

Defense Media Activity
Operation Enduring Freedom/Operation New Dawn
Operation 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 personnel deployed in support of OEF.

II. Force Structure Summary:

N/A

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III. Financial Summary (\$ in thousands):

CBS No.	CBS Title	FY 2012 <u>Actual</u>	FY 2013 <u>Request</u>	<u>Delta</u>	FY 2014 <u>Estimate</u>
OEF					
2.0	Personnel Support	\$250	\$0	\$0	\$0
3.0	Operating Support	\$13,868	\$10,530	\$-1,210	\$9,320
4.0	Transportation	\$260	\$293	\$7	\$300
	OEF Total	\$14,378	\$10,823	\$-1,203	\$9,620
OND					
2.0	Personnel Support	\$28	\$0	\$0	\$0
3.0	Operating Support	\$1,018	\$0	\$0	\$0
4.0	Transportation	\$33	\$0	\$0	\$0
	OND Total	\$1,079	\$0	\$0	\$0
	Grand Total	\$15,457	\$10,823	\$-1,203	\$9,620

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III. Financial Summary (\$ in thousands):

A. AMERICAN FORCES RADIO & TELEVISION SERVICE (AFRTS) - MEDIA INFORMATION PRODUCTS (\$ thousand)

<u>OEF</u>	<u>FY 2012</u> <u>Actual</u>	<u>FY 2013</u> <u>Request</u>	<u>Delta</u>	<u>FY 2014</u> <u>Estimate</u>
1. CBS Category/Subcategory				
2.0 Personnel Support	\$250	\$0	\$0	\$0
3.0 Operating Support	\$2,610	\$2,820	\$0	\$2,820
Total	\$2,860	\$2,820	\$0	\$2,820

A. Narrative Justification: Funding for program content, telecommunications equipment, and satellite communication (SATCOM) operating costs provides AFRTS with the ability to transmit multiple channels of broadcast quality, English language radio and television programming as well as other new media products to DoD personnel in combat and contingency operating areas. Acquired program content provides for a diverse package of stateside news, sports and entertainment programming designed for a broad spectrum of audiences. Equipment that is worn or damaged from use, electrical surges and outages, and the harsh operating environments need to be replaced more frequently when compared to traditional, environmentally controlled installations. Also provided are command information; interviews with soldiers, sailors, airmen and marines; as well as web based and hard copy news and informational coverage of ongoing operations. If this support is not funded, AFRTS will lose the ability to provide deployed troops in the OEF operating areas with vital command information, digital imagery products and a touch of home that is so vital to troop morale. Loss of AFRTS services means a loss of situational awareness for the U.S. military -- a vital component of the total force protection package of every Combatant Commander.

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A. AMERICAN FORCES RADIO & TELEVISION SERVICE (AFRTS) - MEDIA INFORMATION PRODUCTS (\$ thousand)

<u>OND</u>	<u>FY 2012</u>	<u>FY 2013</u>	<u>Delta</u>	<u>FY 2014</u>
	<u>Actual</u>	<u>Request</u>		<u>Estimate</u>
2. CBS Category/Subcategory				
2.0 Personnel Support	\$28	\$0	\$0	\$0
3.0 Operating Support	\$1,018	\$0	\$0	\$0
4.0 Transportation	\$33	\$0	\$0	\$0
Total	\$1,079	\$0	\$0	\$0

B. STARS AND STRIPES PRODUCTS

<u>OEF</u>	<u>FY 2012</u>	<u>FY 2013</u>	<u>Delta</u>	<u>FY 2014</u>
	<u>Actual</u>	<u>Request</u>		<u>Estimate</u>
3. CBS Category/Subcategory				
3.0 Operating Support	\$11,258	\$7,710	\$-1,210	\$6,500
Total	\$11,258	\$7,710	\$-1,210	\$6,500

A. Narrative Justification: Stars & Stripes provides personnel deployed in support of OEF independent news and information offering coverage of national and international news and other features 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 provide information to help them 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 areas of responsibility (AORs).

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III. Financial Summary (\$ in thousands):

B. Explanation of Changes between FY 2013 and FY 2014: Costs of production and distribution decrease as a result of the drawdown of troops in Afghanistan during FY2014.

DMA Enterprise Services

<u>OEF</u>	<u>FY 2012</u>	<u>FY 2013</u>	<u>Delta</u>	<u>FY 2014</u>
	<u>Actual</u>	<u>Request</u>		<u>Estimate</u>
4. CBS Category/Subcategory				
4.0 Transportation	\$260	\$293	\$7	\$300
Total	\$260	\$293	\$7	\$300

A. Narrative Justification: Funds second destination transportation costs (Department of Defense Transportation Account Code - TAC) 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 mission.

	<u>FY 2012</u>	<u>FY 2013</u>	<u>Delta</u>	<u>FY 2014</u>
	<u>Actual</u>	<u>Request</u>		<u>Estimate</u>
Total	\$15,457	\$10,823	\$-1,203	\$9,620

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IV. Performance Criteria:

N/A

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

<u>OP 32 Line</u>	FY 2012 <u>Actual</u>	Change FY 2012/FY 2013		FY 2013 <u>Request</u>	Change FY 2013/FY 2014		FY 2014 <u>Estimate</u>
		<u>Price</u>	<u>Program</u>		<u>Price</u>	<u>Program</u>	
308 Travel of Persons	278	6	-284	0	0	0	0
399 Total Travel	278	6	-284	0	0	0	0
771 Commercial Transport	326	7	-40	293	6	1	300
799 Total Transportation	326	7	-40	293	6	1	300
915 Rents (Non-GSA)	475	10	-485	0	0	0	0
920 Supplies & Materials (Non-Fund)	103	2	-105	0	0	0	0
925 Equipment Purchases (Non-Fund)	1,120	22	-892	250	5	595	850
989 Other Services	13,155	263	-3,138	10,280	195	-2,005	8,470
999 Total Other Purchases	14,853	297	-4,620	10,530	200	-1,410	9,320
Total	15,457	310	-4,944	10,823	206	-1,409	9,620