

# Fiscal Year 2017 President's Budget

## DEFENSE MEDIA ACTIVITY



February 2016

(This page intentionally left blank)

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**Operation and Maintenance, Defense-Wide Summary (\$ in thousands)  
Budget Activity (BA) 4: Administrative and Service-wide Activities**

	FY 2015 <u>Actual</u>	Price <u>Change</u>	Program <u>Change</u>	FY 2016 <u>Enacted</u>	Price <u>Change</u>	Program <u>Change</u>	FY 2017 <u>Estimate</u>
DMA	195,313	3,005	-12,827	185,491	3,053	34,878	223,422

\* The FY 2015 Actual column **includes** \$6,251 thousand for Overseas Contingency Operations (OCO) Appropriations funding (PL 113-235).

\* The FY 2016 Enacted column **excludes** \$5,960 thousand for OCO Appropriations funding (PL 114-113).

\* The FY 2017 Estimate **excludes** \$13,317 thousand for OCO Budget request funding.

**I. Description of Operations Financed:**

The Defense Media Activity (DMA) is the DoD's internal news and media production organization with the mission of supporting public affairs (internal communications) operations of the Office of the Secretary of Defense (OSD) and each of the Military Departments by gathering information on DoD policies, messages, programs and priorities and delivering it to the DoD worldwide military audience - active, reserve, civilian and contractors, and including their families, on land and at sea. DMA preserves the DoD's visual information records, including Combat Camera images, makes them available to support military operations and to the public, and provides them to the National Archives and Records Administration in accordance with federal law. DMA provides initial, intermediate and senior level training and education for all DoD, some inter-agency and coalition/Allied personnel in the areas of Public Affairs (PA) and Visual Information (VI) (to include Combat Camera) through the Defense Information School (DINFOS).

The DMA accomplishes this mission through the following programs:

- **Overseas Radio and Television:** American Forces Network (AFN) provides U.S. radio and television news, information, and entertainment programming to active, guard, and reserve military service members, DoD civilians and contract employees, and their

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**I. Description of Operations Financed (cont.)**

families overseas, on board Navy and Coast Guard ships, and to other authorized users.

- **News and Media Information Products:** Includes media and visual information products provided to the internal DoD family (active, guard, and reserve military service members, dependents, retirees, DoD civilians, and contract employees) and external audiences through all available media. It includes motion and still imagery; print; radio; television; web and related social media, mobile, and other communication technologies. Also includes communication of messages and themes from senior DoD leaders in order to support and improve quality of life and morale, promote situational awareness, provide timely/immediate force protection information, and sustain readiness.
- **Stars and Stripes:** Provides daily newspapers and other products, such as a web site and weekly supplemental publications to internal DoD family (active, guard, and reserve military service members, dependents, retirees, DoD civilians, and contract employees). Provides readers news and information independent of chain of command influence to better enable them to exercise the responsibilities of citizenship. Stars and Stripes use all available media, including print and related emerging internet communication technologies.
- **Defense Information School (DINFOS):** Provides joint-service training to Defense personnel in the career fields of Public Affairs and Visual Information.

**Narrative Explanation of Changes:** Change in total funding between FY 2016 and FY 2017 of \$3.053 million price growth and \$34.878 million program growth for a total change of \$37.931 million.

Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget

II. Force Structure Summary:

N/A

**Defense Media Activity**  
**Operation and Maintenance, Defense-Wide**  
**Fiscal Year (FY) 2017 President's Budget**

**III. Financial Summary (\$ in thousands)**

	FY 2015 <u>Actual</u>	Budget <u>Request</u>	FY 2016			Current <u>Enacted</u>	FY 2017 <u>Estimate</u>
			<u>Congressional Action</u>				
<b>A. BA Subactivities</b>			<u>Amount</u>	<u>Percent</u>	<u>Appropriated</u>		
1. Defense Media Operations	195,313	192,625	-7,134	-3.7	185,491	185,491	223,422
<b>Total</b>	<b>195,313</b>	<b>192,625</b>	<b>-7,134</b>	<b>-3.7</b>	<b>185,491</b>	<b>185,491</b>	<b>223,422</b>

\* The FY 2015 Actual column includes \$6,251 thousand for Overseas Contingency Operations (OCO) Appropriations funding (PL 113-235).

\* The FY 2016 Enacted column excludes \$5,960 thousand for OCO Appropriations funding (PL 114-113).

\* The FY 2017 Estimate excludes \$13,317 thousand for OCO Budget request funding.

Defense Media Activity  
 Operation and Maintenance, Defense-Wide  
 Fiscal Year (FY) 2017 President's Budget

III. Financial Summary (\$ in thousands)

<b>B. <u>Reconciliation Summary</u></b>	<b>Change</b>	<b>Change</b>
	<b><u>FY 2016/FY 2016</u></b>	<b><u>FY 2016/FY 2017</u></b>
<b>Baseline Funding</b>	<b>192,625</b>	<b>185,491</b>
Congressional Adjustments (Distributed)	-5,100	
Congressional Adjustments (Undistributed)		
Adjustments to Meet Congressional Intent		
Congressional Adjustments (General Provisions)	-2,034	
<b>Subtotal Appropriated Amount</b>	<b>185,491</b>	
Fact-of-Life Changes (2016 to 2016 Only)		
<b>Subtotal Baseline Funding</b>	<b>185,491</b>	
Supplemental		
Reprogrammings		
Price Changes		3,053
Functional Transfers		11,050
Program Changes		23,828
<b>Current Estimate</b>	<b>185,491</b>	<b>223,422</b>
Less: Wartime Supplemental		
<b>Normalized Current Estimate</b>	<b>185,491</b>	

Defense Media Activity  
 Operation and Maintenance, Defense-Wide  
 Fiscal Year (FY) 2017 President's Budget

III. Financial Summary (\$ in thousands)

<u>C. Reconciliation of Increases and Decreases</u>	<u>Amount</u>	<u>Totals</u>
<b>FY 2016 President's Budget Request (Amended, if applicable)</b>		<b>192,625</b>
1. Congressional Adjustments		-7,134
a. Distributed Adjustments		
1) Overestimating of civilian FTE targets & streamlining mgmt headquarters	-5,100	
b. Undistributed Adjustments		
c. Adjustments to Meet Congressional Intent		
d. General Provisions		
1) Section 8077 - Exchange Rates	-1,964	
2) Section 8037 - Indian Lands	-70	
<b>FY 2016 Appropriated Amount</b>		<b>185,491</b>
2. War-Related and Disaster Supplemental Appropriations		
3. Fact-of-Life Changes		
<b>FY 2016 Baseline Funding</b>		<b>185,491</b>
4. Reprogrammings (Requiring 1415 Actions)		
<b>Revised FY 2016 Estimate</b>		<b>185,491</b>
5. Less: Item 2, War-Related and Disaster Supplemental Appropriations and Item 4, Reprogrammings		
<b>FY 2016 Normalized Current Estimate</b>		<b>185,491</b>
6. Price Change		3,053
7. Functional Transfers		11,050
a. Transfers In		
1) Defense Video & Imagery Distribution (DVIDS) Defense Video and Imagery Distribution System (DVIDS) function transferred from Army to Defense Media Activity beginning in FY 2017.	11,050	
8. Program Increases		25,854
a. Annualization of New FY 2016 Program		
b. One-Time FY 2017 Increases		

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**III. Financial Summary (\$ in thousands)**

<b>C. <u>Reconciliation of Increases and Decreases</u></b>	<b><u>Amount</u></b>	<b><u>Totals</u></b>
c. Program Growth in FY 2017		
1) Defense Information Systems Network (DISN) Services Increase represents a reallocation of baseline funding to mission partners based on current consumption of Defense Information Systems Network (DISN) services. (FY 2016 Baseline: \$27,926 thousand)	18,046	
2) Imagery Services Increase supports additional requirements to customers throughout the enterprise as related to video and imagery services.  (FY 2016 Baseline: \$5,882 thousand)	7,808	
9. Program Decreases		-2,026
a. Annualization of FY 2016 Program Decreases		
b. One-Time FY 2016 Increases		
c. Program Decreases in FY 2017		
1) Civilian Pay Management HQs Reduction As part of the Department of Defense reform agenda, eliminates civilian full-time equivalent positions and resources to maintain, with limited exceptions, major headquarters activities' civilian staffing at reduced level. Decrease reflects the Service's plan for Streamlining Management Headquarters. Reduction of 10 FTEs.  (FY 2016 Baseline: \$71,737 thousand; -10 FTEs)	-1,114	
2) Civilian Pay: Two Less Compensable Days Decrease in civilian personnel funding due to two less work days in FY 2017	-541	

Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget

III. Financial Summary (\$ in thousands)

<u>C. Reconciliation of Increases and Decreases</u>	<u>Amount</u>	<u>Totals</u>
(FY 2016 Baseline: \$71,737 thousand)		
3) Pentagon Reservation Rent	-371	
Agency will no longer utilize space in the Pentagon Reservation (FY 2016 Baseline: \$360 thousand)		
<b>FY 2017 Budget Request</b>		<b>223,422</b>

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**IV. Performance Criteria and Evaluation Summary:**

Defense Media Activity (DMA) provides a broad range of high-quality media services to inform, educate, and entertain Department of Defense (DoD) audiences around the world.

Provide a wide variety of information products to the entire DoD family (Active, Guard, and Reserve Military Service members, dependents, retirees, DoD civilians, and contract employees) and external audiences through all available media, including: motion and still imagery; print; radio; television; Web and related emerging Internet, mobile, and other communication technologies.

Communicate messages and themes from senior DoD leaders (Secretary of Defense, Secretaries of the Military Departments, Chairman of the Joint Chiefs of Staff, Military Service Chiefs of Staff, Combatant Commanders), as well as other leaders in the chain-of-command, in order to support and improve quality of life and morale, promote situational awareness, provide timely and immediate force protection information, and sustain readiness.

Provide U.S. radio and television news, information, and entertainment programming to Active, Guard, and Reserve Military Service members, DoD civilians and contract employees, and their families overseas, on board Navy and Coast Guard ships, and other authorized users.

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**IV. Performance Criteria and Evaluation Summary:**

Provide, throughout the Department of Defense and to the American public, high-quality visual information products, including Combat Camera imagery depicting U.S. military activities and operations.

Provide joint education and training for military and civilian personnel in the public affairs, broadcasting, and visual information career fields to meet DoD-wide entry-level skills and long-term career development requirements.

Star & Stripes, is one of the primary sources of independent news available to DoD's internal family, and operates on both appropriated (O&M - Defense-Wide) - and non-appropriated funds.

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

<b><u>V. Personnel Summary</u></b>	<b><u>FY 2015</u></b>	<b><u>FY 2016</u></b>	<b><u>FY 2017</u></b>	<b><u>Change FY 2015/ FY 2016</u></b>	<b><u>Change FY 2016/ FY 2017</u></b>
<u>Active Military End Strength (E/S) (Total)</u>	<u>898</u>	<u>891</u>	<u>877</u>	<u>-7</u>	<u>-14</u>
Officer	52	52	52	0	0
Enlisted	846	839	825	-7	-14
<u>Reserve Drill Strength (E/S) (Total)</u>	<u>34</u>	<u>34</u>	<u>34</u>	<u>0</u>	<u>0</u>
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
<u>Civilian End Strength (Total)</u>	<u>751</u>	<u>750</u>	<u>740</u>	<u>-1</u>	<u>-10</u>
U.S. Direct Hire	673	672	662	-1	-10
Foreign National Direct Hire	33	33	33	0	0
Total Direct Hire	706	705	695	-1	-10
Foreign National Indirect Hire	45	45	45	0	0
<u>Active Military Average Strength (A/S) (Total)</u>	<u>898</u>	<u>891</u>	<u>877</u>	<u>-7</u>	<u>-14</u>
Officer	52	52	52	0	0
Enlisted	846	839	825	-7	-14
<u>Reserve Drill Strength (A/S) (Total)</u>	<u>34</u>	<u>34</u>	<u>34</u>	<u>0</u>	<u>0</u>
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
<u>Civilian FTEs (Total)</u>	<u>751</u>	<u>750</u>	<u>740</u>	<u>-1</u>	<u>-10</u>
U.S. Direct Hire	673	672	662	-1	-10
Foreign National Direct Hire	33	33	33	0	0
Total Direct Hire	706	705	695	-1	-10
Foreign National Indirect Hire	45	45	45	0	0
Average Annual Civilian Salary (\$ in thousands)	97.0	98.0	98.2	1.0	.2

**Defense Media Activity**  
**Operation and Maintenance, Defense-Wide**  
**Fiscal Year (FY) 2017 President's Budget**

<b><u>V. Personnel Summary</u></b>	<b><u>FY 2015</u></b>	<b><u>FY 2016</u></b>	<b><u>FY 2017</u></b>	<b>Change <u>FY 2015/ FY 2016</u></b>	<b>Change <u>FY 2016/ FY 2017</u></b>
<u>Contractor FTEs (Total)</u>	<u>340</u>	<u>282</u>	<u>282</u>	<u>-58</u>	<u>0</u>

Decreases reflects the Department's plan for Streamlining Management Headquarters. Contractor FTEs have been reduced due to lost of contract support to the Radio and Television Production Office.

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

**VI. OP 32 Line Items as Applicable (Dollars in thousands):**

<u>OP 32 Line</u>	<u>FY 2015</u> <u>Actual</u>	<u>Change</u> <u>FY 2015/FY 2016</u>		<u>FY 2016</u> <u>Enacted</u>	<u>Change</u> <u>FY 2016/FY 2017</u>		<u>FY 2017</u> <u>Estimate</u>
		<u>Price</u>	<u>Program</u>		<u>Price</u>	<u>Program</u>	
101 Exec, Gen'l & Spec Scheds	70,224	860	-1,679	69,405	1,054	-1,834	68,625
103 Wage Board	299	4	-23	280	4	0	284
104 FN Direct Hire (FNDH)	1,042	13	997	2,052	31	-57	2,026
<b>199 Total Civ Compensation</b>	<b>71,565</b>	<b>877</b>	<b>-705</b>	<b>71,737</b>	<b>1,089</b>	<b>-1,891</b>	<b>70,935</b>
308 Travel of Persons	3,812	65	-528	3,349	60	-54	3,355
<b>399 Total Travel</b>	<b>3,812</b>	<b>65</b>	<b>-528</b>	<b>3,349</b>	<b>60</b>	<b>-54</b>	<b>3,355</b>
672 PRMRF Purchases	283	-3	80	360	11	-371	0
696 DFAS Financial Operation (Other Defense Agencies)	977	55	324	1,356	-55	94	1,395
<b>699 Total DWCF Purchases</b>	<b>1,260</b>	<b>52</b>	<b>404</b>	<b>1,716</b>	<b>-44</b>	<b>-277</b>	<b>1,395</b>
771 Commercial Transport	134	2	609	745	13	1	759
<b>799 Total Transportation</b>	<b>134</b>	<b>2</b>	<b>609</b>	<b>745</b>	<b>13</b>	<b>1</b>	<b>759</b>
901 Foreign National Indirect Hire (FNIH)	1,308	16	433	1,757	27	-50	1,734
912 Rental Payments to GSA (SLUC)	0	0	90	90	2	0	92
913 Purchased Utilities (Non-Fund)	2,430	41	1,877	4,348	78	0	4,426
914 Purchased Communications (Non- Fund)	23,619	402	3,905	27,926	503	21,396	49,825
915 Rents (Non-GSA)	2,253	38	583	2,874	52	0	2,926
917 Postal Services (U.S.P.S)	17	0	24	41	1	0	42
920 Supplies & Materials (Non- Fund)	1,678	29	-123	1,584	29	-209	1,404
921 Printing & Reproduction	4,096	70	-3,777	389	7	0	396
922 Equipment Maintenance By Contract	5,044	86	5,745	10,875	196	3,803	14,874
923 Facilities Sust, Rest, & Mod by Contract	2,877	49	-1,694	1,232	22	2,293	3,547
925 Equipment Purchases (Non-Fund)	435	7	1,794	2,236	40	-648	1,628
957 Other Costs (Land and Structures)	0	0	2,445	2,445	44	-2,489	0
960 Other Costs (Interest and Dividends)	6	0	2	8	0	1	9
987 Other Intra-Govt Purch	15,489	263	7,370	23,122	416	6,096	29,634

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2017 President's Budget**

<u>OP 32 Line</u>	FY 2015 <u>Actual</u>	Change FY 2015/FY 2016		FY 2016 <u>Enacted</u>	Change FY 2016/FY 2017		FY 2017 <u>Estimate</u>
		<u>Price</u>	<u>Program</u>		<u>Price</u>	<u>Program</u>	
988 Grants	18	0	-3	15	0	0	15
989 Other Services	21,965	373	-1,753	20,585	371	5,232	26,188
990 IT Contract Support Services	37,374	635	-29,854	8,155	147	1,674	9,976
991 Foreign Currency Variance	-67	0	329	262	0	0	262
<b>999 Total Other Purchases</b>	<b>118,542</b>	<b>2,009</b>	<b>-12,607</b>	<b>107,944</b>	<b>1,935</b>	<b>37,099</b>	<b>146,978</b>
<b>Total</b>	<b>195,313</b>	<b>3,005</b>	<b>-12,827</b>	<b>185,491</b>	<b>3,053</b>	<b>34,878</b>	<b>223,422</b>

- \* The FY 2015 Actual column includes \$6,251 thousand for Overseas Contingency Operations (OCO) Appropriations funding (PL 113-235).
- \* The FY 2016 Enacted column excludes \$5,960 thousand for OCO Appropriations funding (PL 114-113).
- \* The FY 2017 Estimate excludes \$13,317 thousand for OCO Budget request funding.