

DEFENSE MEDIA ACTIVITY (DMA)
FY 2010 Overseas Contingency Operations: Operation Iraqi Freedom (OIF)/Operation Enduring Freedom (OEF)
Operation and Maintenance, Defense-Wide
Budget Activity 4: Administration and Service-wide Activities

I. Description of Operations Financed: American Forces Radio and Television Service (AFRTS) and related media information products will provide commanders and troops with the tools to improve their situational awareness and enhance force protection initiatives. These products increase internal/command information distribution and support the “touch of home” news, sports and entertainment efforts that will boost morale and enhance the quality of life for all personnel deployed in support of Operation Enduring Freedom – Afghanistan (OEF-A) and Operation Iraqi Freedom (OIF) operations.

II. Financial Summary (\$ in Thousand)

CBS No.	CBS Title	FY 2008 Cost of War	FY 2009 Bridge	FY 2009 Remaining	FY 2009 Total	FY 2010 Total
1.0	Personnel	\$42.0	\$117.0	\$308.0	\$425.0	0
2.0	Personnel Support	\$536.0	\$373.0	\$727.0	\$1,100.0	\$127.0
3.0	Operating Support	\$16,571.0	\$6,010.0	\$10,150.0	\$16,160.0	\$12,912.0
4.0	Transportation	<u>\$ 0.0</u>	<u>\$ 0.0</u>	<u>\$ 0.0</u>	<u>\$ 0.0</u>	<u>\$ 325.0</u>
	SAG Totals	\$17,149.0	\$6,500.0	\$11,185.0	\$17,685.0	\$13,364.0

CBS Cost Breakdown Structure (CBS) No.	FY 2008 Cost of War	FY 2009 Bridge	FY 2009 Remaining	FY 2009 Total	FY 2010 Total
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AMERICAN FORCES RADIO AND TELEVISION SERVICE (AFRTS)

A. CBS 2.0 – Personnel Support

Operation Enduring Freedom (OEF)	\$0.0	\$0.0	\$0.0	\$0.0	\$104.0
Operation Iraqi Freedom-(OIF)	<u>\$536.0</u>	<u>\$39.0</u>	<u>\$86.0</u>	<u>\$125.0</u>	<u>\$ 23.0</u>
Total	\$536.0	\$39.0	\$86.0	\$125.0	\$127.0

Narrative Justification: Funds temporary duty costs for pre-deployment training and Combat Skills Training (CST) of AFRTS correspondents and other DMA personnel. Ensures the necessary means for DMA military correspondents supporting the AFRTS mission to receive the mandatory equipment, supplies, training and travel needed to deploy in support of OEF/OIF. A significant number of members are deployed overseas and DMA must pay for the associated round trip travel costs to return to CONUS to attend this training.

Impact if not funded: Failure to provide funding will severely restrict DMA’s ability to meet these training requirements and will reduce the number of individuals available to cover OEF/OIF operations and/or increase deployment lengths for DMA correspondents/personnel.

B. CBS 3.0 – Operating Support

Operation Enduring Freedom-Afghanistan (OEF-A)	\$1,252.0	\$190.0	\$210.0	\$400.0	\$2,080.0
Operation Iraqi Freedom-(OIF)	<u>\$2,786.0</u>	<u>\$1,418.0</u>	<u>\$4,412.0</u>	<u>\$5,830.0</u>	<u>\$471.0</u>
Total	\$4,038.0	\$1,608.0	\$4,622.0	\$6,230.0	\$2,551.0

Narrative Justification: Funding provides AFRTS and related media information products the ability to provide multi-channel broadcast quality radio and television services and expanded internal information products to personnel in Iraq and Afghanistan. This funding provides support for satellite dishes with receivers, decoders, and cabling to establish common viewing at deployed locations; broadcast equipment such as TV and radio antennas and transmitters, towers, electronic news gathering equipment; and personnel and equipment for local radio and television broadcasts. Also provides media information and digital imaging products such as video,

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audio, still imagery, and print products; coordination and transmission of interviews with soldiers; and web based/hard copy news coverage, informational announcements; and creation of multimedia specials for ongoing operations in Iraq and Afghanistan.

Impact if not funded: Lack of the full range AFRTS, related media information, and digital imaging products and service would reduce constant situational awareness, force protection, and degrade morale.

C. CBS 4.0 - Transportation

Operation Enduring Freedom-Afghanistan (OEF-A)	\$0.0	\$0.0	\$0.0	\$0.0	\$300.0
Operation Iraqi Freedom-(OIF)	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$25.0</u>
Total	\$0.0	\$0.0	\$0.0	\$0.0	\$325.0

Narrative Justification: Funds second destination transportation costs to ship equipment and supplies overseas that are needed by AFRTS correspondents, military news gathering bureaus, television distribution systems, and radio transmitter sites throughout Iraq, Kuwait, Qatar and Afghanistan to support their OEF/OIF mission.

Impact if not funded: The equipment needed would not be available, leading to loss of internal radio and television communication capability in the AOR and AFRTS mission failure.

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STARS AND STRIPES PRODUCTS

A. 3.0 CBS - Operating Support

Operation Enduring Freedom-Afghanistan (OEF-A)	\$2,959.0	\$1,842.0	\$124.0	\$1,966.0	\$4,285.0
Operation Iraqi Freedom-(OIF)	<u>\$9,183.0</u>	<u>\$2,836.0</u>	<u>\$5,983.0</u>	<u>\$8,819.0</u>	<u>\$5,723.0</u>
Total	\$12,142.0	\$4,678.0	\$6,107.0	\$10,785.0	\$10,008.0

Narrative Justification: The Stars & Stripes (S&S) Program Mideast edition provides independent news and information that offers premier coverage of national and international news, sports, and everything else found in hometown newspapers in the United States, from comics to opinion columns, to personnel deployed in support of OEF and OIF. From its central office in Washington, DC, S&S posts the daily Mideast edition online and transmits it to print sites in Kuwait, Iraq, Bahrain and Afghanistan in support of both Operation Enduring Freedom – Afghanistan (OEF-A) and Operation Iraqi Freedom (OIF). Detailed descriptions follow:

Operation Enduring Freedom- Afghanistan) (OEF-A) - Stars and Stripes (S&S) provides its 32-page daily newspaper to service members stationed in Afghanistan, Djibouti (Africa), and Manas Air Base (Kyrgyzstan). The S&S Mideast edition is supported by an editorial staff (bureau chief, copy editors and S&S reporters embedded with service members) and a distribution staff. The S&S command and administrative staff work with contracting to secure local printing and delivery services throughout Afghanistan and some of its neighboring countries.

Unlike Iraq, Afghanistan has fewer resources and little infrastructure to support printing and delivery and presents more difficulties in terms of terrain and climate. The unit cost of producing papers for OEF-A is therefore higher than the cost for OIF, especially as the pace of operations in Afghanistan gears up and operations in Iraq begin to wind down. The S&S staff regularly travels to bases in Afghanistan to report on military operations there, determine the number of papers needed in each location, adjust and arrange delivery routes using a combination of local national delivery contractors, military or commercial flights and the military postal service, and discuss S&S service with the command. As force strength increases, the demand for S&S papers will increase and the resources required for timely delivery will be multiplied.

The number of papers distributed increased from 3,500 each day, seven days per week, to 7,000 daily by the end of FY 2008. That number increased again to 9,000 daily in March of 2009. With troop levels in Afghanistan expected to increase by 30,000 by

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FY 2010, S&S expects it will need to provide 11,000 copies per day by the end of FY09 and increase to 15,000 daily copies in FY10 to achieve the target minimum ratio of one-copy-per-four service members. In addition, the number of days S&S staff needs to be deployed to Afghanistan will increase in step with DoD's increased focus on operations in that region. The papers printed in Afghanistan through FY 2008 were produced in Kabul. As force strength increases, it is likely that the capacity of the Kabul printing facility will be exceeded, requiring S&S to contract for additional print capacity, ideally from a source that will maintain or improve delivery to the southern part of Afghanistan (Kandahar and other bases along the Pakistan border).

Operation Iraqi Freedom (OIF) Stars and Stripes (S&S) supports OIF by providing its daily 32-page newspaper to service members stationed in Bahrain, Iraq, Kuwait, Qatar, Saudi Arabia and the United Arab Emirates. Since 2003, S&S has published a separate Mideast edition, supported by an editorial staff (bureau chief, copy editors and S&S reporters embedded with service members) and a distribution staff. In addition, S&S command and administrative staff work with contracting to secure local printing and delivery services in Iraq (two sites, one in Baghdad, one in Erbil in northern Iraq), Bahrain, and Kuwait. S&S also oversees digital printing operations at Al Dhafra air base in the UAE and provides contract printing services for the Balad Air Base publication, "Expeditionary Times."

The S&S staff regularly travels to U.S. bases in Iraq and surrounding countries to report on military operations there, to determine the number of papers needed in each location, to arrange and adjust delivery routes using a combination of local national delivery contractors, military or commercial flights and the military postal service, and to meet with the command to discuss S&S service.

In FY 2008, an average of 64,000 daily papers were delivered, seven days per week, in support of OIF, roughly one paper for every three service members, or one for six if DoD and civilian contractors are included. The unit cost of providing newspapers will increase as print quantities are reduced, although the total number of papers is expected to decrease to 50,000 by year-end FY 2009 and to 45,000 by year-end FY 2010, consistent with decreases in force strength.

Impact if not funded: The number of papers will decrease, the number of bases to which papers are delivered will be reduced, the frequency with which news and information reaches service members supporting OIF and OEF will be lessened, and reporting of the military operations in Iraq and surrounding countries will be curtailed. In addition to the negative impact on service members, without sufficient funding S&S will find its ability to fulfill its mission substantially curtailed.

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COMBAT AWARENESS TRAINING

D. 3.0 CBS - Operating Support

Operation Enduring Freedom-Afghanistan (OEF-A)	\$0.0	\$0.0	\$0.0	\$0.0	\$353.0
Operation Iraqi Freedom-(OIF) Long War	\$182.0	\$175.0	\$370.0	\$545.0	\$0.0
	<u>\$209.0</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>	<u>\$0.0</u>
Total	\$391.0	\$175.0	\$370.0	\$545.0	\$353.0

Narrative Justification: - The Joint Expeditionary Public Affairs Course (JEPAC) is a one-of-a-kind intensive training course designed to rapidly prepare Public Affairs Officers and NCOs to function effectively and seamlessly as part of a Joint Task Force (JTF) in OEF and OIF. The course serves as a “mission rehearsal exercise” specifically for PA leaders/practitioners, leveraging latest lessons learned. The training scenario is centered on the functional JTF Staff as organized in OEF and OIF. The JEPAC replicates a fully manned JTF command group and primary staff through the use of qualified Reserve-Component and contractor observer/controllers with functional experience to provide a realistic exercise environment. The JEPAC scenario relies on the ability of the role players, guided by the Exercise Director, to effectively manage significant free play with the training audience to achieve the course training objectives through dynamic problem solving techniques as required by U.S. forces in the asymmetric battlespace as found in Afghanistan. This course is unique in that it is focused specifically on preparing PA leaders and practitioners to plan, operate, execute and assess communication at the JTF-level. The training is far more in-depth and functionally relevant than experience in larger, broader JTF-MRX (Mission Rehearsal Exercises).

Impact if not funded: Without funding for JEPAC, a realistic training environment for equipping Joint PA leaders/practitioners for the “media war” in Afghanistan and Iraq will not be provided. Al-Qaeda leaders and training materials identify the “media war” as the “main effort.” Without funding, military members most directly engaging in this fight will lack the tools to fulfill CENTCOM objectives in combined/joint area of operations. Providing this realistic training environment is critical to OEF operational success.

Total	\$17,149.0	\$6,500.0	\$11,185.0	\$17,685.0	\$13,364.0
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