

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

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 internal 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 (COCOM), 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. Dedicated to serving service men and women-and their families, Stars & Stripes delivers relevant content daily, in print and online, to military personnel stationed around the globe. 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 produces 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 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 the enemy should be working for the U.S.
 - **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 2007	FY 2008
	<u>Title IX/Supplemental</u>	<u>GWOT Request</u>
	18,785	16,409

II. Financial Summary (\$ in Thousands):

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

1. 3.3 Other Supplies and Equipment	1,000	2,046
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Narrative Justification: Funding is required to sustain AFRTS operations in Iraq and Afghanistan (AFN-Iraq radio network in Baghdad and 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

1. 3.7 Other Services/Miscellaneous Contracts	3,000	3,066
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Narrative Justification: Sustains 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 the deployed military.

Impact if not funded: Citizens who want to support the 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.

C. Subactivity Group – Stars & Stripes

1. 3.7 Other Services/Miscellaneous Contracts **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 & Stripes is an important vehicle to help provide broad-based news and information to the deployed forces. Stars & Stripes safeguards the “connection to the world” for U.S. Military and Department of Defense personnel.

Impact if not funded: This funding is critical to the newsgathering, production and distribution of daily newspaper to deployed personnel in Iraq and Afghanistan. Production and distribution of the Stars & Stripes in Iraq and Afghanistan will cease. This will have a negative impact on quality of life and affect the morale of deployed forces.

D. Subactivity Group – Strategic Communication **4,000** **512**

1.3.7 Other Services/Miscellaneous Contracts **3,000** **0**

Narrative Justification: **Public Affairs (PA) Transformation** The adversaries have skillfully adapted to fighting wars in today’s media age. The United States will not win the war on terrorism or achieve other crucial national security objectives by military means alone. Funding is needed to transform PA and shift the emphasis from reactive to proactive in combating an existential enemy in a non-kinetic 24/7 environment by leveraging new technology. 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: 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

512

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 the sustainment of 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: A significant part of the war on terror is being waged on the web. Without funding, the effectiveness of the warfighter who relies on DoD news and information to be able to fully engage on all aspects of the battlefield will be compromised.

3. 3.7 Other Services/Miscellaneous Contracts

500

0

Narrative Justification: Funding is for the sustainment of the **Joint Communicator Collaboration Website**. 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. It will be the single point of information gathering and sharing for all DoD PA practitioners world-wide.

Impact if not funded: 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 the inability to coordinate PA information and actions at all levels of the DoD and support to the COCOMs and Services to allow them to operationalize and reinforce the government's overall strategic objectives.

Funding Totals

18,785

16,409