

**DEFENSE MEDIA ACTIVITY (DMA)
 FY 2011 Overseas Contingency Operations (OCO)
 Operation Enduring Freedom (OEF)/Operation Iraqi Freedom (OIF)
 Operation and Maintenance, Defense-Wide
 Budget Activity 4 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 personnel deployed in support of Operation Enduring Freedom – Afghanistan (OEF-A) and Operation Iraqi Freedom (OIF) operations.

II. Force Structure Summary: N/A

III. Financial Summary (\$ in Thousands)

| CBS No. | CBS Title | FY 2009 Cost of War | FY 2010 Enacted | FY 2010 Supplemental | FY 2010 Total | FY 2011 Request |
|---------|-------------------|------------------------|--------------------|-------------------------|------------------|--------------------|
| 1.0 | Personnel | \$116 | 0 | | | |
| 2.0 | Personnel Support | \$434 | \$127 | | \$127 | \$300 |
| 3.0 | Operating Support | \$17,135 | \$12,912 | | \$12,912 | \$13,899 |
| 4.0 | Transportation | | \$325 | | \$325 | \$600 |
| | SAG Totals | \$17,685 | \$13,364 | | \$13,364 | \$14,799 |

AMERICAN FORCES RADIO & TELEVISION SERVICE (AFRTS) AND RELATED MEDIA INFORMATION PRODUCTS

A. Subactivity Group

2.0 Cost Breakdown Structure (CBS) – Personnel Support

| | | | | |
|--|--------------|--------------|--------------|--------------|
| Operation Enduring Freedom-Afghanistan (OEF-A) | \$181 | \$104 | \$127 | \$200 |
| Operation Iraqi Freedom-(OIF) | \$253 | \$23 | | |
| Total | \$434 | \$127 | \$127 | \$200 |

| | FY 2009 Cost of War | FY 2010 Enacted | FY 2010 Supplemental | FY 2010 Total | FY 2011 Request |
|--|--------------------------------|----------------------------|---------------------------------|--------------------------|----------------------------|
|--|--------------------------------|----------------------------|---------------------------------|--------------------------|----------------------------|

Narrative Justification: Funds travel 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 who support the AFRTS mission to receive the mandatory equipment, supplies, training and travel needed to deploy in support of OEF/OIF. A significant number of deploying members are stationed overseas and DMA must pay for the 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 operational deployment requirements and lead to the reduction in the number of individuals available to cover OEF/OIF operations and/or increase deployment lengths for DMA correspondents and other personnel.

A. Subactivity Group

3.0 Cost Breakdown Structure (CBS) – Operating Support

| | | | | | |
|---|----------------|----------------|--|----------------|----------------|
| Operation Enduring Freedom-Afghanistan (OEF-A) | \$2,290 | \$1,144 | | \$1,144 | \$2,467 |
| Operation Iraqi Freedom-(OIF) | \$3,515 | \$1,407 | | \$1,407 | \$399 |
| Total | \$5,805 | \$2,551 | | \$2,551 | \$2,866 |

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 Afghanistan and Iraq. Acquired programming provides for 24/7 multi-channel broadcast services. Equipment that is worn or damaged by weather, electrical outages, surges and accidents need to be replaced.

Also provided are media information; coordination and transmission of interviews with soldiers; and web based/hard copy news coverage of ongoing operations in Afghanistan and Iraq.

Impact if not funded Impact if not funded: Will degrade ability to provide troops deployed for OIF/OEF full range AFRTS and related media information and digital imaging products and services thereby reducing constant situational awareness and force protection information as well as adversely impacting morale.

| | FY 2009 | FY 2010 | FY 2010 | FY 2010 | FY 2011 |
|--|--------------------|----------------|---------------------|----------------|----------------|
| | Cost of War | Enacted | Supplemental | Total | Request |

A. Subactivity Group

4.0 Cost Breakdown Structure (CBS) - Transportation

| | | | | | |
|---|--|--------------|--|--------------|--------------|
| Operation Enduring Freedom-Afghanistan (OEF-A) | | \$300 | | \$300 | \$500 |
| Operation Iraqi Freedom-(OIF) | | \$25 | | \$25 | \$100 |
| Total | | \$325 | | \$325 | \$600 |

Narrative Justification: Funds second destination transportation costs to ship equipment and supplies needed by American Forces Radio and Television Services (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: Failure to provide funding for this mission would eliminate the ability to meet AFRTS mission requirements, which would lead to loss of internal communication capability in the AOR through radio and television.

STARS AND STRIPES PRODUCTS

A. Subactivity Group

3.0 Cost Breakdown Structure (CBS) - Operating Support

| | | | | | |
|---|-----------------|-----------------|--|-----------------|-----------------|
| Operation Enduring Freedom-Afghanistan (OEF-A) | \$1,966 | \$6,068 | | \$6,068 | \$8,460 |
| Operation Iraqi Freedom-(OIF) | <u>\$9,189</u> | <u>\$3,940</u> | | <u>\$3,940</u> | <u>\$2,573</u> |
| Total | \$11,155 | \$10,008 | | \$10,008 | \$11,033 |

Narrative Justification: The Stars & Stripes program provides personnel deployed in support of OEF and OIF independent news and information that provides coverage of national and international news and everything else found in hometown newspapers in the United States. Printed and electronic news media enhance military readiness (morale), better enable service members to exercise responsibilities of citizenship, and provides information to help Soldiers, Sailors, Airmen, and Marines to make sense of the contextual elements of a transformational military. The importance of printed media is heightened by the minimal-to-no internet access to news and social media at operating bases and limited access at the main bases in the AOR.

From its central office in Washington, DC, S&S transmits the daily Mideast edition to print sites in Kuwait, Iraq (two locations), Bahrain, Djibouti, United Arab Emirates, and Afghanistan in support of both Operation Enduring Freedom – Afghanistan (OEF-A) and Operation Iraqi Freedom (OIF). The following is a detailed description of the support in each operating theater.

| FY 2009 Cost of War | FY 2010 Enacted | FY 2010 Supplemental | FY 2010 Total | FY 2011 Request |
|--------------------------------|----------------------------|---------------------------------|--------------------------|----------------------------|
|--------------------------------|----------------------------|---------------------------------|--------------------------|----------------------------|

Operation Enduring Freedom - Afghanistan) (OEF-A) Stars and Stripes supports OEF-A by providing its daily newspaper to service members stationed in Afghanistan, Djibouti (Africa), United Arab Emirates, and Manas Air Base (Kyrgyzstan). Combatant Commanders (COCOM) require 1 newspaper be delivered for every 3 service members deployed. As force strength increases, the demand for S&S papers will increase and the resources required for timely delivery will be multiplied. Stars and Stripes expects that by the end of FY 2011 30,000 copies will be required each day to support military assigned to this theater. To meet this requirement S&S will need \$6.8M to gather news, produce and distribute the paper to military members assigned to OEF-A.

Operation Iraqi Freedom (OIF): Stars and Stripes supports OIF by providing its daily newspaper to service members stationed in Iraq, Kuwait, Qatar, and Saudi Arabia. Combatant Commanders (COCOM) also require that Stars and Stripes supply 1 newspaper for every 3 service members.

S&S expects that in FY 2011 an average of 21,500 newspapers will be required each day to support military assigned to this theater. To meet this requirement S&S will need \$7.1M to gather news, produce and distribute the paper to Military members assigned to OIF.

Impact if not funded: Stars and Stripes will be unable to meet the requirements of the Combatant Commanders (COCOM) to supply 1 newspaper for every 3 service members deployed. Thus some service members will be deprived of the news and information necessary to promote morale and allow them to perform at optimum levels.

NO FY 2011 FUNDING IS REQUESTED FOR THE FOLLOWING PROGRAMS DUE TO THEIR TRANSFER TO BASELINE

A. Subactivity Group 1.0 Cost Breakdown Structure (CBS) – Personnel

American Forces Radio & Television Service

Operation Enduring Freedom-Afghanistan (OEF-A) \$39

Operation Iraqi Freedom-(OIF) \$77

Total \$116

A. Subactivity Group

| | FY 2009 | FY 2010 | FY 2010 | FY 2010 | FY 2011 |
|--|--------------------|----------------|---------------------|----------------|----------------|
| | Cost of War | Enacted | Supplemental | Total | Request |

3.0 Cost Breakdown Structure (CBS) - Operating Support Combat Awareness Training

Operation Enduring Freedom-Afghanistan (OEF-A)

Operation Iraqi Freedom-(OIF) Long War

Total

| | | | |
|--------------|--------------|--|--------------|
| \$175 | \$353 | | \$353 |
| \$175 | \$353 | | \$353 |

Total

| | | | | |
|-----------------|-----------------|--|-----------------|-----------------|
| \$17,685 | \$13,364 | | \$13,364 | \$14,799 |
|-----------------|-----------------|--|-----------------|-----------------|

This page intentionally left blank.