

**Defense Media Activity  
Operation and Maintenance, Defense-Wide  
Fiscal Year (FY) 2021 Budget Estimates**

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

	FY 2019 <u>Actuals</u>	Price <u>Change</u>	Program <u>Change</u>	FY 2020 <u>Enacted</u>	Price <u>Change</u>	Program <u>Change</u>	FY 2021 <u>Estimate</u>
DMA	230,506	5,077	-33,801	201,782	4,085	-8,870	196,997

\* The FY 2019 Actual column includes \$14,377.0 thousand of FY 2019 OCO Appropriations Funding (P.L. 115-245).

\* The FY 2020 Enacted column excludes \$14,377.0 thousand of FY 2020 OCO Appropriations Funding (P.L. 116-93).

\* The FY 2021 Estimate column excludes \$3,555.0 thousand of FY 2021 OCO Appropriations 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. 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

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**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.
- **Defense Video and Imagery Distribution System (DVIDS):** A state-of-the-art, 24/7 operation that provides a timely, accurate and reliable connection between the American people, the media around the world and the military serving at home and abroad. Through a global network of portable Ku-band satellite transmitters, robust IP connectivity and a distribution hub, DVIDS makes available real-time broadcast-quality video, audio, still images and print products, as well as immediate interview opportunities with service members, commanders and subject matter experts. The DVIDS360 Content Management System also provides unrivaled, customized analytics capability for its clients.
- **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 2020 and FY 2021 of \$4.085 million price growth and -\$8.870 million program reduction for a total change of -\$4.785 million.

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II. Force Structure Summary:

N/A

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

<b>A. BA Subactivities</b>	<b>FY 2020</b>						
	<b>FY 2019 Actuals</b>	<b>Budget Request</b>	<b>Congressional Action</b>		<b>Appropriated</b>	<b>Current Enacted</b>	<b>FY 2021 Estimate</b>
			<b>Amount</b>	<b>Percent</b>			
1. Defense Media Operations	230,506	202,792	-1,010	-0.5	201,782	201,782	196,997
<b>Total</b>	<b>230,506</b>	<b>202,792</b>	<b>-1,010</b>	<b>-0.5</b>	<b>201,782</b>	<b>201,782</b>	<b>196,997</b>

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III. Financial Summary (\$ in thousands)

<u>B. Reconciliation Summary</u>	<u>Change</u> <u>FY 2020/FY 2020</u>	<u>Change</u> <u>FY 2020/FY 2021</u>
<b>Baseline Funding</b>	202,792	201,782
Congressional Adjustments (Distributed)		
Congressional Adjustments (Undistributed)	-983	
Adjustments to Meet Congressional Intent		
Congressional Adjustments (General Provisions)	-27	
<b>Subtotal Appropriated Amount</b>	<b>201,782</b>	
Fact-of-Life Changes (2020 to 2020 Only)		
<b>Subtotal Baseline Funding</b>	<b>201,782</b>	
Supplemental	14,377	
Reprogrammings		
Price Changes		4,085
Functional Transfers		
Program Changes		-8,870
<b>Current Estimate</b>	<b>216,159</b>	<b>196,997</b>
Less: Wartime Supplemental	-14,377	
<b>Normalized Current Estimate</b>	<b>201,782</b>	

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

<b><u>C. Reconciliation of Increases and Decreases</u></b>	<b><u>Amount</u></b>	<b><u>Totals</u></b>
<b>FY 2020 President's Budget Request (Amended, if applicable)</b>		<b>202,792</b>
1. Congressional Adjustments		-1,010
a. Distributed Adjustments		
b. Undistributed Adjustments		
1) Undistributed Adjustments	-749	
Across-the-Board Reduction to the Operation and Maintenance, Defense-Wide Account		
2) Budget Justification Inconsistencies	-234	
c. Adjustments to Meet Congressional Intent		
d. General Provisions		
1) FY20 General Provisions Section 8133 FCF	-27	
General Provisions Section 8133 Foreign Currency Fluctuation (FCF)		
<b>FY 2020 Appropriated Amount</b>		<b>201,782</b>
2. War-Related and Disaster Supplemental Appropriations		14,377
a. OCO Supplemental Funding		
1) Overseas Contingency Operations	14,377	
Supports DMA's Contingency Operations. (FY 2020 Baseline: \$14,377 thousand)		
3. Fact-of-Life Changes		
<b>FY 2020 Baseline Funding</b>		<b>216,159</b>
4. Reprogrammings (Requiring 1415 Actions)		
<b>Revised FY 2020 Estimate</b>		<b>216,159</b>
5. Less: Item 2, War-Related and Disaster Supplemental Appropriations and Item 4, Reprogrammings		-14,377
<b>FY 2020 Normalized Current Estimate</b>		<b>201,782</b>
6. Price Change		4,085
7. Functional Transfers		
8. Program Increases		4,879

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**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>
a. Annualization of New FY 2020 Program		
b. One-Time FY 2021 Increases		
c. Program Growth in FY 2021		
1) Technology Equipment Related Upgrades	3,027	
DMA is a world-wide media organization and after over 10 years, infrastructure upgrades are required. Equipment purchases will consist of media servers and storage, routers, switches, and computer upgrades. (FY 2020 Baseline: \$3,354 thousand)		
2) Other Services	1,365	
Funds contract services for expertise in Audit Remediation and Federal Records Management in order to meet DoD requirements and be in compliance with Federal records management directives and also Project Management support. (FY 2020 Baseline: \$33,991 thousand)		
3) Civilian Pay Award Adjustment	487	
Pay award adjustment (FY 2020 Baseline: \$69,718 thousand)		
9. Program Decreases		-13,749
a. Annualization of FY 2020 Program Decreases		
b. One-Time FY 2020 Increases		
c. Program Decreases in FY 2021		
1) Defense-Wide Review (DWR): Discontinue Stars and Stripes Publication	-9,404	
(FY 2020 Baseline: \$9,404 thousand)		
2) Armed Forces Networks.	-2,708	
Reduction supports the decrease in overseas satellite costs. (FY 2020 Baseline: \$3,430 thousand)		

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<b>C. <u>Reconciliation of Increases and Decreases</u></b>	<b><u>Amount</u></b>	<b><u>Totals</u></b>
3) Civilian Pay This decrease is a result of consolidations and transformation within the agency. (FY 2020 Baseline: \$69,718 thousand; Baseline FTEs: 510; -20 FTEs)	-1,328	
4) Less One Compensable Day Reduction of one compensable day (FY20 262 to FY21 261) (FY 2020 Baseline: \$69,718 thousand)	-267	
5) DWR: Elimination of Point-to-Point Circuits	-42	
<b>FY 2021 Budget Request</b>		<b>196,997</b>



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

DMA provides a broad range of high-quality media services to inform, educate, and entertain 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.

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

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

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.

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<b>V. <u>Personnel Summary</u></b>	<b><u>FY 2019</u></b>	<b><u>FY 2020</u></b>	<b><u>FY 2021</u></b>	<b><u>Change FY 2019/ FY 2020</u></b>	<b><u>Change FY 2020/ FY 2021</u></b>
<u>Active Military End Strength (E/S) (Total)</u>	850	846	846	-4	0
Officer	47	46	46	-1	0
Enlisted	803	800	800	-3	0
<u>Reserve Drill Strength (E/S) (Total)</u>	34	34	34	0	0
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
<u>Civilian End Strength (Total)</u>	524	580	560	56	-20
U.S. Direct Hire	469	510	490	41	-20
Foreign National Direct Hire	23	30	30	7	0
Total Direct Hire	492	540	520	48	-20
Foreign National Indirect Hire	32	40	40	8	0
<u>Active Military Average Strength (A/S) (Total)</u>	850	846	846	-4	0
Officer	47	46	46	-1	0
Enlisted	803	800	800	-3	0
<u>Reserve Drill Strength (A/S) (Total)</u>	34	34	34	0	0
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
<u>Civilian FTEs (Total)</u>	524	580	560	56	-20
U.S. Direct Hire	469	510	490	41	-20
Foreign National Direct Hire	23	30	30	7	0
Total Direct Hire	492	540	520	48	-20
Foreign National Indirect Hire	32	40	40	8	0
Average Annual Civilian Salary (\$ in thousands)	130.7	120.2	124.5	-10.5	4.3

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<b>V. <u>Personnel Summary</u></b>	<b><u>FY 2019</u></b>	<b><u>FY 2020</u></b>	<b><u>FY 2021</u></b>	<b><u>Change FY 2019/ FY 2020</u></b>	<b><u>Change FY 2020/ FY 2021</u></b>
<u>Contractor FTEs (Total)</u>	<u>246</u>	<u>246</u>	<u>380</u>	<u>0</u>	<u>134</u>

Explanation of Civilian FTE Change:  
 US Direct hire efficiency reductions of -20

Contractor FTE has changed because of a thorough review of all Agency contracts and FTE associated with the service.

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

<u>OP 32 Line</u>	<u>FY 2019</u> <u>Actuals</u>	<u>Change</u> <u>FY 2019/FY 2020</u>		<u>FY 2020</u> <u>Enacted</u>	<u>Change</u> <u>FY 2020/FY 2021</u>		<u>FY 2021</u> <u>Estimate</u>
		<u>Price</u>	<u>Program</u>		<u>Price</u>	<u>Program</u>	
101 Exec, Gen'l & Spec Scheds	65,998	1,835	-671	67,162	1,034	-1,300	66,896
103 Wage Board	323	9	6	338	5	13	356
104 FN Direct Hire (FNDH)	583	16	39	638	10	192	840
<b>199 Total Civ Compensation</b>	<b>66,904</b>	<b>1,860</b>	<b>-626</b>	<b>68,138</b>	<b>1,049</b>	<b>-1,095</b>	<b>68,092</b>
308 Travel of Persons	3,902	78	-526	3,454	69	0	3,523
<b>399 Total Travel</b>	<b>3,902</b>	<b>78</b>	<b>-526</b>	<b>3,454</b>	<b>69</b>	<b>0</b>	<b>3,523</b>
696 DFAS Financial Operation (Other Defense Agencies)	1,319	3	151	1,473	395	0	1,868
<b>699 Total DWCF Purchases</b>	<b>1,319</b>	<b>3</b>	<b>151</b>	<b>1,473</b>	<b>395</b>	<b>0</b>	<b>1,868</b>
771 Commercial Transport	239	5	178	422	8	-1	429
<b>799 Total Transportation</b>	<b>239</b>	<b>5</b>	<b>178</b>	<b>422</b>	<b>8</b>	<b>-1</b>	<b>429</b>
901 Foreign National Indirect Hire (FNIH)	1,597	0	-17	1,580	32	-12	1,600
912 Rental Payments to GSA (SLUC)	0	0	816	816	16	0	832
913 Purchased Utilities (Non-Fund)	2,776	56	1,229	4,061	81	0	4,142
914 Purchased Communications (Non- Fund)	24,467	489	25,455	50,411	1,008	-2,400	49,019
915 Rents (Non-GSA)	57	1	2,339	2,397	48	0	2,445
917 Postal Services (U.S.P.S)	8	0	37	45	1	-1	45
920 Supplies & Materials (Non- Fund)	1,304	26	466	1,796	36	1	1,833
921 Printing & Reproduction	5,260	105	-4,946	419	8	0	427
922 Equipment Maintenance By Contract	1,876	38	3,280	5,194	104	-1	5,297
923 Facilities Sust, Rest, & Mod by Contract	6,902	138	-3,170	3,870	77	1	3,948
925 Equipment Purchases (Non-Fund)	17,498	350	-14,494	3,354	67	2,001	5,422
960 Other Costs (Interest and Dividends)	2	0	7	9	0	1	10
987 Other Intra-Govt Purch	17,151	343	-1,222	16,272	325	-8,681	7,916
988 Grants	13	0	4	17	0	0	17
989 Other Services	35,288	706	-2,003	33,991	680	1,322	35,993

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<u>OP 32 Line</u>	FY 2019	Change		FY 2020	Change		FY 2021
	<u>Actuals</u>	<u>FY 2019/FY 2020</u>		<u>Enacted</u>	<u>FY 2020/FY 2021</u>		<u>Estimate</u>
		<u>Price</u>	<u>Program</u>		<u>Price</u>	<u>Program</u>	
990 IT Contract Support Services	43,941	879	-41,024	3,796	76	0	3,872
991 Foreign Currency Variance	2	0	265	267	5	-5	267
<b>999 Total Other Purchases</b>	<b>158,142</b>	<b>3,131</b>	<b>-32,978</b>	<b>128,295</b>	<b>2,564</b>	<b>-7,774</b>	<b>123,085</b>
<b>Total</b>	<b>230,506</b>	<b>5,077</b>	<b>-33,801</b>	<b>201,782</b>	<b>4,085</b>	<b>-8,870</b>	<b>196,997</b>

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