



DEPARTMENT OF THE NAVY
BUREAU OF MEDICINE AND SURGERY
2300 E STREET NW
WASHINGTON DC 20372-5300

IN REPLY REFER TO
BUMEDINST 5870.1
BUMED-NMSC
9 May 2007

BUMED INSTRUCTION 5870.1

From: Chief, Bureau of Medicine and Surgery
To: Ships and Stations Having Medical Department Personnel
Subj: POLICY AND PROCEDURES FOR USE OF COPYRIGHTED MATERIALS
AND OFFICIAL NAVY IMAGING

Ref: (a) Federal Acquisition Regulation (FAR) (Subpart 27.4)
(b) DOD FAR Supplement (DFARS) (Subpart 227.71 and 227.72)
(c) DODINST 5040.05 of 6 Jun 2006
(d) SECNAVINST 5870.4A
(e) OPNAVINST 3104.5

Encl: (1) Format for Requesting Permission for Copyright Use

1. Purpose. To provide policy and procedures for use and reproduction of copyrighted materials, to prescribe procedures for obtaining permission from copyright owners for use as instructional aids by the Bureau of Medicine and Surgery (BUMED) and subordinate activities, and to provide policy for use of official U.S. Navy imaging not subject to copyright protection.

2. Cancellation. NAVMEDEDTRACOMINST 5870.5A.

3. Applicability. This instruction applies to all military and civilian personnel assigned to BUMED and its subordinate activities.

4. Background. Aside from limited fair use, the reproduction and use of copyrighted materials is prohibited by references (a) through (e) unless permission is obtained from the copyright owner. The procedure and format for obtaining permission is outlined in reference (d). BUMED instructional programs rely on the use of copyrighted material, which carries a risk of possible copyright infringement and subsequent costs for administrative resolution.

5. Policy and Procedures

a. All directors, department heads, course coordinators, instructors, and personnel responsible for reproduction functions (CDs and DVDs) shall familiarize themselves with references (a) through (e). Each department head is responsible for ensuring compliance. All personnel responsible for reproduction functions (reprographics, videotape, slides, etc.) shall ensure that materials to be reproduced are not protected by copyright or that copyright permission had been obtained.

b. Copyright law allows for limited fair use of copyrighted materials for nonprofit, educational purposes, such as the reproduction by a teacher or student of a small part of a work to illustrate a lesson. Apart from such limited fair use, if the copyright owner's permission has not been obtained, the copying is unauthorized and results in copyright infringement. Personnel of BUMED and subordinate commands shall request permission for all but the smallest excerpts from copyrighted materials and seek legal counsel if questions arise regarding fair use.

(1) Instructors shall weigh the cost/benefit ratio in determining whether to purchase materials or obtain copyright permission for instructional materials. Legal advice and review should be obtained for questions as to whether a particular work is protected by copyright, or whether a particular use would be infringement.

(2) Guidelines for requesting permission for copyright use are located in reference (d). Enclosure (1) is an example for requesting permission for copyright use. The request shall be submitted in duplicate to the originator/author so the recipient may retain a copy and return the other if granting permission. The original copyright authorization (permission for use) shall be retained in command files.

c. In all cases where copyrighted materials are used, especially when used as student handouts, instructors shall ensure the material is identified as being copyrighted, source(s) are appropriately identified, and proper copyright credits are given.

d. As discussed in reference (d), a military or civilian employee has no right of action against the Navy for copyright infringement if he or she was in a position to order, influence, or induce the use of copyrighted work by the Navy. An employee also has no right of action against the Navy with respect to any copyrighted work prepared by the employee if government time, material, or facilities were used in the preparation.

e. Although official U.S. Navy imaging is not copyright-protected, the alteration of official imaging by persons acting for or on behalf of the Department of Defense (DOD) is prohibited, except as follows:

(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 uses; research, development, test and evaluation; scientific uses; and training requirements are authorized if they do not misrepresent the subject of the original image.

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(3) The obvious masking of portions of a photographic image in support of specific security, criminal investigation, privacy, or legal requirements is authorized.

(4) The use of cropping, editing, or enlargement to selectively isolate, link, or display a portion of a photographic or video image is not considered alteration. Cropping, editing, or image enlargement that has the effect of misrepresenting the facts or circumstances of the event or object as originally recorded is prohibited.

(5) Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, when used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publications, or productions is authorized under either of the following conditions:

(a) The enhancement does not misrepresent the subject of the original image.

(b) It is clearly and readily apparent from the context or from the content of the image or accompanying text that the enhanced image is not intended to be an accurate representation of any actual event.

f. The digital conversion and compression of official DOD imagery is authorized for use as described in 5e(1) through (5).

6. Format. The enclosure (1) format for requesting permission is available in Word at: <http://navymedicine.med.navy.mil/default.cfm?seltab=directives> at the Forms tab, then scroll down to Sample Formats.



D. C. ARTHUR

Distribution is electronic only via the Navy Medicine Web site at:
<http://navymedicine.navy.mil/default.cfm?seltab=directives>

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FORMAT FOR REQUESTING PERMISSION FOR COPYRIGHT USE
(LETTERHEAD)

SSIC
Orig Code or Serial
(Date)

(Name of copyright owner or agent)
(Address)

(City, State, Zip)

(Salutation)

(Name of Activity) requests your permission as copyright owner or agent for the right to reproduce the identified material for the following use(s) for the Department of the Navy.

(Complete identification of the material)
(Designation of exact portion of the material to be copied)
(Statement of intended use(s) of the material)
(Contemplated modifications of the material, if any)

If the requested permission is granted, please sign below and return this original letter in the enclosed self-addressed envelope. A copy of this letter is included for your records.

(Complimentary close)

(Signature of requestor)

PERMISSION:

The above requested permission is granted, royalty-free. A notice of copyright and credit line is desired as follows:

(Leave at least 8 lines for credit line.)

Enclosure (1)

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(Signature of copyright owner or authorized agent)

Date: _____

(Printed name of copyright owner or authorized agent)

The Medical Graphics Arts Department provides visual information (VI) support to Navy Medical activities within the National Capital Region, and renders support to the entire Navy Medical Department. It is the only authorized Navy graphic facility for producing and distributing visual information, graphic, medical/dental subjects.

Normally, the Medical Graphic Arts Department (MGAD) completes routine assignments within a two-week period. However, during heavy workload periods, this time may increase.

MGAD Product List

Certificates (in accordance with Navy Graphic Standard)
 Illustrations (Medical and General)
 Posters
 Signage
 Matting
 Mounting
 Charts and Graphs for publication
 Brochures
 Video Graphics
 Publication Art
 Book Covers
 Wall board displays
 -Poster Sessions and Table Clinics
 Computer Art and Design

Standard Operation Procedure

1. Customers will review and approve the project before it is submitted to the Medical Graphic Arts Department.
2. Customers submit package containing all pertinent materials for completion. (i.e. photos, rough sketches, text, original samples, disks, charts/graphs etc.)
3. Text for major projects should be submitted along with printed copy (hard copy) on a CD-ROM or Zip disk, Jump Drive saved as a MS Word Document (.doc) or text file (.txt).
4. Customers deliver project materials to MGAD Visual Information Specialist (Bldg 1, 1st deck, Rm 1651/52) for scheduling.
5. The assigned visual information specialist will review the entire project package, begin the departmental work process, contact the author to discuss specifications, project layout, and completion schedule.

Hours of Operation
 (unless otherwise posted)

Monday-Friday: 0730-1700 Hours

File Format Information

The following file formats are compatible for use by the Medical Graphics Arts Department. It may be helpful to keep in mind when planning your graphic object.

Graphic Formats:
 TIFF, GIF, BMP, EPS, PSD, JPEG

Text File Formats:
 We are capable of translating most PC files when saved in the above text file formats.

Generally, all text files should be submitted in both digital and hard copy form to ensure no data has been deleted in translation.

Medical Graphic Arts Department Staff

Mrs. Mary-Ann Ayrandjian
 Visual Information Specialist, Department Head

Mr. Shane Stiefel
 Lead Visual Information Specialist

Ms. Diana Pino
 Visual Information Specialist

Mrs. Linda Roop
 Visual Information Specialist

26 AUG 1988

SAMPLE FORMAT FOR REQUESTING PERMISSION

(LETTERHEAD)

SSIC
Orig Code or Serial
(Date)(Name of copyright owner or agent)
(Address)

(Salutation)

(Name of activity) requests your permission as copyright owner
or agent for the copyright owner to copy the identified material
for the following use(s) for the Department of the Navy.(Identification of material -- guideline 5b(1)(a))
(Portion of material to be copied -- guideline 5b(1)(b))
(Intended use(s) -- guideline 5b(1)(c))
(Contemplated modifications -- guideline 5b(1)(d))If the requested permission is granted, please sign below and
return this original letter in the enclosed self-addressed
envelope. A copy of this letter is included for your records.

(Complimentary close)

(Signature of requester)(Title)PERMISSION:The above requested permission is granted, royalty-free. A
notice of copyright and credit line is desired as follows:

(Leave at least 8 lines for credit line)

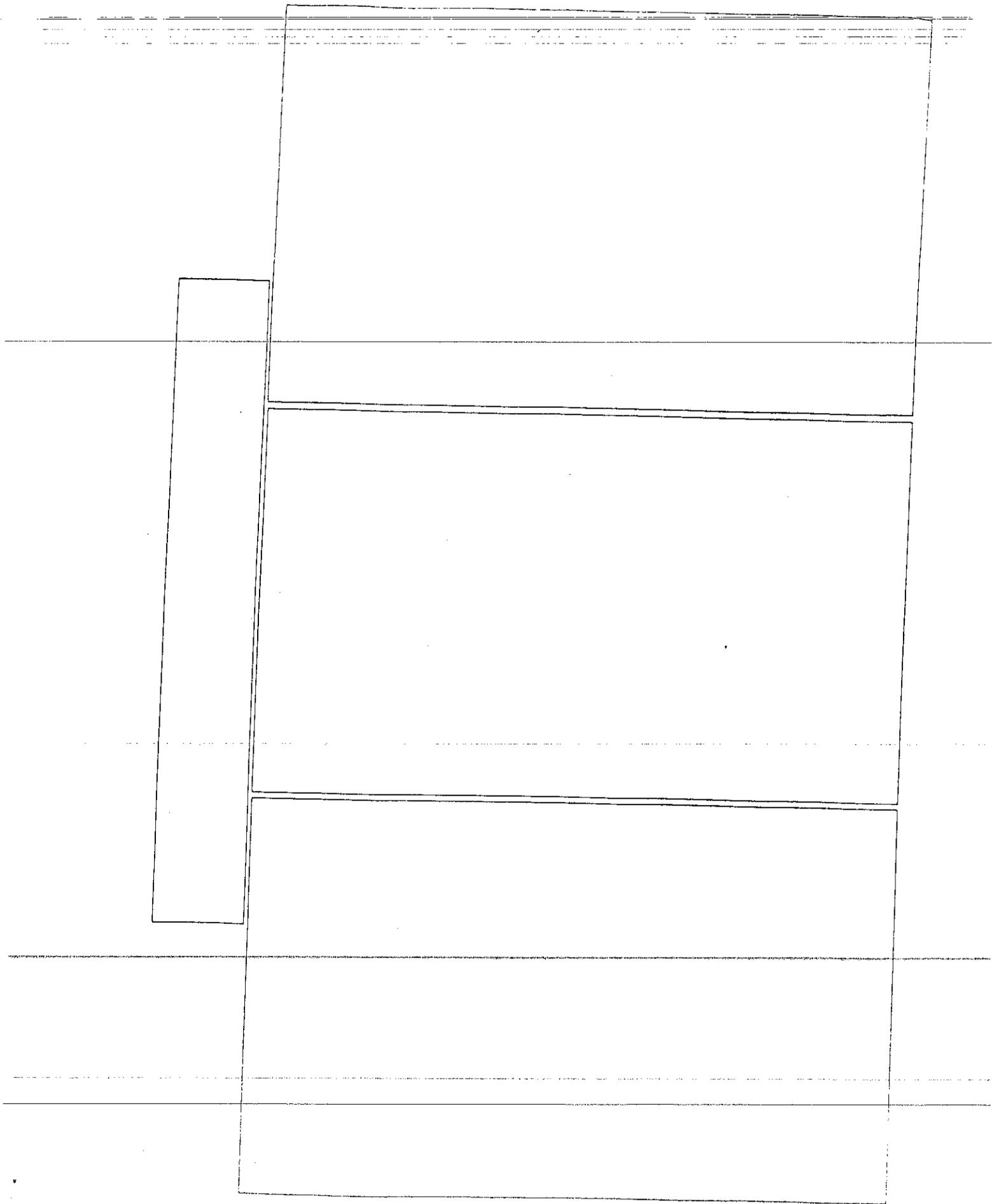
(Name of copyright owner
or authorized agent)

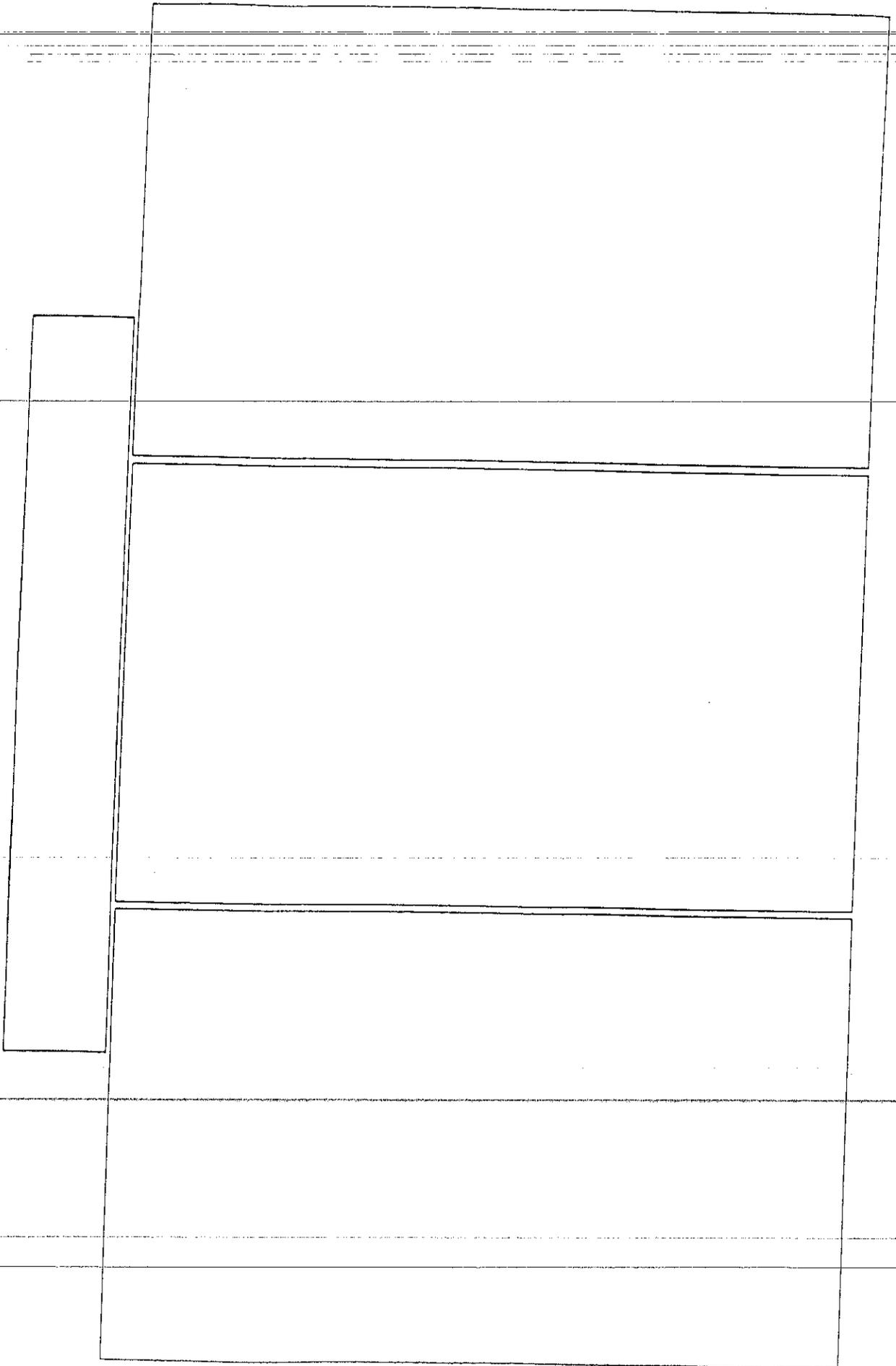
DATE: _____

BY _____

(Title)

Enclosure (1)





7ft 8 inches

3ft 8 inches

No. 0234

The Title of My Poster Session and Comments
Name of Primary Author, Additional Authors, Sponsoring Department

Abstract

Abstract text area for the poster session.

Introduction

Introduction text area for the poster session.

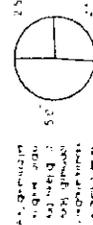
Picture Caption

8X10 PICTURE

Methods

Methods text area for the poster session.

Pie Chart or Other Graphical Data That Explains, Supports or Clarifies



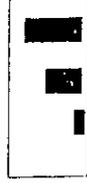
Materials

Materials text area for the poster session.

Body Text

Body Text text area for the poster session.

Chart/Graph



Conclusion

Conclusion text area for the poster session.

8X10 PICTURE

8X10 PICTURE

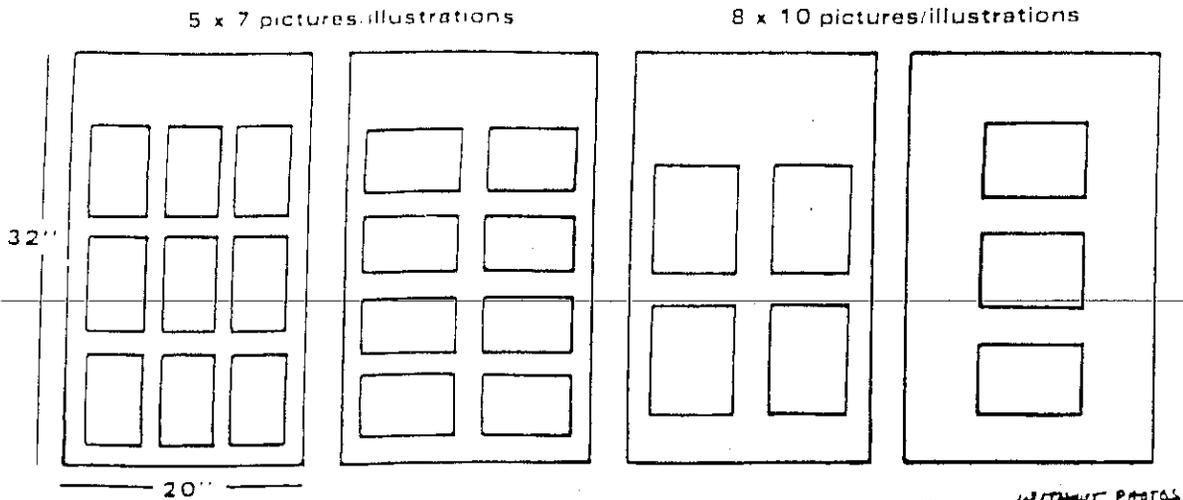
Body Text

Body Text text area for the poster session.

My Poster Session Layout Plan

TABLE CLINICS

Table Clinics are one, two, or three paneled, self-standing table-top displays. For maximum effectiveness the following formats are set as standards:



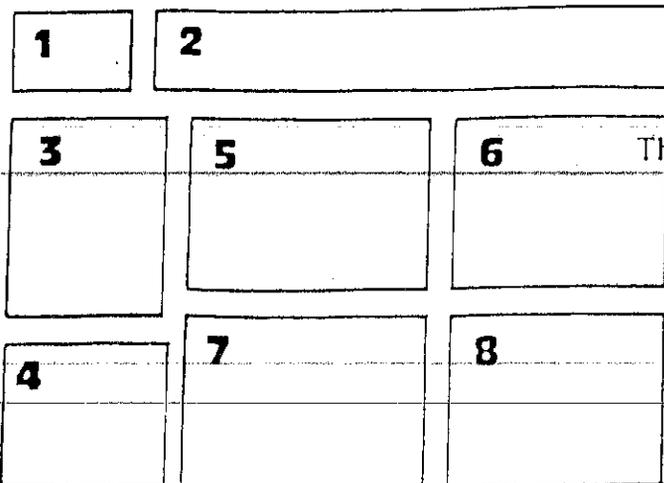
Written information should be limited to no more than 120 words per panel, thus allowing for balance of space, pictures and/or illustration and written "copy".

Photographs should be all horizontal or vertical, not mixed. They should be arranged as illustrated above.

POSTER SESSION

A Poster Session is a multi-pieced scientific display that is tacked up on a bulletin board at the site of the particular scientific meeting. The space varies from 3'x4' to 4'x8'.

The poster is designed in such a way as to enable the author to place it in a "carrying case." General guidelines are provided by the particular scientific meeting. However, interpretation and layout of the information will be left up to the staff illustrator.



The poster session consists of the following items:

1. Poster number
2. Poster title/Authorship
3. Abstract
4. Problem statement/Introduction
5. Method/Materials
6. Results
7. Conclusion/Summary
8. Charts, graphs, (figures), tables, photos