



DEPARTMENT OF THE NAVY
UNITED STATES NAVAL ACADEMY
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USNAINST 5290.2E
4/PAO
3 May 18

USNA INSTRUCTION 5290.2E

From: Superintendent, U.S. Naval Academy

Subj: PHOTOGRAPHIC SERVICES

1. Purpose. To establish policy and procedures for photographic services at the U.S. Naval Academy (USNA).
2. Cancellation. USNAINST 5290.2D. This instruction is a complete revision and should be reviewed in its entirety.
3. Background. The Naval Academy Public Affairs Office, through the photo lab, provides official photographic services at USNA, with priority given to those events that directly support USNA's mission of midshipmen development. Digital images of USNA activities will be made available for use by USNA faculty, staff, and midshipmen. The Public Affairs Office also coordinates and arranges official drone photography at the Naval Academy and provides access to independent contract photographers.
4. Policy
 - a. Requests for Photographic Services. When requesting services, the following procedures apply:
 - (1) Requests for coverage may be made by calling x3572, e-mail: photolab@usna.edu, or the USNA photo lab website (<https://www.usna.edu/PhotoLab/index.php>). Submit requests for new photography work at least five working days before the event. Last minute requests may not be honored if the schedule does not permit. Scheduling requests will be reviewed and approved by the photography staff, and notices will be sent via e-mail to requestors confirming photographic support for an event.
 - (2) Requests for after-hours work that requires overtime must be approved and funded by the Public Affairs Officer (PAO) based on available funding. Only limited, high-priority requests will be approved.
 - (3) The time required to complete each request for photographic services will vary with the complexity of the project, existing workload, and laboratory processing and printing requirements. Under normal circumstances, the photography staff will complete each request within seven working days. Requests for immediate or rush jobs will be evaluated on a case-by-case basis.

(4) For official events the photo lab cannot cover, a camera will be made available to patrons for check out; call the photo lab at x3572 to make arrangements. The camera may be checked out one day prior to the event, and operating instructions will be provided upon pickup. The day after the event, the camera must be returned to the photo lab. The photo lab will provide the patron with a Flickr link to the official images from the event, if desired.

(5) Official portraits and departmental roster biography photographs are taken at the photo lab every Wednesday, from 0800-1100, by appointment only. Appointments will be provided in half-hour increments and can be made by calling x3572 or via email to photolab@usna.edu.

(6) Selection Board photographs for military personnel are taken at the photo lab every Wednesday from 1200-1600, by appointment only. Appointments are provided in half hour increments and can be made by calling x3572 or via email to photolab@usna.edu.

(7) Passport photographs for official government travel are taken at the photo lab every Thursday on a walk-in basis from 0800-1600. A colored (not white) professional civilian shirt is required. A copy of official orders is required for passport photographs. Requests for non-official passports for personal travel will not be accepted.

(8) The use of drones for official photographic purposes is coordinated and arranged through the Public Affairs Office. USNA's Multimedia Support Center manages the official drone operator and owns the associated camera equipment used by USNA, and as the Federal Aviation Association (FAA) certified agent, ensures its use complies with law and FAA policy. The use of drones to record media, be it video or still photography, on USNA property is prohibited without specific permission through the Public Affairs Office. All requests for drone photography must be directed to the Director of Media Relations, via email at mediarelations@usna.edu.

b. Career Milestone Ceremonies. The photo lab will provide photographic services to all promotion, reenlistment, and retirement ceremonies in which the USNA Superintendent attends or performs an official function. For all other promotion, reenlistment, and retirement ceremonies involving USNA staff, the photo lab will provide a camera upon request and produce for the customer a CD containing digital images of the event. Non-mission related services generally will not be accommodated; however a camera may be requested.

c. Use of Provided Media. Photographs cannot be provided for wall decorations, retirements or going away gifts. Already printed stock images can be provided for official award packages. Original photographic prints cannot be loaned; however digital images can be offered. It is the responsibility of each requesting office to develop prints via commercial services.

d. Media Archive. An electronic photographic archive of USNA "Best Pictures" is available to USNA personnel on the "P" share drive. Digital images from a variety of high-interest USNA events are available for download and use for official purposes. Additionally, an electronic digital image archive of all official USNA photography for the past two years is maintained in

the photo lab and is available to USNA midshipmen, faculty, and staff for publications, presentations, and slideshows in digital format only. Older photography is maintained by Special Collections and Archives in Nimitz Library.

e. Contract and for-profit photography at USNA. Independent contractors, such as freelance photographers hired to take photos of events at USNA, must contact the Public Affairs Office to obtain special access at these events. All photographers and videographers must be on assignment with a bona fide media organization or be contracted by a USNA organization such as the Naval Academy Business Services Division (NABSD) in order to request media credentials for special access to USNA events. Furthermore, credentialed journalists must agree not to exploit for personal and/or financial gain any information acquired through media access to USNA. All Naval Academy personnel (including midshipmen), cost centers, and/or organizations (including ECAs) attempting to arrange contract photography to cover USNA events must coordinate such contracts via NABSD and the Public Affairs Office.

5. Responsibilities. The lead photographer is responsible for all official photographic services at USNA.

a. The lead photographer reports to the PAO, who is responsible for establishing USNA photographic policy and the performance of the photo lab.

b. The lead photographer is responsible to the PAO for conducting an annual inventory of all photographic equipment assigned to the photo lab to be performed by December 31st.

6. Records Management. Records created as a result of this instruction, regardless of media and format, must be managed per Secretary of the Navy Manual 5210.1 of January 2012.

7. Review and Effective Date. The Public Affairs Office will review this instruction annually on the anniversary of the effective date to ensure applicability, currency, and consistency with Federal, DoD, SECNAV, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will automatically expire 5 years after the effective date unless reissued or otherwise canceled prior to the 5-year anniversary date, or an extension has been granted.



G. E. LANG, JR
Chief of Staff

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