Department of Defense
Fiscal Year (FY) 2013 IT President's Budget Request
Defense Media Activity Overview

Mission Area	**Business System Breakout**	**Appropriation**

EIEMA
27.607

FY 2013 ($M)

All Other
Resources
27.607

FY 2013 ($M)

OPERATIONS
27.607
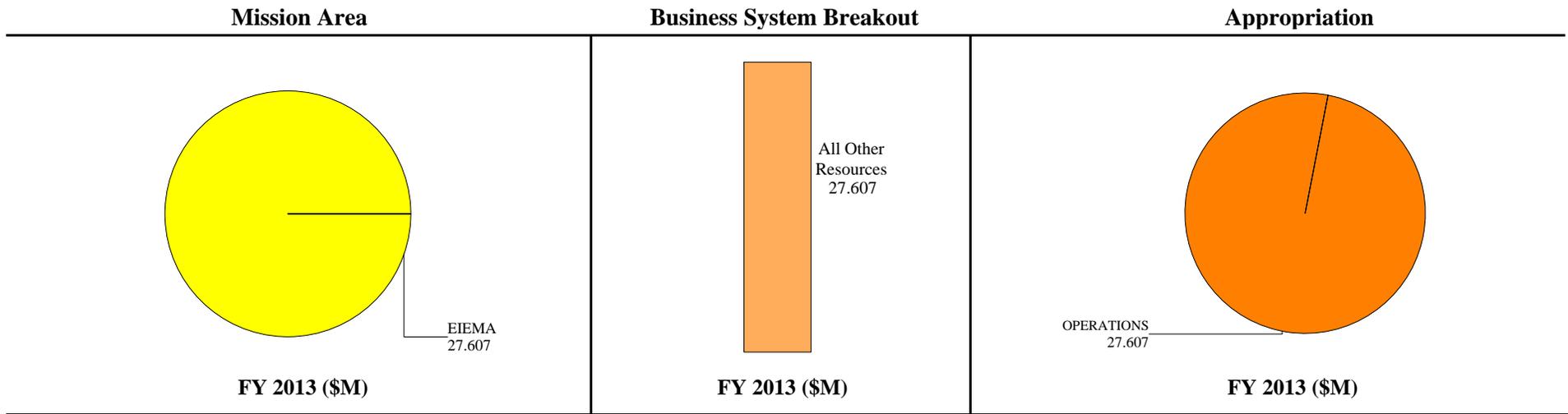
FY 2013 ($M)

FY12 to FY13 Comparision ($M)	FY2012	FY2013	Delta	FY12/FY13PB Comparision ($M)	FY2012	FY2013	Delta
				PB FY2012:	9.586	9.442	-0.144
PB FY2013:	9.586	27.607	18.021	PB FY2013:	9.586	27.607	18.021
				Delta:	0.000	18.165	

Explanation:
DMA is now responsible for reporting on more IT infrastructure as a result of organizational consolidation due to BRAC. DMA subcomponent funding was reported independently and inconsistently in prior years. The implementation of standardized budget formulation and execution processes is allowing DMA to identify IT costs more definitively across the new organization.

Explanation:
DMA is now responsible for reporting on more IT infrastructure as a result of organizational consolidation due to BRAC. DMA subcomponent funding was reported independently and inconsistently in prior years. The implementation of standardized budget formulation and execution processes is allowing DMA to identify IT costs more definitively across the new organization.

Page left intentionally blank

Executive Summary

The mission of Defense Media Activity (DMA) is to:

• Provide a wide variety of information products to the entire Department of Defense (DoD) family (Service members, family members, retirees, DoD civilians, and contract employees) and collateral 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 the Secretary of Defense, Service Secretaries, Joint Chiefs of Staff (JCS), and other military leaders in order to support and improve quality of life and morale, promote situational awareness, and sustain readiness.
• Provide United States (U.S.) radio and television news, information and entertainment programming to military service members, DoD civilians and contract employees, and their families overseas and on board Navy and other authorized ships.
• Provide high quality visual information products, including Combat Camera imagery depicting U.S. military activities and operations, for use throughout the DoD and the American public.
• 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.

DMA Networks consist of information technology (IT) hardware, software, and network infrastructure components that enable the organization to achieve this mission, and support numerous locations in Continental United States (CONUS) and Outside of the United States (OCONUS). The locations are DMA Headquarters (HQ) at Fort Meade, Maryland; the Joint Visual Information Services Distribution Activity (JVISDA) in Tobyhanna, PA.; the Defense Information School (DINFOS) at Fort Meade, Maryland; the American Forces Network Broadcast Center (AFN-BC) in Riverside, CA; DMA American Forces Network (AFN) Europe North (Germany) and South (Italy); and DMA AFN Korea. These locations are tied together by a Wide Area Network (WAN) via the Unclassified but Sensitive Internet Protocol Router Network (NIPRNet).

In 2011, several DMA locations were moved to Fort Meade in response to the 2005 Defense Base Closure and Realignment (BRAC) Law, and the overall organization and infrastructure were consolidated and streamlined.

A DMA Technology Strategy was published, providing a framework for the planning and programming process with regard to technology, and to stand as a guidepost for operational execution over the coming years. It also supports and furthers the intent of the DMA Strategic Plan. Enduring Principles of the DMA Technology Strategy include agile innovation, mission effectiveness, operational efficiency, and mission assurance, with the following goals:

1) Enterprise Architecture – Create a technology roadmap which supports migration from existing disparate architectures to a common technology architecture that fully supports the broad range of operational and supporting DMA missions.

2) Establish and implement a comprehensive DMA technology policy and governance.

3) Establish and maintain a culture of mission assurance.

4) Provide for continuous technology workforce development and improvement to support strategic goals through proactive education and training programs.

5) Identify and integrate new and innovative technologies that impact how DMA accomplishes its mission into the DMA operational architecture, and maintain awareness of future trends and forecasts.

Customer satisfaction and overall network performance are linked to established goals and objectives, with supporting strategies that identify the actions taken to achieve each goal. Weekly status reviews are conducted by each of the accountable government managers and contractor personnel to measure the actual achievement. Through the use of this approach, the agency is able to track the quality and timeliness of its outputs and the effectiveness of the organization as a whole.

Significant Changes

BRAC 2005 brought together disparate media organizations from across DoD into the Defense Media Activity, now located at Fort Meade, MD. IT consolidation was a natural result of this process: five data centers were closed and services consolidated at Fort Meade. DMA capitalized on opportunities to optimize, simplify, and streamline technology solutions supporting the DMA mission.

Business Defense Systems

Information Assurance Activities

DMA developed and published an Information Assurance (IA) Strategic Plan for FY11-13. It aligns with the DMA Technology Strategy and its Governing Principles, and promotes three major goals:

1) Mature the DMA Information Assurance (IA) Program

2) Protect and Defend the DMA Infrastructure, Systems, Networks, Applications and Information

3) Develop and Support a Highly Competent Cyber/IT Workforce

During 2011, the Office of the Secretary of Defense (OSD) Chief Information Office (CIO) Security Assistance Visit (SAV) team conducted an annual security review of networks at several of the DMA locations.

In accordance with DoD Computer Network Defense (CND) policies, DMA has obtained the services of the Defense Information Systems Agency (DISA) to serve as the CND Service Provider (SP) for all DMA sites. As the CNDSP for the DMA, DISA will monitor each site's network enclave at the boundary level for potential threats that may adversely impact the DMA information security posture.

DMA has continually maintained and complied with task orders by appropriately responding to the alerts, notifying the DMA enterprise sites of required tasks for immediate

action, and tracking and reporting status. DMA compliance with task orders further solidifies DMA's approved network certification status and ATO credentials. DMA is continuing to be compliant with the standardized DISA Ports and Protocols Program. DMA is also continuing to document and qualify all privileged users including system administrators and Information Assurance Officers.

Major Accomplisments

Major accomplishment include:

• Data Center consolidation, resulting from the relocation from several disparate sites to the new DMA HQ building on Ft Meade, MD; 5 data centers were decommissioned.
• Consolidation of software licenses and establishment of Enterprise License Agreements with major software manufacturers, reducing costs while streamlining deployment and maintenance of software across the enterprise.
• A DMA Information Assurance (IA) Strategic Plan was published.
• An Information Assurance Board was established to coordinate IA initiatives across the organization and increase response capabilities.
• Situational Awareness of Information Assurance was increased among DMA Senior Leadership.
• A Command Cyber Readiness Inspection and CNDSP Validation Inspection were conducted at the new DMA facility.

Major Planned Activities

Major planned activities include:

• Evaluate worldwide DMA networks, enclaves and systems, and plan additional consolidation and optimization efforts in accordance with the DOD IT Roadmap and strategic plan.
• Improve configuration management and change control policies, processes, and procedures on an enterprise level.
• Identify additional targets for enterprise level procurement actions, rather than independent individual purchases.
• Reinitiate the executive level DMA Technology Management Council to provide enterprise governance for IT.
• Consolidate and close another data center with the movement of the Stars & Stripes newspaper Central Office from leased space in Washington D.C. to the DMA Headquarters and Production facility in Fort Meade, MD.

IT Enterprise Strategy & Roadmap (ITESR) Implementation Activities

Consolidate Security Infrastructure (NS1)

DMA published an Information Assurance (IA) Strategic Plan.
DMA established an IA Board which meets biweekly to review IA infrastructure requirements.

DMA will
• Reengineer Host Based Security System (HBSS) deployment across the organization
• Strengthen Information Assurance (IA) architecture configuration and change management

• Consolidate IA technology procurements and maintenance contracts
• Establish a centralized Network/Security Operations Center

Implement Cross-Domain Solution as an Enterprise Service (NS3)

DMA has no immediate or ongoing implementation activities in this area.

Joint Information Environment (JIE)/Joint Enterprise Network (JEN) (NS8)

DMA has no immediate or ongoing implementation activities in this area.

Data Center and Server Consolidation (CS1)

DMA closed five data centers as a result of BRAC 2005.

DMA will
• Consolidate the Stars and Stripes data center to DMA Headquarters at Fort Meade, Maryland
• Plan and execute OCONUS consolidations in conjunction with overseas drawdowns, base closures, and relocations
• Expand use of virtualization and low energy opportunities

Enterprise Messaging and Collaboration (including email) (ADS1)

DMA is exploring alternatives to enable consolidation of messaging services.

Identity and Access Management (idAM) Services (ADS2)

DMA has no immediate or ongoing implementation activities in this area.

Consolidate Software Purchasing (BP1)

A Microsoft Enterprise Licensing Agreement (ELA) and an Adobe ELA were established to ensure availability of the latest product versions across the enterprise as well as to reduce overall costs.

DMA will
• Continue to expand existing ELAs toward total coverage across all DMA subcomponents and enclaves
• Evaluate ELA options with other significantly used products, principally Apple and Avid.

Consolidate Hardware Purchasing (BP2)

DMA has no immediate or ongoing implementation activities in this area.

Page left intentionally blank

Information Technology Budget Exhibit Resource Summary by Investment (IT-1)

	----------- Dollars in Thousands -----------		
	FY2011	*FY2012*	*FY2013*
RESOURCE SUMMARY:	12,951	9,586	27,607

3674 - Defense Media Activity Network (DMA HQ ITA)   Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE - INFORMATION DISTRI

Operations

			----------- Dollars in Thousands -----------		
Appropriation	*Budget Activity*	*Budget Line Item*	*FY2011*	*FY2012*	*FY2013*
OPR & MAINT	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	12,951	9,586	27,607
		Investment Resource Summary:	12,951	9,586	27,607