere to the strict professional guidelines in this chapter and will not be derogatory, inflammatory, or be considered "in bad taste or decency".

a. Illustration, Fine Art, Digital Art and Animation categories, must have been created, one hundred percent, by the Marine.

b. Categories. The following nine (9) categories (as applicable) will be submitted for every Combat Reproduction Specialist.

(1) Poster. Any type of digitally designed or traditionally designed large format illustration.

(2) Tri-fold/brochure. Using the same requirements as the layout and design category but in a tri-fold or brochure format.

(3) Leaflet/handbill. Using the same requirements as the layout and design category but in a leaflet or handbill format.

(4) Digital Illustration Art. Original artwork created entirely by digital means. Examples of artwork accepted in this category include shields, crests, paintings, etc. A product created as a Fine Art cannot be in this category.

(5) Publication. This category consists of illustrations within books, handbooks, newsletters, programs, etc. involving multiple page layouts incorporating text, graphics and photos. Entries must consist of a minimum of four pages. All entries in the publication category must be as PDF files. Select the compression ratio for JPEG high quality. Convert CMYK Images to RGB. For the final printed product the quality will match the original product produced.

(6) Illustration. Two-dimensional work created by any free hand method utilizing dry-based mediums. Artwork in this category includes line art, cartooning, and sketching (including field sketches). The primary mediums used to create artwork in this category are pencil, charcoal, chalk, etc. Ink is considered a dry-based medium unless applied using a wash technique.

(7) Fine Art. Two-dimensional work created by any free hand method utilizing wet-based mediums. The primary mediums used to create artwork in this category are watercolor, oil paint, pastels, airbrush, etc.

(8) Multimedia. Is an interactive product using elements of multiple mediums. The Multimedia category must be produced in one of the following formats: Flash, Shockwave, PowerPoint, or PDF

(9) Layout and Design. A single page layout created using elements from various sources. All layout and design work must be completed by the Marine, but elements can come from other sources. This category include flyers, certificates, CD covers, cover art, posters, etc. Products must be submitted as a JPEG file. A product created as a Fine Art cannot be used in this category. For example, adding a line or two of text to a Fine Art category and labeling it as a Layout and Design product is not allowed.

10. Portfolio Assembly. Separate submissions by category. The imagery and/or products need to be in the same order as listed in the inventory sheet.

a. Portable memory device

(1) Folder for each category (Folder name will be the same as category)

(2) Number each item in category

b. Digital motion media

(1) Slate for each category in inventory sheet format

(2) Slate between each product

c. Printed Still Imagery. No portfolios will be printed, however, the images within the digital portfolios will be no less than 300 dpi and will be able to be printed as high resolution imagery.

11. Portfolio Critiquing. Portfolios are meant to ensure the continued progression of COMCAM Marines. Marine leadership will take an active role in the critiquing and mentorship of COMCAM Marines. This includes junior Marines with experience, our NCOs, SNCOs, senior SNCOS (Chiefs), senior civilian Marines, officers and directors. Portfolios are tools to be used to provide positive feedback to Marines on their professional capabilities as "visual artists" and Marine warriors.

Chapter 4

Printing and Reproduction Responsibilities

1. Purpose. Printing and reproduction requirements for Marine Corps operating forces, training command, and base and stations are directed under reference (b). However, specific direction to the capabilities and requirements for Combat Camera activities is not defined. This chapter will provide specific support requirements for commands that possess Combat Camera activities and assets.

2. Coordinating Instructions. All units will comply with the direction provided in references (b) and (1).

a. The first preference for obtaining print and reproduction services for Marine Corps commands and activities will be the local Marine Corps, COMCAM activity.

b. Marine Corps units deployed shall obtain document services through their supporting COMCAM.

c. The first preference for print and reproduction support for all HQMC staff agencies, activities and independent offices - regardless of location - will be the HQMC COMCAM activity.

d. The appointed Command Printing Officer (CPO) for major subordinate commands (MSC) and bases and stations will be the Combat Camera officer or director of the Combat Camera Section. The CPO will provide command level oversight for all print and reproduction activities including in-garrison operations of the reprographics center and printing facilities.

e. The appointed Forms Management Officer (FMO) for each command, unit, or installation will be assigned to the G-1/S-1 or staff adjutant section.

f. The appointed Directives Control Point (DCP) clerk for each command, unit, or installation will be assigned to the G-1/S-1 or staff adjutant section.

g. Commands are required to ensure that adequate funding is provided to support printing and reproduction services directed by this Order.

h. COMCAM sections will ensure that reproduction equipment (print, reproduction, finish, etc) are maintained through maintenance contracts. Reproduction and printing equipment contracts should include monthly/quarterly or yearly impression amounts for black and white (B&W) and color impressions. Commands with functional COMCAM sections will ensure fiscal year funding is budgeted for the implementation and yearly renewal of maintenance contracts.

3. Printing and Reproduction Requirements. At a minimum, Combat Camera sections that possess the Table of Organization (T/O) for a functional reprographics section will support the local command(s) with the following capabilities:

a. Digital Development for Print Layouts. Combat Camera sections will provide capabilities that provide computer design for print reproduction. This requirement refers to any computer developed product that can be reproduced either by digital mass reproduction equipment or large format printing equipment.

b. Digital Coping of Documents. Combat Camera sections will possess the capability to digitally copy original "hard copy" documents for reproduction and or digital archival. This requirement refers to the ability to digitally scan, archive and reproduce original documents. Command COMCAM sections will determine the copy reproduction limits (impressions per requirement) through research of copier maintenance contracts and authorized monthly/quarterly impression limits. Each COMCAM section will effectively manage the amount of impressions (B&W and color) to ensure limits are kept within contracted limits. Additionally, COMCAM sections will budget for over expenditures in impression reproduction in the case of overprinting.

c. Flat Mounting of Developed Print Media. Through specific types of adhesive or heat treatment matting of print media to foam core or matting board for display, etc.

d. Multi-media design and production.

e. Large Format Printing. Print of imagery, graphics or other imagery media that is larger than mass reproduction equipment can produce. Generally larger than 14 inches by 16 inches is considered large format printing.

f. Mass Reproduction of Documents. Any type of reproduction that include the copying or reproducing of digital or printed documents over 100 copies of a single page.

g. Binding. Binding will be conducted through the use of heat, glue or other binding type materials to join, or adhere, multiple documents or other printed products together.

h. Cold Press or Heat Lamination of Products. Any requirement for reprographics products to be laminated must be accompanied by a justification (e.g. field use, durability, etc)

i. Folding of Print Products. Any requirements for pamphlets, booklets, flyers, etc will be folded to the appropriate dimensions to the requester's specifications.

Chapter 5

Component Coordination Point (CCP) and Imagery Coordination Representative (ICR)

1. Purpose. This chapter outlines the roles and responsibilities for the USMC COMCAM Component Coordination Point (CCP) and Imagery Coordination Representative (ICR). Per reference (f), DoD components will designate an office or organizational entity at the headquarters level to represent or act on behalf of the DoD Component in matters relating to life-cycle management of VI (COMCAM imagery).

2. Coordinating Instructions. All units will comply with the direction provided in reference (f) and this order.

a. Each COMCAM section will designate a Marine, corporal or above, or civilian equivalent in writing as the ICR.

b. COMCAM OICs/Directors will ensure the designation letter for their appointed ICR is provided to the CCP within 48 hours of being assigned these duties.

c. ICRs will report all movement or archival issues or problems directly to the COMCAM Officer, Director or Chief, whichever is first in their chain of command.

3. CCP Requirements. The CCP for United States Marine Corps Combat Camera is located within Combat Camera Management (CCM), TECOM, Quantico, VA. This section is responsible for ensuring all COMCAM products acquired, produced or developed by USMC COMCAM assets are handled and collected in accordance with the references. Additionally, the CCP for the Marine Corps will:

a. Manage an Imagery Database that Catalogs and Archives Imagery. This database may be internal, or physically located at CCM or managed through network development and management, such as the Defense Imagery Server (DIS).

b. Ensure that any historical or other imagery not managed through DIMOC or the DVI is archived on the CCM Combat Camera Imagery Management Server (CCIMS).

c. Provide monthly reports to commands, per this Order, on the accessioning of imagery. These reports will include the number of imagery units received.

d. Manage the Quality Control of Imagery Received. This includes ensuring all metadata is accurate and grammatically correct, per the DOD caption Style Guide.

e. Manage an ICR Contact List with the Names, Ranks, Emails and Duty Stations of all ICRs Throughout the Marine Corps. The CCP will conduct monthly audits of the ICR list to ensure a complete and accurate account of all ICRs.

f. Provide customer support to all ICRs.

4. ICR Requirements. All Marine Corps Combat Camera sections will assign in writing a single point of contact for the transmission and local archive management of Marine Corps imagery and products.

a. Manage the collection of imagery and products acquired, produced, and/or designed by COMCAM assets or other credible source.

(1) A credible source is defined as any Marine Corps asset or person that has acquired or produced imagery or products that meet the VI acquisition standards defined in reference (f) of this Order and can be verified as true and relevant.

(2) Additionally, COMCAM sections will archive imagery that meets the operational, informational, training, public affairs, research, legal, historical documentation, and administrative needs of their immediate command. Such imagery shall include documentation imagery that depicts facilities, equipment, weaponry, policies, actions, procedures, activities, operations, and significant events and personnel. COMCAM sections will follow all guidelines as set forth in reference (f) for the acquisition, transmission, and archiving of imagery.

b. Ensure all imagery or products have complete and accurate VIRINs, captions, shot sheets, etc. as required by this Order.

c. Manage the local archive for the COMCAM section to ensure accurate and complete accountability of Marine Corps imagery and products.

d. The ICR will conduct monthly liaison with the CCP to ensure a complete and accurate account of all imagery transmitted.

5. Local Archives All COMCAM sections will maintain a local archive in accordance with this Order.

a. The local archive will be maintained in accordance with DOD guidelines reference (f). COMCAM sections will archive COMCAM products for a minimum of three calendar years.

b. The local archive is a repository consisting of all official COMCAM products acquired or created during a calendar year.

c. All COMCAM products must be labeled within DOD guidelines and standards to include VIRIN.

d. Digital records will be maintained for tracking both released and transmitted COMCAM products.

e. Appropriate local COMCAM products will be transmitted to CCM IAW chapter 2. The disposition of local COMCAM products will follow reference (i).

6. COMCAM Officer, Director or Chief Requirements. The COMCAM officer, director or chief is ultimately responsible for the management and actions of the ICR. He/she will:

a. Ensure all ICRs adhere to the tasks and responsibilities outlined in this Order. Provide oversight of all archival activities for the COMCAM section.

b. Ensure quality control of all locally archived and transmitted COMCAM products.

c. Provide recommendations to local commanders about imagery transmission and archiving and the need to ensure all imagery acquired is managed and cataloged properly.

Chapter 6

Awards Program

1. General. This chapter will outline the various awards programs available to COMCAM Marines.
2. Purpose. To ensure COMCAM Marines are provided basic information regarding awards programs.
3. Coordinating Instructions. Combat Camera Officers, Directors and Chiefs must critique imagery acquired and artwork produced by COMCAM Marines to determine if they should be submitted for awards programs.
4. Amplifying Instructions. Getting COMCAM imagery recognized is not only an honor for the Marine, it also highlights the work and professionalism of COMCAM Marines.
5. Awards Programs.

a. Visual Information Awards Program (VIAP) The Visual Information Awards Program is designed to recognize, reward, and promote excellence among military photographers, videographers, journalists and graphic artists for their achievements in furthering the objectives of military photography, cinematography, and graphic arts as a command information and documentation media within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs and is administered by the Commandant of the Defense Information School, with cooperation from national and local professional organizations.

b. United States Marine Corps Combat Correspondents Association (USMCCCA) Awards

(1) USMCCCA Merit Awards Program. The intent of the competition is to recognize public communicators within the Marine Corps public affairs and Combat Camera communities and to select the first place winners in each category who will compete in the DOD Thomas Jefferson awards program at the Defense Information School, Fort Meade, MD. The program is open to all active-duty Marines, reserve Marines on active duty, reserve Marines attending regular drills, members of mobilization training units for public affairs, Combat Camera personnel and DOD civilians. All entrants must be officially engaged in the

production of materials published/released for public distribution by the Marine Corps. Non military in support of Combat Camera may be eligible if they have published content on behalf of the Marine Corps (such as stringers).

(2) Distinguished Performance Awards. The USMCCCA shall render Distinguished Performance Awards in the categories of Combat Art and Illustration at the annual USMCCCA awards banquet. First and Second Place Awards and an Honorable Mention in both categories shall be recognized. Traditionally, award recipients travel to the conference on command-funded orders to personally accept their plaque (first place) or certificate (second place and honorable mention).

c. Thomas Jefferson Awards Program. The Thomas Jefferson Awards Program recognizes military and civilian employee print and broadcast journalists for outstanding achievement in furthering the objectives of the Department of Defense Internal Information Program. It operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs. The program is named after Thomas Jefferson, the nation's third president and author of the Declaration of Independence. Jefferson appreciated the importance of news and the free flow of information to the proper functioning of government and society.

d. Corporal William T. Perkins Award. This prestigious annual award pays tribute to heroic actions of Corporal William T. Perkins who was posthumously awarded the Medal of Honor, for heroic actions while serving as a Combat Cameraman in the Republic of Vietnam, 12 October 1967. Award recognition will be given to one active duty Combat Camera Marine, MOS 4612/4641/4671 for exceptional performance and extraordinary displays of courage or leadership. Nominees must have distinguished themselves during the last calendar year.

6. Leatherneck Magazine. To ensure Combat Camera imagery and/or artwork is submitted in the right format and conforms to the criteria that Leatherneck requires. Getting COMCAM imagery published is not only an honor for the Marine, it also highlights the work and professionalism of COMCAM Marines. The following information provides general guidelines for submitting imagery to Leatherneck for use on covers and other pictorial displays.

a. Critiquing Instructions. Combat Camera Officers, Directors or Chiefs must critique imagery acquired, and artwork produced, by COMCAM Marines to determine if they should be submitted for publication in *Leatherneck*.

b. Leatherneck criteria. *Leatherneck* regularly uses Marine Corps images on its front, inside and back covers of its monthly magazine. Specific criteria is outlined below that must be met in order for an image or artwork to be considered for publication.

(1) The action should be going straight ahead or to the viewer's right - leading the reader to turn the page and enter the magazine.

(2) Not too busy - one or two Marines for example.

c. Spatial Printing Dot Density.

(1) Digital imagery will be 300 dpi at 8x10 inches.

(2) Digital images on a CD or email attachment are preferred. However, slides, prints, paintings, illustrations will be accepted in hard copy and can be scanned by *Leatherneck*.

d. Imagery orientation. All imagery or art work will be vertically oriented or in portrait format. Frequently *Leatherneck* looks for full page images, sometimes a two-page spread, to open the "We-the Marines" and "War on Terror" magazine departments inside.

e. Layout Orientation. If selected for a cover, the imagery must be able to have print added to it without taking way from the image. When considering imagery to submit to *Leatherneck* ensure the following:

(1) Room at the top for the magazine nameplate-*Leatherneck* or *Gazette's* title.

(2) Room at the bottom left for the UPC code...the small box with the barcode for scanning.

f. Imagery Alteration. "Photo illustrations" are acceptable. If an image has been altered, ensure it is identified in the caption information as "photo illustration."

g. Captions. Full AP style captions will be included in the metadata and as a word document accompanying the imagery. All persons in the image will be identified by full name and unit. Any equipment will have full name, not just acronyms. Additionally, the full name of the photographer or artist will be included.

h. Specific Images That Will Not Be Accepted. Leatherneck will not publish any image that projects Marines (photographers) in unsafe situations. Imagery that gives the perception that the photographer was in front of a weapon with it pointed at them will not be published. Another type of imagery that will not be published is imagery that portrays Marines conducting unsafe or bad safety practices such as an image of a Marine with his muzzle in the dirt.

i. Equipment imagery. Leatherneck also looks for equipment photographs and illustrations: tanks, amtracks or any type of vehicles in action.

j. Specific imagery requirements. Specific content for Leatherneck covers are required throughout the year:

(1) April and Sept - New gear; Marines using new gear or static displays of new high speed equipment.

(2) May - Aviation; any aviation in action.

(3) Nov - Imagery that says Marine Corps heritage/history/ legacy.

(4) Dec - Christmas, giving, Toys for Tots, deployed Marine coming home or reminiscing; chaplains in action.

k. Awards and Recognition:

(1) The Master Sergeant Tom Bartlett Award. All active duty personnel who get an image on the cover are automatically entered in our best cover of the year competition.

(2) Best photo used inside must be by a sergeant or below.

l. Shipping address. The unit shipping address for direct mail to the COMCAM section will be included in any submission.

m. Leatherneck website. For the *Leatherneck* website, they will take any photo slideshows of Marines in action in the field. Six to ten photos by email attachment from anywhere--Cobra Gold, Afghanistan, 29 Palms, etc.

n. Public Release. All imagery and artwork will be reviewed and given authorization for public release before forwarding to *Leatherneck* magazine.

7. Point of contact. Contact the 4600 Occupational Field Specialist at Combat Camera Management for additional details.

Chapter 7

Video Production Requirements

1. Definition. VI Production. In accordance with DoD 5040.7, a VI production is a planned or scripted motion media product that results in a complete cohesive presentation that conveys a message to a specific audience. VI productions should not be confused with PA broadcasting. The majority of VI productions are internal information, documentaries and training aids. There are specific limitations and guidance on the content and contracting of all VI productions. Special consideration must be given to legal clearances and the copyright process. Policy on post-production procedures, control, replication, use, and public exhibition of VI productions must be followed.

2. Purpose. The chapter outlines the requirements that must be followed when developing a VI production. Local COMCAM assets and personnel should be used to the fullest extent to support VI productions. There are occasions when Marine Corps Combat Camera cannot meet the full, legitimate customer requirements to produce a VI production. On these occasions, the services for the production will be contracted to a commercial production provider using the Defense Media Activity (DMA). Commercial contracting for VI productions must be authorized through Combat Camera Management's VI Production Manager (VIPM).

3. Coordinating Instructions. All commands will comply with the direction provided in reference (m) and this Order.

a. VI Productions. The VIPM assigns Production Identification Numbers (PINs) and Production Authorization Numbers (PANs) to approved VI productions. The VIPM will assign a DOD-standard identifying number once authorized and prior to starting production. Each VI production shall be identified by either a Production Identification Number (PIN) for Defense inventory productions or a Production Authorization Number (PAN) for local use only productions.

(1) A Production Identification Number (PIN) is a six digit number assigned by the VIPM (for example, 700301) for identification, tracking and controlling inventory. A Production Identification Number (PIN) is required for Marine Corps productions. For local use only productions that are produced and distributed at the local command level, there is no Production Identification Number. However, a Production

Authorization Number (PAN) will be issued. A Marine Corps PAN will not be assigned to productions made by a Marine Corps asset for another DOD component when acting as the executive agent. These productions will be identified using PINs obtained by the requesting DOD component headquarters.

(2) A Production Authorization Number. A PAN consists of the Defense Visual Information Activity Number (DVIAN) of the assigned VI production activity, the last two digits of the fiscal year in which the production was approved and a sequential number beginning with 0001 at the start of each fiscal year. Each set of characters will be separated by a hyphen.

b. Local-Use-Only. Marine Corps VI productions intended for local use only without exhibition or distribution (performance, physical media or internet) beyond the local installation or activity shall be identified using a PAN.

(1) COMCAM sections provided a PAN for a local production will maintain a production log.

(2) Local use only production folders shall include music licenses, talent releases and imagery releases if applicable. These documents shall be maintained at the producing COMCAM activity for the life-cycle of the local use only production in accordance with reference (m).

(3) Local use only productions shall be life cycle managed by the producing COMCAM activity in accordance with reference (m) of this Order.

(4) A digital master copy of the local use only production will be provided within 15 days of completion to the Defense Imagery Management Operations Center (DIMOC) Customer Service and Order Fulfillment Point, Bldg. 3, Room 101, 11 Hap Arnold Blvd. Tobyhanna Army Depot, Tobyhanna, PA 18466-5102.

c. Other than Local Productions. These productions include VI Productions produced for DOD-wide distribution, application or interest, and are requested by the Office of Primary Responsibility (OPR) and subsequently reviewed by the VIPM. The VIPM must validate the production by issuing a PIN, and may assist in assigning the production to an authorized VI activity. An entry of the DD Form 1995 is required in accordance with reference (m).

4. Tasks

a. VI Program Manager (VIPM), CCM. The VI Program Manager is the VI production authority for the Marine Corps. The VIPM will:

(1) Review VI and AV production requests for duplication of existing productions, to ensure that the VI production is the appropriate medium to convey the message, and that the production will be made available to the widest possible audience.

(2) Complete the Section II of the DD Form 1995.

(3) Approve the production request using DD Form 1995. The VIPM shall ensure that all steps have been taken to ensure that the requirement is adequately defined; essential, properly validated, and that all other prerequisites have been met prior to authorizing the start of production. Production requests shall be submitted for validation to the subject area proponent if requested by an OPR other than the proponent.

(4) Calculate and enter the projected cost of the production in accordance with reference (m).

(5) Assign a PIN or PAN as determined.

(6) Complete current review report and forward to the DIMOC, Tobyhanna.

(7) Manage all DD form 1995s submitted.

(8) Maintain a list and have on hand all completed Marine Corps PIN and PAN productions.

(9) Work closely with Defense Media Activity (DMA) in determining production requirements and be the liaison between DMA and the Office of Primary Responsibility (OPR).

(10) Forward a digital master of the completed production and the completed production folder including legal review and public release clearance within five (5) calendar days of receipt of productions from COMCAM production activities for final approval to the DIMOC Customer Service and Order

Fulfillment Point, Bldg. 3, Room 101, 11 Hap Arnold Blvd.
Tobyhanna Army Depot, Tobyhanna, PA 18466-5102.

b. The Office of Primary Responsibility (OPR) is the office that initiates an AV/VI production. The OPR will:

(1) Conduct a search of the DAVIS and Defense Instructional Technology Information System (DITIS) databases, whether a production satisfying the OPR's communication requirement already exists prior to requesting creation or acquisition of a new Defense VI Production. The DAVIS/DITIS search tool is available online at www.defenseimagery.mil, Media research tab.

(2) If there is no existing production satisfying the communication requirement, the OPR will follow the procedures outlined in reference (m). Contact the local COMCAM activity for support and guidance in completing the section I of DD form 1995 and other initiating requirements. Additionally the OPR will provide a technical advisor to the local COMCAM office acting as the producing activity.

c. Supporting/Producing COMCAM Activity Procedures. The supporting and or producing COMCAM activity or VI contracting activity will:

(1) Assign a project officer to take appropriate action to include activation, scripting, production and documentation of the assigned DOD production.

(2) Initiate and Maintain the Production Folder. The folder shall be maintained through each step of the pre-production, production, and post-production process to ensure that the required documents are available for legal and public release review without delay.

(3) Complete the Section III of the DD Form 1995.

(4) Enter the final costs of the production in accordance with paragraph 6 of this chapter.

(5) Provide a copy of the completed production and production folder to the OPR for legal review and public release clearance.

(6) Annotate any limitations placed on productions by the legal review and the public clearance determination in Section III of the DD Form 1995.

(7) If notified by the OPR that the production is no longer needed, cancel the production by entering the cancellation date in the online DD Form 1995. The electronic form will notify the Component VI manager and no further action is necessary.

(8) In conjunction with the OPR, revalidate or cancel a production requirement when production is not completed within one year of the initial production request or within one year of the last revalidation.

(9) Forward a digital master of the completed production and the completed production folder including legal review and public release clearance within 15 calendar days of the productions to the Marine Corps VIPM.

5. VI Production Procedures. (Needs and Assessments) The benefits of a VI production must justify its costs. A VI production may be authorized only when it has been determined that the production is the most effective means of communicating to the intended audience and an existing VI production does not meet the requirements. All relevant factors must be considered, including, but not limited to: communication objective; target audience; production costs; life span of the production; frequency of use; method, level and cost of distribution; and compatibility with other existing programs. To determine the feasibility of a VI production, follow these steps:

a. Initiate a VI Production. If it is determined the production is appropriate, the OPR will complete section I of DD 1995. All Marine Corps productions must be accessible to people with disabilities, therefore, the OPR must determine whether or not the production must be accessible, and if not, which specific exception(s) applies. The COMCAM production activity or contracted VI production agency will work with the OPR to prepare a distribution plan, to include the total number of copies required, the distribution format(s), and the proposed distribution of each copy.

b. VI Production Approval and Validation

(1) VIPM Review and Validation. After the OPR completes section I of DD 1995, it is submitted to the VIPM for review, validation and determination of production category ("local-use-only productions" or "other than local productions"). Section II is completed by the VIPM and section III by the assigned VI production or contracting activity.

(2) Commercial Productions. Commercial productions that support local, Marine Corps-wide requirements may be purchased by the OPR without VIPM validation. A Defense Imagery search, however, is required to ensure that completed Marine Corps or other DOD VI productions that may satisfy the requirements do not already exist. The DD 1995 is not required.

c. VI Production and assignment/acquisition/ revalidation. All VI productions shall be revalidated by the VIPM when:

(1) An approved production is not completed within 1 year of script approval; or

(2) When direct production costs exceed the original production estimated dollar threshold by 10 percent.

6. Limitations on VI Productions

a. Local productions will have the title and classification of the production; in addition, other than local productions must be identified with a PAN.

b. Any security classification or other restrictions must be annotated and be explicit.

c. Productions shall not contain material which:

(1) Is unfavorable or undignified in the portrayal of Marine Corps personnel unless essential to the purpose of the production.

(2) Implies endorsement of commercial products or services by introduction of trademarks, labels, distinctive packaging, or references to trade or brand names.

(3) Promotes an individual, activity or organization, or provides forums for opinions on broad subjects without reference to specific programs.

(4) Is inaccurate or incompatible with Marine Corps or DOD policies or doctrine.

(5) Discriminates or appears to discriminate against individuals on the basis of gender, race, creed, nationality, age, or religion.

d. Marine Corps activities shall not produce or support VI productions used to influence pending legislation or to promote the status of various industries.

e. All Marine Corps employees are prohibited from playing dramatic roles, narrating or acting in VI productions except when:

(1) They are performing their jobs or reenacting tasks related to their jobs.

(2) Successful completion of the production depends on the availability of specialized skills or technical knowledge not readily available from professional acting or narration sources or which cannot be conveyed in a prepared script.

f. Marine Corps personnel shall not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

g. Actors who appear as Marine Corps personnel in VI productions must conform to U.S. Marine Corps Uniform Regulations and military grooming standards.

7. Required DOD Standard Initial Screens. In accordance with reference (m), all Marine Corps COMCAM productions will conform to the five DOD-standard initial screens requirement.

8. Legal Release

a. The activity that is responsible for production or contracting must obtain all legal releases associated with the production, and if applicable, any additional rights granting public clearance, including public access to Internet Web sites.

b. The Marine Corps must not violate laws that protect an individual's privacy and property. The standard Defense Department release forms will be used as applicable per enclosure (5) of reference (m).

c. All productions produced for the DOD will follow direction provided in reference (m).

9. Post Production Procedures for Productions. All post production procedures will conform to direction provided in reference (m).

10. Production Cost. Projected and final production costs procedures will conform to direction provided in reference (m).

11. Releases, Permits and Copyright Licenses. The Marine Corps must avoid liability under laws that protect personnel and their property from invasion of privacy, trespassing, and violation of property rights. CCM and the VIPM must ensure that the assigned production activity obtains appropriate filming permits and signed releases from the persons indicated in reference (m).

12. Clearance for Public Exhibition, Sale or Distribution. The OPR shall seek clearance for public exhibition, sale, or distribution clearance immediately upon a production's completion. Clearance shall be sought in accordance with reference (m).

a. Only VI production activities are authorized to replicate VI productions within the guidelines of this Order and in accordance with copyright laws. Altering, editing or replicating any portion of a DoD VI production is prohibited without the express, written permission of the VIPM.

b. A distribution plan will be prepared for all "other than local productions" by the OPR subsequent to the acceptance and completion of the production, and forwarded directly to the DIMOC. The plan shall include:

(1) The total number of copies required, distribution format(s), and the proposed disposition of each copy. All copies must be labeled to indicate whether the production has been cleared for public exhibition.

(2) Copies, of "other than local productions," will be distributed by the DIMOC, which will enter the distribution data in DVI (section IV of DD 1995). Exceptions to DIMOC distribution may be authorized by the VIPM on a case-by-case basis. In addition, the DIMOC serves as the Marine Corps's inventory control point (ICP) and accounts for all copies of

"other than local productions" that have been distributed as well as those in stock.

c. "Local-use-only productions" are distributed directly to the local command or customer activity.

13. VI Production File Requirements. Completed Marine Corps productions shall be submitted to the DIMOC, through the Marine Corps VIPM. This production folder shall be maintained as an official record with the production master during the life cycle of the production until transfer to NARA or other disposition consistent with reference (m). All records and enclosures directed by reference (m) will be contained in the production folder.

Chapter 8

Organizational Tasking Requirements

1. General. Combat Camera assets and personnel are organic to almost every command in the Marine Corps. At times COMCAM sections of two or more different commands will need to conduct cross-organizational coordination (i.e. operational support, imagery acquisition, etc) in support of specific missions and requirements. There is a formal process that must be adhered to in order to ensure an official record of support and tasking between commands.

2. Purpose. This chapter will outline the procedures needed to conduct organizational tasking for any type of cross-organizational coordination and support. Official message traffic in the form of a "Feasibility of Support" (FOS) and tasking messages are the only methods that will be used to officially request support or requirements from one command or organization to another.

3. Coordinating Instructions. All commands will comply with the direction provided in this Order. Understanding competency is a major factor in understanding proper tasking and command relations. At a minimum, all COMCAM OICs, directors and chiefs will familiarize themselves with reference (n).

4. Marine Corps Component Commands. Per reference (n), the Marine Corps component commander is responsible for accomplishing the assigned mission, providing forces, and accomplishing operational-level administrative and logistic tasks to assigned or attached Marine Corps forces. To understand tasking you must understand Marine Corps component command structure and command relations. There are currently nine combatant command-level Marine Corps components (reference (n)). There is also United States Marine Corps Forces Korea, which serves as the Marine Corps component for United States Forces Korea and Marine Corps Bases Japan, which serves as the Marine Corps component for United States Forces Japan.

5. Command Relations and Component Support Functions. It is very important to understand command relations and how they affect specific support functions when cross-organizational coordination for support is developed. Reference (n) details the Marine Corps Command Relations and Component Support

Functions as it pertains to the Combatant Marine Corps Component Command, Joint commands, and subordinate Marine Corps Commands.

a. There are seven levels of Command relations, however; at the organizational level for COMCAM "Coordinating authority" and "Direct liaison" are generally the only Command relations that are authorized.

b. Per reference (n), coordinating authority (establishing a consulting relationship not a command authority) can be given to an individual to coordinate specific functions and activities involving forces of two or more Military Departments, two or more joint force components, or two or more forces of the same service. The individual has the authority to require consultation between the agencies involved, but does not have the authority to compel agreement. The establishing directive names the common task to be coordinated but does not change normal organizational relationships in other matters. The missions and capabilities of the commands determine the scope of the coordinating authority. Coordinating authority applies more to planning than to operations. Individuals at or below the level of combatant command can exercise coordinating authority.

c. Direct liaison authority (DIRLAUTH) (a coordinating activity) is that authority granted by a commander (at any level) to a subordinate to directly consult or coordinate an action with a command or agency within or outside of the granting command. Direct liaison authorized is more applicable to planning than operations and always carries with it the requirement of keeping the commander that is granting the authority informed. Direct liaison authorized is a coordination relationship, not an authority through which command may be exercised.

6. Cross-Organizational Coordination. As required; when VI support or COMCAM assets are required from one organizational command to another a Feasibility of Support (FOS) will be developed and officially staffed and published through the Automated Message Handling System (A.M.H.S). See figure 8-1 for graphical view of requirement to FOS to task example.

a. The FOS will be from the commander of the requesting activity.

b. The FOS will be addressed to the COMMARFOR of a MAGTF requested activity or the higher command of a corresponding support establishment (SE) or training command.

c. Once received by the COMMARFOR or higher command, they will forward a FOS to the appropriate major subordinate command(s) (MSC).

d. The MSC will respond to the COMMARFOR or higher command as supportable or non-supportable.

e. The higher command shall develop a tasking message to the appropriate MCSs or lower command (SE) with the specific requirements or support required. The tasking message will provide DIRLAUTH to the MSC or lower command to coordinate with the requesting COMCAM activity for support and or assets and services to satisfy the requirement or mission.

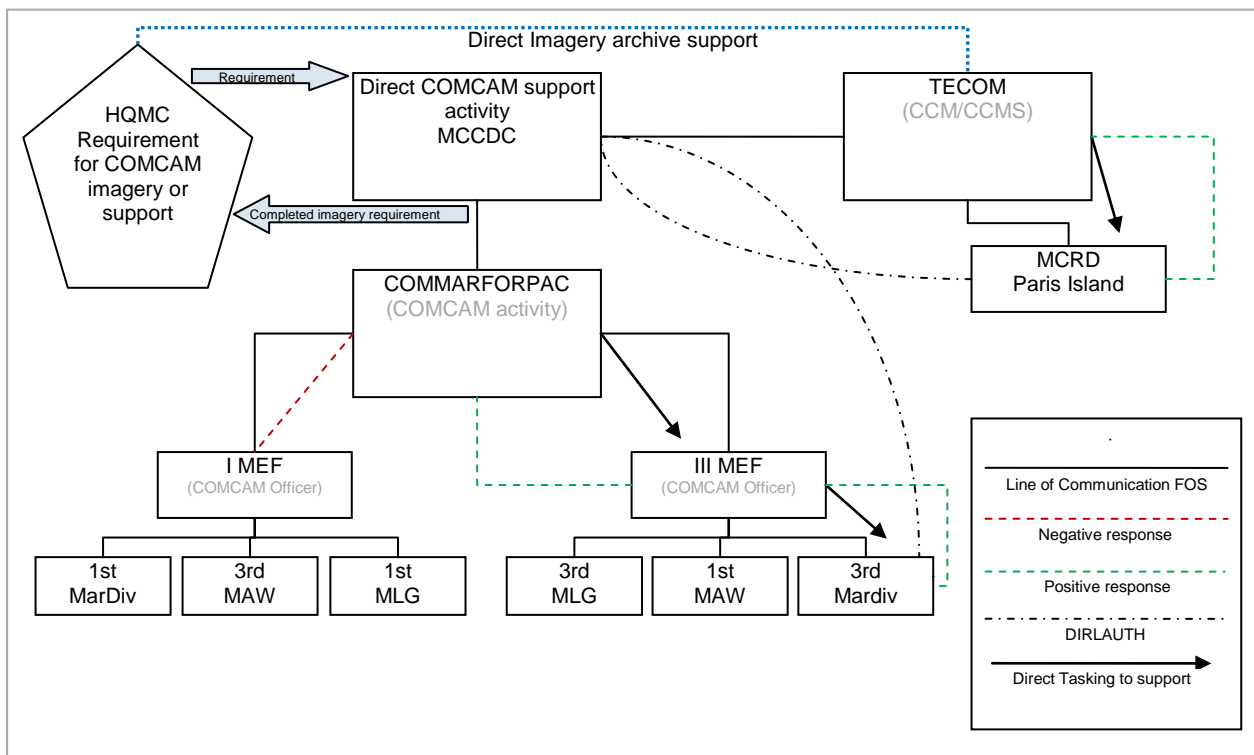


Figure 8-1.--Graphical View of Requirement to FOS to Task

Definitions

Acquisition: The gathering of images and sound via digital still and motion media methods.

Administrative Combat Camera Services: Administrative services and support by Combat Camera sections that include promotion photographs, command board photographs, official passport photographs, etc.

Cinematography: The art or science of motion-picture photography.

Civilian Director: A Marine Corps Civilian Employee that leads and manages a Combat Camera section or activity.

Close-up (shot): A shot taken from a close distance in which the scale of the object is magnified, appears relatively large and fills the entire frame to focus attention and emphasize its importance; i.e., a person's head from the shoulders or neck up is a commonly-filmed close-up.

Closing (shot): An image, group of images or sequence of shots that establishes the ending or closing of an action or activity.

Combat Camera: A Marine Corps multi-media communication discipline dedicated to providing commands with digital still imagery, motion media, graphics design and printed products.

Combat Camera Chief: (GySgt-MGySgt) A Marine Corps Staff Non-Commissioned Officer that holds the Military Occupational Specialty of 4691.

Combat Camera Officer: (WO-LtCol) A Marine Corps Warrant Officer or Limited Duty Officer that holds the Military Occupational Specialty of 4602.

Combat Camera Products: Products produced by Combat Camera include digital still imagery, motion media, graphic layout, technical illustrations, duplication, reproduction and presentations, etc.

Component Coordination Point (CCP): The CCP mission is to coordinate and facilitate the flow of current tactical, operational and strategic still and motion imagery to the DIMOC and provide non-current VI records with historical or long term value to the DIMOC for accessioning into the DOD VI records

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center or the National Archives and Records Administration (NARA).

Director: Position that holds the same responsibilities of the Combat Camera officer within a Supporting Establishment (SE) or training command.

Document: An original or official paper relied on as the basis, proof or support or serves as evidence of proof such as a photograph, video or recording.

Final selects: Imagery that has been reviewed, and quality control checked to ensure the best image possible; removing duplicate imagery, poor quality (focus, composition, etc). This imagery is the best selected imagery to support mission requirements.

High Capacity Printing: Equipment that prints more than 80 color copies per minute or 120 black and white copies per minute.

Historic Documentation: The act of acquiring or developing a document such as a photograph, video, paper document, or recording that serves as evidence of proof conformity to historical or objective facts.

Historic Events: Events with significant impact on the history and legacy of the Marine Corps or other governmental agencies.

Imagery: A visual representation of a person, place or thing, recorded and stored in any format on a physical medium.

Image Accessioning: The act and procedure by which records are taken into the physical custody of a records center, archival agency, or other records repository.

Imagery Archive: The temporary and/or permanent storage of Combat Camera products at the Marine Corps, DOD, and National Archives levels.

Imagery Coordination Representative (ICR): The local Combat Camera section's single point of contact for the archival and dissemination for imagery for the parent command. The ICR is the local COMCAM sections direct representative to the Marine Corps CCP.

Definitions

Imagery Dissemination: The distribution of Combat Camera imagery and products to as wide a customer base as possible.

Imagery Transmission: The movement and delivery of imagery or imagery products by any electronic means.

Interaction (shot): A shot that refers to two or more individuals participating in a specific action, i.e. the post and relief of colors at a change of command or other countries training with U.S. Armed Forces.

Joint Photographic Experts Group (JPEG): An ISO/ITU standard for compressing still images. JPEGs are saved on a sliding resolution scale based on the quality desired. For example, an image can be saved in high quality for photo printing, in medium quality for the web and in low quality for attaching to e-mails, the latter providing the smallest file size for fastest transmission over dial-up connections.

Marine Corps Combat Camera Management Support (CCMS): Designated as the U.S. Marine Corps Component Coordination Point.

MOS-Producing School: A formalized curriculum of instruction that upon completion graduates a student with a Military Occupational Specialty (MOS).

Motion-Picture: A representation (as of a story) by means of motion pictures.

Multi-Media: The use of, involving or encompassing several media.

Multi-media Products: The use of more than one form of media to produce a product. For example, photographs and graphics designs used in the production of a video production along with motion media that support a specific requirement, theme or message.

Medium (shot): A conventional camera angle shot from a medium distance; usually refers to a human figure from the waist (or knees) up.

Official DOD Imagery: Imagery, regardless of the medium, in which they were acquired, stored, or displayed, that are

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recorded or produced by persons acting for or on behalf of DoD activities, functions or missions.

Organic Combat Camera Section: Section that is organic to a command that supports the command's mission.

Overall/Establishing (shot): An establishing image, normally wide angle for still photography or a pan for motion photography that provides a defined understanding of what the subject(s) are establishes an action.

Printing Management Officer: Designated Combat Camera Officer (MOS 4602) or Civilian Director who oversees all high capacity printing matters, equipment and related contracting.

RAW Data Image: A file that contains data that have not been compressed, encrypted or processed in any manner. It often refers to digital camera files, but can refer to any type of data file. Many digital cameras offer a proprietary RAW format as an output option, which contains all the pixel information captured by the camera's sensors. A RAW file is not compressed or processed in any way to conform to standard file formats such as JPEG.

Releasing Authority: Designated Combat Camera personnel that will review and clear imagery for use by any internal DOD agencies.

Sequence (shot): A series of related shots that constitute a complete unit of action

Tenant Commands: Tenant Commands are those commands that reside aboard a Marine Corps base or station.

Time Sensitive Imagery: Imagery that, due to operational need or higher headquarters requirements, must be processed and moved to a specific location within a specified time period. This type of imagery has a short "life span" as critical information and unless transmitted and received rapidly will lose its usefulness.

Visual Information Record Identification Number (VIRIN) Still Photograph (and illustrations): VIRINs identify every image acquired by military photographers by using four pieces of

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information: (example: 060515-M-AB123-001). The components of the VIRIN are:

- 060515 - Date the image was shot (in YYYYMMDD format)
- M - Photographer's branch of service (Use A-Army, F-Air Force, M-Marine Corps, N-Navy, G-Coast Guard)
- VID - Vision ID database generated 2 letter, 3 number ID associating image creator with image
- 001 - Sequence number for that day (Sequence numbers restart at 001 each day, not each shoot)

Visual Information Record Identification Number (VIRIN) motion media: VIRINs uniquely identify every piece of video acquired by military videographers. Motion media VIRINs use the same information as still photographic VIRINs with the following changes:

- 001 - Sequence number for that day (Sequence numbers restart at 001 each day, not each shoot)
- 001 - A subsequence number (Used only if a sequence needs to be split into smaller pieces for transmission)

The VIRIN of the video sequence should be used as the filename of the electronic version(s) of the sequence and as the filename of the corresponding run-sheet. Naming each file with the VIRIN ensures run-sheets and sequences are properly kept together when received.