

# NAVY ENTERTAINMENT MOVIE PROGRAM ASHORE

## MANAGEMENT GUIDE

NAVY MOTION PICTURE SERVICE  
JANUARY 2000

### 1. INTRODUCTION

1-1. Purpose. This guide gives operating procedures for the Navy Entertainment Movie Program Ashore, the cognizant program manager for which is Navy Motion Picture Service (NMPS).

1-2. Navy Motion Picture Service. NMPS is part of the Bureau of Naval Personnel's Morale, Welfare and Recreation Division (PERS-65), and is the designated cognizant authority for the operation of the worldwide Navy Entertainment Movie Program (NAVEMPROG). NMPS has been serving the fleet since 1920 and now supplies motion picture entertainment on film and videocassettes to over 800 afloat and shore commands in over 70 countries. Total number of viewings of movies exceed 100 million yearly.

1-3. Navy Entertainment Movie Program Ashore: This program is an important part of the Navy's morale support effort, and has been designated "mission essential" by Congress. As the local program manager, the videotape custodian is responsible for the smooth, successful operation of this high profile, very popular entertainment program. You are an integral part of the effort to maintain and improve the morale of our sailors around the world.

1-4. The operative Navy instruction governing this program is BUPERSINST 1710.15 dated 31 January 1995. You should be familiar with its contents and requirements and maintain a copy in your SITE section as well as in your command's MWR or administrative files; copies of the instruction may be obtained from NMPS.

### 2. CONTRACTUAL AND COPYRIGHT REGULATIONS

2-1. All movies distributed by NMPS are protected under U.S. Copyright Law and SECNAVINST 5870.4, and must not be duplicated, edited, or loaned out for private use. Showing NMPS tapes privately in quarters is "private use" of NMPS programming and is not authorized. Conversely, retail outlets' contracts with the movie distributors grant them the license to sell/rent tapes for private use only; their tapes are restricted to in-quarters use only and must not be shown publicly; SITE-CCTV broadcast of privately-procured movies in any format is prohibited.

2-2. Neither the U.S. Government nor the Department of the Navy owns any programming distributed by NMPS. The movies are leased from their respective copyright owners, usually movie studios. These licensing agreements are formal contracts, which give the Navy certain narrowly defined rights to distribute and exhibit such programming in carefully specified locations and to specific groups of individuals for public exhibition only.

2-2. NMPS is the sole authorized source for entertainment movies shown at Navy, Marine, Coast Guard, Military Sealift Command and National Oceanic Atmospheric Administration locations ashore.

2-3. No tapes other than those provided by NMPS, Armed Forces Radio & Television Service (AFRTS), Navy Broadcasting Service or Naval Media Centers will be shown at shore locations.

2-4. All ship's personnel are authorized to watch NMPS movies.

2-5. Violations of federal copyright regulations and/or contracts between the Navy and the movie studios may jeopardize the entire worldwide NAVEMPROG and result in civil, criminal, and/or UCMJ penalties.

### **3. ESTABLISHING AND DIS-ESTABLISHING MOVIE SERVICE**

3-1. Establishing service. A written request to establish or reestablish motion picture service must be submitted, through command channels, to NMPS 60 days in advance of the desired starting date and include the following information:

- Site name
- Mailing address, and shipping address if different.
- UIC number.
- Point of contact.
- Commercial and DSN phone and fax numbers.
- E-mail & PLAD (plain language address) for electronic messages.

3-2. Discontinuing service. Process requests to temporarily or permanently discontinue service through command channels and NMPS at least 60 days in advance of the closure date.

3-3. NMPS supplies only entertainment movies; it does not supply or repair videocassette playback equipment. Navy ships should contact their local Navy Broadcasting Service detachment or FSD for assistance with hardware-related issues.

### **4. MOVIE DISTRIBUTION**

4-1. NMPS provides movies only on 8mm NTSC Broadcast Standard videocassettes. The products of all film companies are available to NMPS and the best of these are used. Tapes are shipped monthly as they become available. Negotiation and procurement of entertainment motion pictures is one of the functions of NMPS, and NMPS is the sole authorized source for such programs shown. Only NMPS personnel are authorized contact with the movie distribution companies. Do not contact the studios, contact NMPS for questions.

4-2. NMPS gains access to 8mm cassettes about 1-2 months before

the tapes are available to the general public through retail outlets, although this can vary earlier or later, depending on the movie studio's marketing and release strategies for each movie.

4-3. Tapes are shipped near the end of each month to each site and can be held and used for the duration of their 3-4 year lease periods. Tapes must be returned to NMPS by the expiration date printed on each tape's spine label. If you discover that tapes are lost or missing, notify NMPS and your chain of command immediately.

4-4. As soon as you receive a movie shipment, verify that every tape listed on the enclosed packing slip is actually in the box. Notify NMPS immediately by phone or fax about any damaged or missing tapes. Fax or mail in the NMPS invoice found in the box.

## **5. NMPS MOVIE SELECTION CRITERIA**

5-1. NMPS screens all movies prior to procurement. All films rated by the Classification and Rating Administration (CARA) of the Motion Picture Association of America (MPAA) as G, PG, PG-13, R or NC-17 are eligible for consideration for release by NMPS. For further information about these ratings, please see the next section in this guide.

5-2. Movies are chosen for distribution based on their overall entertainment value to our primary audience, the young adult men and women of the fleet who come from virtually all socio-economic backgrounds. Movie watching is a voluntary decision, one our sailors are quite capable of reaching for themselves.

5-3. NMPS does not censor any movie. All movies are procured in the original uncut and complete theatrical, vice edited-for-television or airline, version.

5-4. NMPS provides complete information about each movie in the form of synopses and CARA ratings descriptions, and strongly encourages adherence to the CARA ratings system and local review of each movie for suitability.

5-5. Commands may choose not to show a specific movie, but may not delete or edit any part of a movie chosen for exhibition. If a movie is deemed to be potentially controversial, NMPS recommends having the commanding officer preview the tape before broadcast.

## 6. THE MPAA AUDIENCE SUITABILITY MOVIE RATINGS SYSTEM

6-1. The movie ratings system is a voluntary system that was established on 1 November 1968 and is sponsored by the Motion Picture Association of America (MPAA) and the National Association of Theater Owners to provide parents with advance information on films, enabling the parent to make judgments on movies they want or don't want their children to see. The ratings do not indicate if a movie is "good" or "bad." The system is not intended to approve, disapprove or censor any film; it merely assigns a rating for guidance -- leaving the decision-making responsibilities to the parents.

6-2. In fact, it is parents who give the movies their ratings. They are part of a specially designed committee called the film rating board of the Classification and Rating Administration. As a group they view each film and, after a group discussion, vote on its rating, making an educated estimate as to which rating most American parents will consider the most appropriate.

6-3. The current MPAA movie ratings are as follows:

a. **G: All Ages Permitted.** Signifies that the film rated contains nothing most parents will consider offensive for even their youngest children to see or hear. Nudity, sex scenes, and scenes of drug use are absent; violence is minimal; snippets of dialogue may go beyond polite conversation but do not go beyond common every-day expressions.

b. **PG: Parental Guidance Suggested. Some Material May Not Be Suitable For Children.** Signifies that the film may contain some material parents might not like their young children exposed to material that will clearly need to be examined or inquired about before children are allowed to attend the film. Explicit sex and drug use scenes are absent; nudity, if present, is seen only briefly; horror and violence do not exceed moderate levels.

c. **PG-13: Parents Strongly Cautioned; Some Material May Be Inappropriate For Children Under 13.** Signifies that the film rated may be inappropriate for pre-teens. Parents should be especially careful about letting their younger children attend. Rough or persistent violence is absent; sexually oriented nudity is generally absent; some scenes of drug use may be seen; some use of one of the harsher sexually derived words may be heard.

d. **R: Under 17 Requires Accompanying Parent or Adult Guardian (Age Varies In Some Jurisdictions).** Signifies that the rating board has concluded that the film rated may contain some adult material. Parents are urged to learn more about the film before taking their children to see it. An R may be assigned due to,

among other things, a film's use of language, theme, violence, sensuality, or its portrayal of drug use.

e. **NC-17: No One Under 17 Admitted (Age Varies In Some Jurisdictions)**. Signifies that the rating board believes that most American parents would feel that the film rated is patently adult and that children under age 17 should not be admitted. The film may contain explicit sex scenes, an accumulation of sexually oriented language, and/or scenes of excessive violence. The NC-17 designation does *not*, however, signify that the rated film is obscene or pornographic in terms of sex, language or violence. The NC-17 rating is not exactly the same as an X rating; NC-17 *is* the new name for the old X rating -- but unlike the X, NC-17 is a registered trademark and cannot be self-applied.

## 7. PROGRAMMING

7-1. NMPS procures most of the new major motion pictures that are released in the U.S., and augments these with additional titles and older classics that have been requested frequently by the fleet. To request that a particular movie be considered for lease by NMPS contact us via fax, letter or e-mail. Input about this program from our customers is always welcome.

7-2. When programming a CCTV (closed circuit cable TV) outlet, consider the time of day and anticipated viewing audience when deciding on appropriate movies to play. Schedule repeat viewings of movies during different times of the day and days of the week so that personnel on all watches can get the chance to see a movie if they desire. When deploying, try to avoid showing all the new movies as soon as they arrive, or you'll quickly run out of new programming; instead, pace your schedule to intersperse the new tapes with older ones throughout the month so each week you'll have some new movies to play.

7-3. Schedule big new movies at prime viewing times, and round out the schedule with lesser movies of various themes and genres for optimum program diversity and appeal.

7-4. NMPS supplies only entertainment motion pictures, Movies you could see at your local theater. Sports, news and television programs are supplied by AFRTS. Training programs come from Commander, Navy Education and Training (CNET) Centers (NETCs).

7-5. Onboard Inventories. Conduct an onboard inventory whenever a change of program custody occurs; NMPS does not have to be notified of this. However, you can request an inventory list at any time. Simply call/fax or e-mail NMPS and we will provide one.

7-6. Official semi-annual inventories are sent to all ships by NMPS every six months. When you receive yours, compare it to the actual inventory onboard. Complete and return the response form on the second page to NMPS. Responding to semi-annual inventories is a program requirement. Failure to do so could result in program termination. A sample form is included with this guide.

## **8. TAPE HANDLING**

8-1. Each NMPS tape bears a spine label with the movie title, bar code, serial number, lease expiration date and MPAA rating. Do not deface or cover up this information in any manner. This program uses a barcode inventory tracking system. Do not cover the barcode on the cassette or protective plastic outer case.

8-2. Store tapes standing up (on edge) vice flat to prevent garbling of the signal due to gravitational redistribution of the magnetic particles that can occur if the tapes are stored flat.

8-3. Test recently received tapes for playback quality before first broadcast. Defective or damaged tapes should be returned to NMPS along with a note describing the problem and requesting a replacement if desired. Wrap a post-it note or small piece of paper around the tape and clearly mark it as defective. NMPS will replace it if requested and if a replacement is available.

8-4. Remove unwanted tapes from your inventory at any time by returning them to NMPS together with a note stating that they're being returned ahead of expiration for whatever reason you are doing so. Use a copy of the form found at the end of this guide. Just let us know why they are being returned early.

## **9. TAPE SECURITY**

9-1. It is absolutely critical that you maintain positive security over the tapes at all times. NMPS movie tapes do not belong to the Navy, but remain the property of the movie studios. The Navy leases the right to use the tapes for a limited period of time under very strictly controlled conditions. An informal JAG investigation may be required if you lose tapes assigned to your ship. Loss of tapes can also result in program termination.

9-2. Tapes are shipped via Insured Priority Mail and should be forwarded to your site by the post office promptly. Tape boxes should never be left unguarded on a post office counter, awaiting pick-up. NEVER leave a tape unsecured or leave a shipment in an unattended vehicle or location. After playing a tape, put it away immediately; don't leave it out on a counter or cabinet where it slide off or be misplaced.

9-3. Movie tapes are highly pilferable targets that are valuable commodities on the worldwide film piracy market. Be aware that all tapes are specially encoded. If they are stolen or illegal copies are made the movie studios and NMPS can trace the origins of those copies back to the original source tapes and your ship.

9-4. If a higher authority demands to use a movie in an unauthorized location, such as private quarters, there are several things you can do as movie custodian to enforce the rules without simultaneously endangering your military career:

a. Advise the individual of the strict regulations against private use of NMPS tapes; show him/her BUPERSINST 1710.15 of 31 Jan 1995 and this guide.

b. Offer to run the desired tape on an open channel on your SITE-CCTV system at a time convenient to them; this way, you retain physical control of the tape and they get to watch it at their convenience.

c. If pressed further, get them to sign an acknowledging statement of the rules, thus getting them to take responsibility for the tape.

d. If all else fails, record the time, date and division of the superior who is borrowing the tape, and then make sure the tape gets returned immediately after use.

## 10. SHIPPING TAPES

10-1. NMPS cassettes are **black**, whereas AFRTS tapes are blue. Be careful to return tapes to their proper sources.

10-2. When shipping tapes, pack the box securely. Be sure to tape the box closed to ensure that tapes will not fall out. The boxes that NMPS uses to ship tapes to you are ideal for returning them to us. Insure each box for \$100.00 regardless of how many tapes are inside. Be sure to place a contents list in the box and keep a copy for your movie program files in case the shipment is lost. You may wish to use the form at the end of this guide to list the tapes in each box. Another method that some sites use is to place the cassettes they receive or ship out on the xerox printer or pc scanner and zip off a copy of the videotape spine labels. Do not send this to NMPS. Use it to verify box content if problems arise.

## 11. NMPS DIRECTORY

- 11-1. Official Mail: NAVY MOTION PICTURE SERVICE  
BUREAU OF NAVAL PERSONNEL (651-NMPS)  
5720 INTEGRITY DRIVE  
MILLINGTON TN 38055-6510
- 11-2. Tape Returns NAVY MOTION PICTURE SERVICE  
(U.S. Mail) P.O. BOX 606  
MILLINGTON, TN 38053-0606
- 11-3. Tape Returns NAVY PERSONNEL COMMAND  
(Other Carrier) NAVY MOTION PICTURE SERVICE  
7736 KITTYHAWK AVE, BLDG 457  
MILLINGTON, TN 38053-6510
- 11-2. Phones: Commercial Voice 901-874-6532 (DSN 882)  
Commercial Fax 901-874-6831 (DSN 882)
- 11-3. Message PLA: BUPERS DET MEMPHIS MILLINGTON TN//651-NMPS//
- 11-4. POC: Ed McGrath, Videotape Program Manager  
e-mail [ED.MCGRATH@PERSNET.NAVY.MIL](mailto:ED.MCGRATH@PERSNET.NAVY.MIL)

