DEPARTMENT OF THE NAVY
BUREAU OF NAVAL PERSONNEL
5720 INTEGRITY DRIVE
MILLINGTON, TN 38055-0000

BUPERSINST 1710.15A CH-1
PERS-650
13 SEP 2004

BUPERS INSTRUCTION 1710.15A CHANGE TRANSMITTAL 1

From: Chief of Naval Personnel
To: All Ships and Stations

Subj: NAVY ENTERTAINMENT MOTION PICTURE PROGRAM (NAVEMPROG) ADMINISTRATION

Encl: (1) Revised pages 2-1 and 3-1 of the basic instruction.

1. Purpose. To transmit new pages 2-1 and 3-1, which updates the admission charge categories for videotape and 35mm movies.

2. Action. Remove pages 2-1 and 3-1 of the basic instruction and replace with enclosure (1).

J. W. TOWNES, III
Rear Admiral, U.S. Navy
Deputy Chief of Naval Personnel

Distribution:
SNDL Parts 1 and 2

CHAPTER 2
VIDEOTAPE FORMAT PROGRAM

2-1. Admission Charges. The Navy MWR Videotape Movie Program is a Category A activity provided to authorized afloat and ashore sites. Charging admission for videotape motion picture exhibitions ashore or afloat is prohibited. All performances must be on a free-admission basis. Sale of food and beverages at these movie showings is authorized as long as it is not a requirement of viewing. (R

2-2. Programming

a. NAVPERSCOM (PERS-650) procures three classifications of movies.

(1) Features/New Releases. Titles recently released in commercial theaters.

(2) Classics/Reruns. Older/frequently requested titles.

(3) Other Titles. Generally, straight-to-video, premium channel productions or made-for-TV movies.

b. NAVPERSCOM (PERS-650) supplies only entertainment motion pictures. Television-type news, sports, and other programs are supplied by AFRTS; training programs come from Commander, Naval Education and Training Command (CNETC).

2-3. Movie Distribution

a. Movies are scheduled for monthly shipment as available. In addition, periodic shipments of additional G and PG titles are shipped to sites requesting such programming.

b. Movies may be held and viewed at NAVPERSCOM (PERS-650) program sites for the duration of their lease period. Expiration dates are printed on the NAVPERSCOM (PERS-650) spine label affixed to each videotape and the synopsis card issued with each movie. Movies must be returned to NAVPERSCOM (PERS-650) by the expiration date.

2-4. Custodial Responsibility

a. Receiving Movies

CHAPTER 3
35MM FILM FORMAT PROGRAM

3-1. Admission Charges

a. All 35mm Motion Picture Exhibition sites are considered (R
Category C MWR activities based on their potential as revenue generating activities. Admission charges are required for attendance at 35mm motion picture exhibitions for all audience members aged 6 years and older.

b. Minimum admission prices, as set by NAVPERSCOM (PERS-650) in consideration of contractual obligations and attendance-based premiums paid by NAVPERSCOM (PERS-650) to motion picture providers are as follows:

(1) Adults, ages 12 years and older, $2.00.

(2) Children, ages 6 to 11 years of age, $1.00.

c. Exceptions to the admission charge requirement may be (R
granted only upon submission of a written request for waiver by the Regional MWR Director to NAVPERSCOM (PERS-650). Such requests must include an appropriate justification to be considered for approval. Approved waivers will be granted for no more than 1 year and must be re-submitted annually.

3-2. Attendance Tracking. All 35mm film sites, whether paid or free admission, are required to establish and maintain a system of tracking program attendance that is capable of accounting for every program patron, broken down by required reporting categories—Active Duty personnel, Other Adults (ages 12 and older), and Children (ages 6-11). For this purpose utilize NAVPERS 1710/23 (03/03), 35mm Film Monthly Movie Exhibition and Attendance Record for Paid and Free Admission Sites. Children under 6 years of age will not be included in attendance counts reported to NAVPERSCOM (PERS-650), unless requested by NAVPERSCOM (PERS-650). Sites must keep records of attendance for audit review. NAVPERSCOM (PERS-650) recommends the use of a numbered ticket distribution system for all exhibition sites, whether free or paid admission.

3-3. Print Distribution