

AMERICAN FORCES INFORMATION SERVICE (AFIS)

Global War on Terror (GWOT)/Regional War on Terror (RWOT)

Operations and Maintenance, Defense Wide Budget Activity 04, Administrative and Service-Wide Activities

Detail by Subactivity Group

I. Description of Operations Financed:

Funding will provide commanders and troops with the tools to improve their situational awareness and enhance force protection initiatives. In addition, it will increase internal/command information distribution, as well as support the “touch of home” news, sports and entertainment efforts that will help boost morale and enhance the quality of life for all deployed personnel.

- **American Forces Radio and Television Service (AFRTS):** AFRTS provides multi-channel broadcast quality radio and television services and expanded international information products to personnel in Iraq and Afghanistan. AFRTS provides satellite dishes with receivers/decoders and cabling to establish common viewing at deployed locations at the major bases with large troop concentrations. In addition, other broadcast equipment including TV and radio antennas and transmitters, towers, electronic news gathering (ENG) equipment and personnel, and, if requested by the host combatant command, equipment and personnel for local radio and television operations is being provided. AFIS personnel are responsible for the movement of radio and TV reception and distribution equipment throughout the countries to provide continual uninterrupted services to U.S. and coalition forces.
- **Stars & Stripes Program:** The U.S. Military is an institution that is part of the very fabric of American society. Each military service member is first and foremost an American citizen. To fulfill their responsibilities as citizens, the men and women of the Armed Forces must have access to independent news and information sources. Stars & Stripes delivers daily to military personnel stationed around the globe. It is dedicated to serving our service men and women-and their families. Its mission provides relevant content in print and online. Stars & Stripes offers readers premier coverage of national and international news, sports, and everything else found in hometown newspapers in the United States, from comics to opinion

columns. Stars and Stripes produce daily editions for the Middle East. From its central office in Washington, DC, it posts daily editions to the Internet and transmits them to print sites in Kuwait, Qatar, Iraq, Bahrain and Afghanistan.

- **Strategic Communication Roadmap**: The exchange of information, persons, and ideas is fundamental to the foreign, economic and security policy of the United States. The Department relies on Public Affairs (PA) to understand, inform, engage, and influence foreign audiences by reaching out beyond government-to-government relations to establish a foundation of trust upon which specific policy and societal issues can be addressed in a context of informed understanding and mutual respect. The public is better served through the continuous dialogue that the Department's outreach efforts build with communities across America. Through public affairs programs, the Department informs the American people of U.S. foreign policy and initiatives that have a direct impact on their lives. In a democratic society, it is imperative that the public understands the basis of the Department's policies carried out on their behalf. In an effort to provide increasingly responsive PA for the Department of Defense (DoD), the Office of the Assistant Secretary of Defense for Public Affairs (OASD PA) has undertaken several initiatives directly related to wartime operations that require supplemental funding:
 - **Public Affairs Transformation**: Within DoD transformation, DoD Public Affairs transformation concerns the engagement of the information technology front to combat the images and disinformation distributed so expertly by our enemies with and through the use of information technology. Changes in the global information environment require the DoD, in conjunction with other U.S. Government (USG) agencies, to implement more deliberate and well-developed Strategic Communication processes. This office focuses on maximizing the Internet and the personal style of communication that can yield results. What works for our enemies should be working for us.
 - **OASD (PA) Web Operations (Web Ops)**: This program supports deployed forces in Iraq and Afghanistan by providing breaking news coverage and creating multimedia specials on the War on Terror and the homeland defense mission on DefenseLink. Web Ops also operates and maintains the Defend America Web site, dedicated to providing news and information about the War on Terrorism, and the America Supports You site, which highlights public support for service members.
 - **Joint Communicator Collaboration Website**: A PA collaboration portal will be developed during FY 2007 to provide information on demand. This portal will provide a Common Operating Picture which will integrate all PA activities, to include planning engagements and assessing information, displaying events with mapping and calendaring views, and providing feedback in a knowledge management environment. This initiative should improve the process of capturing, filtering, processing, querying and presenting information on demand.

FY 2006	*-----FY 2007-----*		
<u>Actuals</u>	<u>Title IX</u>	<u>Supplemental</u>	<u>Total</u>
14,459	0	18,785	18,875

II. Financial Summary (\$ in Thousands):

A. Subactivity Group – American Forces Radio and Television Service (AFRTS) (DMC)

1. 3.3 Other Supplies and Equipment	1,019	0	1,000	1,000
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Narrative Justification: The American Forces Radio and Television Service (AFRTS) multi-channel television and radio services are provided to deployed forces in support of wartime operations. In FY 2004, AFRTS began operation of the AFN-Iraq radio network in Baghdad with ENG teams in Baghdad, Mosul and Balad/Anaconda in support of Multinational Force – Iraq and Central Command (CENTCOM). In FY 2006, AFRTS began operation of the AFN-Afghanistan radio network from Bagram Air Base. This funding will provide replacement and additional satellite downlink antennas (TVRO's), receiver/decoders for reception of radio and television services, and radio and television transmitters, antennas and towers for distribution of the AFRTS services.

Impact if not funded: Equipment and parts provide satellite television reception and distribution at bases and support American Forces Network operations in Iraq and Afghanistan. Without funding, AFRTS services and operations in support of AFN-Iraq and AFN-Afghanistan will be eliminated.

B. Subactivity Group – America Supports You Program (08704)

1. 3.7 Other Services/Miscellaneous Contracts 800 0 3,000 3,000

Narrative Justification: Sustainment of the “America Supports You” program that provides support activities for U.S. deployed military. This program provides a “connector” service for American citizens to connect with military members. America Supports You brings together all of the grassroots support programs both in the states and in the military that directly support our deployed military.

Impact if not funded: Citizens who want to support our troops would not have a central medium and tool for showing their many kinds of support. In today’s environment, it is imperative that the DoD help facilitate this ongoing support and that this support is communicated to deployed forces worldwide. The value of this program cannot be overstated; our deployed troops must continue to see that the American public and their military leaders support them and their families.

C. Subactivity Group – Stars & Stripes

1. 3.7 Other Services/Miscellaneous Contracts 12,140 0 10,785 10,785

Narrative Justification: The AFIS mission is to promote and sustain unit and individual readiness, quality of life, and morale of U.S. Forces worldwide by providing news, information, entertainment, visual and public information support, and Department-wide public affairs, broadcast, and visual information training. Stars and Stripes is an important vehicle to help provide broad-based news and information to our deployed forces. Stars & Stripes safeguards the “connection to the world” for U.S. Military and Department of Defense personnel. The paper has a particular responsibility to focus on forward-deployed forces that do not have good access to other sources of news and information. This funding is critical to the newsgathering, production and distribution of daily newspaper to deployed personnel in Iraq and Afghanistan.

Impact if not funded: Stars & Stripes would have to curtail or severely reduce the number of papers distributed in Iraq and Afghanistan. This reduction could negatively impact the quality of life and affect the morale of deployed forces.

D. <u>Subactivity Group</u> – Strategic Communication	500	0	4,000	4,000
1. 3.7 Other Services/Miscellaneous Contracts	0	0	3,000	3,000

Narrative Justification: Public Affairs (PA) Transformation The United States will not win the war on terrorism or achieve other crucial national security objectives by military means alone. Victory in the Global War on Terror (GWOT) ultimately depends on countering extremist ideology through strategic communication with emphasis on consistency, veracity and transparency both in words and deeds. The 2006 Quadrennial Defense Review (QDR) report identified significant capability gaps in the primary communication supporting capabilities. This includes the need for developing the most effective tools and processes for communication assessment and analysis, and for delivering information to key audiences, both internal and external.

Public Affairs (PA) Transformation encompasses several initiatives to meet the demands of fighting the GWOT in a new media age. To accomplish these objectives, supplemental funding will enable us to:

- Hire technical experts (contractor personnel) to leverage best practices, and purchase emerging technologies to enhance DoD's strategic communication supporting capabilities.
- Purchase web technologies that don't require cumbersome players for video and flash products; create a new DoD website capability to increase video products for the external audience; and build a database of stakeholders for distribution of daily material.
- Increase the production speed and volume of news and information to be updated and distributed to targeted audiences. We must purchase the means to streamline real-time product coming from PA units, combat camera, AFN detachments in theaters of operation, and fly-away teams covering contingency operations.
- Obtain new technologies to proactively push images and information that spotlight the extreme radicalism of the enemy, and enable DoD to underscore the dynamic transformation on-going in Iraq and Afghanistan. The Department must expand from traditional media to engage new audiences in the web, blogosphere, wireless messaging devices, and emerging technologies rapidly and accurately.

Impact if not funded: Our adversaries have skillfully adapted to fighting wars in today’s media age, and without this support we will not be able to regain the advantage in the midst of a communication revolution. Funding is needed to transform PA and shift our emphasis from reactive to proactive in combating an existential enemy in a non-kinetic 24/7 environment by leveraging new technology. Without supplemental funding, the Department will not be able to update legacy technologies and increase information distribution to targeted audiences to adequately counter extremist disinformation.

2. **3.7 Other Services/Miscellaneous Contracts** **500** **0** **500** **500**

Narrative Justification: **Office of the Assistant Secretary of Defense, Public Affairs (OASD-PA) Web Operations (Web Ops)** Due to the increased and immediate need to provide real time military news and information to the forward deployed warfighters, DoD web operations must transform to meet the mission. In addition, increased web capabilities provide warfighters interactive opportunities that enable direct dialogue between forward deployed forces and rear echelon commands. This transformation requires augmentation to web operations, including additional staff, improved technical capabilities and expanded contract support. Consistent with the physical transformation of the military, communications structures like the web must be continually adjusted to remain relevant and potent in a globalized, real time environment. Additional funds are specifically needed for 10 contractors for web operations/programming and to pay for increased web infrastructure that sustains the Defend America and America Supports You web programs.

Impact if not funded: Part of the OIF/OEF battlefield is being waged on the web. The DoD needs to capitalize on new and emerging technologies in this evolving communications environment to help the warfighter. If not funded, it compromises the effectiveness of the warfighter who relies on DoD news and information to be able to fully engage on all aspects of the battlefield. The additional contractors and increased web infrastructure are needed to support this surge for web operations and to sustain the Defend America and America Supports You web programs.

3. **3.7 Other Services/Miscellaneous Contracts** **0** **0** **500** **500**

Narrative Justification: The **Joint Communicator Collaboration Website** provides an overarching communication collaboration tool to aid various echelons of the DoD Public Affairs staffs in establishing a proactive and responsive effort to synchronize and coordinate public affairs, military support to public diplomacy, and military information operations in concert with the actions of employing the national elements of power to achieve national objectives. The

collaboration portal will be designed to include tiered access for select groups of users to enhance the sharing of communication campaign plans, themes and messages, guidance, provide a record of how and when the documents are reviewed within a structure that automatically places documents into a filing system that is accessible by all the group members. It will also contain a calendaring mechanism that enables tracking and synchronization of events and activities that help shape efforts to inform and educate targeted audiences. It will be the single point of information gathering and sharing for all DoD PA practitioners world-wide.

Impact if not funded: This collaboration and synchronization website capability will remain non-existent and perpetuate the lag behind adversaries who are taking advantage of modern technologies. Insurgents around the world have learned to use this media-rich environment to further their goals. To combat them successfully, the U.S. government needs to adapt and use the technology that has proven to be so powerful. Lack of this capability will perpetuate our inability to coordinate PA information and actions at all levels of the DoD and support to the Combatant Commanders (COCOMs) and Services to allow them to operationalize and reinforce the government’s overall strategic objectives. The longer it takes to put a strategic communication framework into place, the more we can be certain that the vacuum will be filled by the enemy and by news informers that will not paint an accurate picture of what is actually taking place.

Funding Totals	14,459	0	18,785	18,785
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