

Fiscal Year 2022 President's Budget

Defense Media Activity



May 2021

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

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

	<u>FY 2020 Actuals</u>	<u>Price Change</u>	<u>Program Change</u>	<u>FY 2021 Enacted</u>	<u>Price Change</u>	<u>Program Change</u>	<u>FY 2022 Request</u>
DMA	215,887	4,321	-1,285	218,923	4,575	-843	222,655

*FY 2020 includes Division A, Title IX and X of the Consolidated Appropriations Act, 2020 (P.L. 116-93), Division F, Title IV and V from the Further Consolidated Appropriations Act, 2020 (P.L. 116-94) and the Coronavirus Aid, Relief, and Economic Security Act (P.L. 116-136).

*FY 2021 includes Division C, Title IX and Division J, Title IV of the Consolidated Appropriations Act, 2021 (P.L. 116-260).

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 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

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

I. Description of Operations Financed: (Cont.)

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.

- **Stars and Stripes:** Provides daily newspapers and other products, such as a web site and weekly supplemental publications to internal DoD family (active, guard, and reserve military service members, dependents, retirees, DoD civilians, and contract employees). Provides readers news and information independent of chain of command influence them to exercise the responsibilities of citizenship. Stars and Stripes use all available media, including print and to better enable related emerging internet communication technologies.
- **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 2021 and FY 2022 of \$4.575 million price growth and \$.843 million program decrease for a total change of \$3.732 million.

The FY 2022 Direct War and Enduring Costs accounted for in the base budget are as follows:

- Direct War costs accounted for in the Base Budget: \$0.0 thousand: Direct War costs are those combat or direct combat support costs that will not continue to be expended once combat operations end at major contingency locations.
- Enduring costs accounted for in the Base Budget: \$6,446 thousand: Enduring Requirements are enduring in theater and in CONUS costs that will likely remain after combat operations cease.

II. Force Structure Summary:

Not Applicable.

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

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	FY 2020	Budget	FY 2021			Current	FY 2022
			Actuals	Request	Congressional Action		
			Amount	Percent	Appropriated		
<u>A. BA Subactivities</u>							
1. Defense Media Operations	\$215,887	\$200,552	\$18,371	9.16%	\$218,923	\$218,923	\$222,655
Total	\$215,887	\$200,552	\$18,371	9.16%	\$218,923	\$218,923	\$222,655

*FY 2020 includes Division A, Title IX and X of the Consolidated Appropriations Act, 2020 (P.L. 116-93), Division F, Title IV and V from the Further Consolidated Appropriations Act, 2020 (P.L. 116-94) and the Coronavirus Aid, Relief, and Economic Security Act (P.L. 116-136).

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**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

<u>B. Reconciliation Summary</u>	<u>Change</u>	<u>Change</u>
	<u>FY 2021/FY 2021</u>	<u>FY 2021/FY 2022</u>
BASELINE FUNDING	\$200,552	\$218,923
Congressional Adjustments (Distributed)	19,822	
Congressional Adjustments (Undistributed)	-1,290	
Adjustments to Meet Congressional Intent	0	
Congressional Adjustments (General Provisions)	-161	
SUBTOTAL APPROPRIATED AMOUNT	218,923	
Fact-of-Life Changes (2021 to 2021 Only)	0	
SUBTOTAL BASELINE FUNDING	218,923	
Supplemental	0	
Reprogrammings	0	
Price Changes		4,575
Functional Transfers		0
Program Changes		-843
CURRENT ESTIMATE	218,923	222,655
Less: Wartime Supplemental	0	
NORMALIZED CURRENT ESTIMATE	\$218,923	\$222,655

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

FY 2021 President's Budget Request (Amended, if applicable)	\$200,552
1. Congressional Adjustments	\$18,371
a) Distributed Adjustments.....	\$19,822
1) Program increase - defense wide review reduction funding restoration	\$10,822
Maintain Stars and Stripes publication of daily newspaper and other products	
2) Program Increase - Stars & Stripes Restoration	\$9,000
Maintain Stars and Stripes publication of daily newspaper and other products	
b) Undistributed Adjustments	\$-1,290
1) EXCESS TO NEED NON MIP	\$-1,290
c) Adjustments to Meet Congressional Intent.....	\$0
d) General Provisions	\$-161
1) Section 8129 Foreign Currency Exchange Rates	\$-161
FY 2021 Appropriated Amount	\$218,923
2. War-Related and Disaster Supplemental Appropriations	\$0
a) OCO Supplemental Funding	\$0
3. Fact-of-Life Changes.....	\$0
a) Functional Transfers.....	\$0

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

b) Technical Adjustments	\$0
c) Emergent Requirements	\$0
FY 2021 Baseline Funding	\$218,923
4. Reprogrammings (Requiring 1415 Actions).....	\$0
a) Increases	\$0
b) Decreases	\$0
Revised FY 2021 Estimate	\$218,923
5. Less: Item 2, War-Related and Disaster Supplemental Appropriation and Item 4, Reprogrammings	\$0
a) Less: OCO Supplemental Funding.....	\$0
FY 2021 Normalized Current Estimate	\$218,923
6. Price Change	\$4,575
7. Functional Transfers	\$0
a) Transfers In	\$0
b) Transfers Out.....	\$0
8. Program Increases.....	\$24,288
a) Annualization of New FY 2021 Program	\$0

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

b) One-Time FY 2022 Increases	\$0
c) Program Growth in FY 2022	\$24,288
1) Armed Forces Network.....	\$3,049
Fund investments in AFN services, to include satellite-related costs, to benefit AFN users abroad or at sea.	
2) Compensation and Benefits	\$1,771
Increase supports additional FTEs. The change in FTE is a result of a previous manpower reduction which has been restored. (FY 2021 Baseline: \$69,691 thousand; 490 FTEs; +15 FTEs)	
3) Direct War and Enduring Program changes accounted for in the Base Budget.....	\$6,047
Direct War costs are those combat or direct combat support costs that will not continue to be expended once combat operations end at major contingency locations. Enduring Requirements are enduring in theater and in CONUS costs that will likely remain after combat operations cease, and have previously been funded in OCO. Detailed justifications for Direct War and Enduring program changes are provided in the Operation and Maintenance, Defense-wide, Volume I Part 2 Book” (FY 2021 Baseline: \$14,377 thousand)	
4) Stars and Stripes	\$13,421
Funding supports the continued publication of the Stars and Stripes daily newspaper and other products at historical levels.	
9. Program Decreases	\$-25,131
a) Annualization of FY 2021 Program Decreases	\$0
b) One-Time FY 2021 Increases	\$-19,822
1) Defense wide review reductions funding restoration.....	\$-10,822
From Direct War and Enduring program decreases	
2) Stars & Stripes Restoration	\$-9,000

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

c) Program Decreases in FY 2022	\$-5,309
1) Direct War and Enduring Program	\$-3,430
Direct War costs are those combat or direct combat support costs that will not continue to be expended once combat operations end at major contingency locations. Enduring Requirements are enduring in theater and in CONUS costs that will likely remain after combat operations cease, and have previously been funded in OCO. Detailed justifications for Direct War and Enduring program changes are provided in the Operation and Maintenance, Defense-wide, Volume I Part 2 Book”	
2) Travel.....	\$-1,879
Reduce costs associated with the travel of persons. Advancements in virtual connectivity allows alternate means of conducting the mission. (FY 2021 Baseline: \$4,000 thousand)	
FY 2022 Budget Request	\$222,655

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

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.

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.

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

V. Personnel Summary:

	<u>FY 2020</u>	<u>FY 2021</u>	<u>FY 2022</u>	<u>Change FY 2020/ FY 2021</u>	<u>Change FY 2021/ FY 2022</u>
Active Military End Strength (E/S) (Total)	850	846	846	-4	0
Officer	47	46	46	-1	0
Enlisted	803	800	800	-3	0
Reserve Drill Strength (E/S) (Total)	34	34	34	0	0
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
Civilian End Strength (Total)	580	560	575	-20	15
U.S. Direct Hire	510	490	505	-20	15
Foreign National Direct Hire	30	30	30	0	0
Total Direct Hire	540	520	535	-20	15
Foreign National Indirect Hire	40	40	40	0	0
Active Military Average Strength (A/S) (Total)	849	846	846	-3	0
Officer	46	46	46	0	0
Enlisted	803	800	800	-3	0
Reserve Drill Strength (A/S) (Total)	34	34	34	0	0
Officer	8	8	8	0	0
Enlisted	26	26	26	0	0
Civilian FTEs (Total)	580	560	575	-20	15
U.S. Direct Hire	510	490	505	-20	15
Foreign National Direct Hire	30	30	30	0	0
Total Direct Hire	540	520	535	-20	15
Foreign National Indirect Hire	40	40	40	0	0

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

V. Personnel Summary: (Cont.)

	<u>FY 2020</u>	<u>FY 2021</u>	<u>FY 2022</u>	<u>Change FY 2020/ FY 2021</u>	<u>Change FY 2021/ FY 2022</u>
Average Annual Civilian Salary (\$ in thousands)	119.8	124.5	127.0	4.6	2.6
Contractor FTEs (Total)	246	246	380	0	134

N/A

**Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget**

OP-32A Combined View

	FY 2020 Program	Change from FY 2020 to FY 2021			FY 2021 Program	Change from FY 2021 to FY 2022		FY 2022 Program
		FC Rate Diff	Price Growth	Program Growth		Price Growth	Program Growth	
101 EXEC, GEN'L & SPEC SCHEDS	66,456	0	1,023	-583	66,896	1,519	1,352	69,767
103 WAGE BOARD	408	0	6	-58	356	8	15	379
104 FN DIRECT HIRE (FNDH)	778	0	12	50	840	19	4	863
107 VOLUNTARY SEP INCENTIVES	500	0	8	-508	0	0	400	400
0199 TOTAL CIVILIAN PERSONNEL COMPENSATION	68,142	0	1,049	-1,099	68,092	1,546	1,771	71,409
308 TRAVEL OF PERSONS	1,718	0	34	1,771	3,523	67	-1,879	1,711
0399 TOTAL TRAVEL	1,718	0	34	1,771	3,523	67	-1,879	1,711
696 DFAS FINANCIAL OPERATION (OTHER DEFENSE AGENCIES)	1,280	0	343	245	1,868	194	-34	2,028
0699 TOTAL OTHER FUND PURCHASES	1,280	0	343	245	1,868	194	-34	2,028
771 COMMERCIAL TRANSPORT	305	0	6	118	429	8		437
0799 TOTAL TRANSPORTATION	305	0	6	118	429	8	0	437
901 FOREIGN NATIONAL INDIRECT HIRE (FNIH)	1,355	0	27	218	1,600	36	7	1,643
912 RENTAL PAYMENTS TO GSA (SLUC)	0	0	0	832	832	16	-1	847
913 PURCHASED UTILITIES (NON-FUND)	2,801	0	56	1,286	4,143	79	-5	4,217
914 PURCHASED COMMUNICATIONS (NON-FUND)	22,376	0	448	29,195	52,019	988	-52	52,955
915 RENTS (NON-GSA)	137	0	3	2,305	2,445	46	-2	2,489
917 POSTAL SERVICES (U.S.P.S)	2	0	0	43	45	1	0	46
920 SUPPLIES & MATERIALS (NON-FUND)	766	0	15	1,701	2,482	47		2,529
921 PRINTING & REPRODUCTION	365	0	7	55	427	8		435
922 EQUIPMENT MAINTENANCE BY CONTRACT	2,274	0	45	2,978	5,297	101	-5	5,393
923 FACILITIES SUST, REST, & MOD BY CONTRACT	9,250	0	185	-5,487	3,948	75	-4	4,019
925 EQUIPMENT PURCHASES (NON-FUND)	6,489	0	130	-1,197	5,422	103	-6	5,519
960 OTHER COSTS (INTEREST AND DIVIDENDS)	5	0	0	5	10	0		10
987 OTHER INTRA-GOVT PURCH	5,120	0	102	18,042	23,264	442	-41	23,665
988 GRANTS	1	1	0	15	17	0		17
989 OTHER SERVICES	49,437	0	989	-11,505	38,921	739	-582	39,078

Defense Media Activity
Operation and Maintenance, Defense-Wide
Fiscal Year (FY) 2022 President's Budget

OP-32A Combined View (Cont.)

	FY 2020 <u>Program</u>	<u>Change from FY 2020 to FY 2021</u>			FY 2021 <u>Program</u>	<u>Change from FY 2021 to FY 2022</u>		FY 2022 <u>Program</u>
		<u>FC Rate Diff</u>	<u>Price Growth</u>	<u>Program Growth</u>		<u>Price Growth</u>	<u>Program Growth</u>	
990 IT CONTRACT SUPPORT SERVICES	44,063	0	881	-41,072	3,872	74	-5	3,941
991 FOREIGN CURRENCY VARIANCE	1	0	0	266	267	5	-5	267
0999 TOTAL OTHER PURCHASES	144,442	1	2,888	-2,320	145,011	2,760	-701	147,070
9999 GRAND TOTAL	215,887	1	4,320	-1,285	218,923	4,575	-843	222,655

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