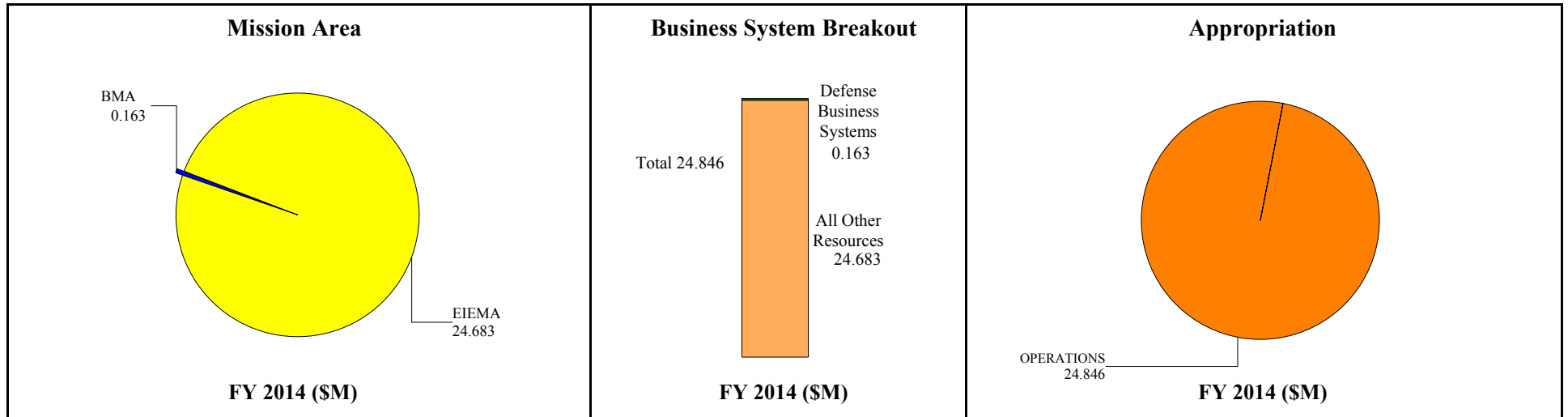


**Department of Defense  
Fiscal Year (FY) 2014 IT President's Budget Request  
Defense Media Activity Overview**



FY13 to FY14 Comparison (\$M)	FY2013	FY2014	Delta	FY13/FY14PB Comparison (\$M)	FY2013	FY2014	Delta
<b>PB FY2014:</b>	24.953	24.846	-0.107	<b>PB FY2013:</b>	27.607	28.210	0.603
				<b>PB FY2014:</b>	<u>24.953</u>	<u>24.846</u>	-0.107
				<b>Delta:</b>	-2.654	-3.364	
<b>Explanation:</b>	Continued consolidation of IT operations, resulting in overall cost reductions.			<b>Explanation:</b>	Continued consolidation of IT operations, resulting in overall cost reductions.		

**Department of Defense  
Fiscal Year (FY) 2014 IT President's Budget Request  
Defense Media Activity Overview**

---

**Page left intentionally blank**

**Department of Defense**  
**Fiscal Year (FY) 2014 IT President's Budget Request**  
**Defense Media Activity Overview**

---

**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 government 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) Atlantic and Pacific.

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. 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 processes.
- 3) Maintain and enhance a culture of mission assurance.
- 4) Provide for continuous technology workforce development to support strategic goals through proactive education and training programs.

**Department of Defense**  
**Fiscal Year (FY) 2014 IT President's Budget Request**  
**Defense Media Activity Overview**

---

5) Identify innovative technologies that can enhance DMA mission accomplishment and securely integrate them into the DMA operational architecture while maintaining awareness of future technology trends.

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. As our collocation of operations matures, further opportunities for improving efficiencies have become apparent and have been capitalized upon.

### **Business Defense Systems**

### **Information Assurance Activities**

In support of the DMA Information Assurance (IA) Strategic Plan, DMA has published several Information Assurance Operating Instructions and Policies, promoting three major IA 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

Each year, DMA hosts a number of cybersecurity inspections at various the DMA locations, utilizing the results to improve cyber awareness and enhance technical cybersecurity posture.

In accordance with DoD Computer Network Defense (CND) policies, DMA utilizes the services of the Defense Information Systems Agency (DISA) to serve as the CND Service Provider (SP) for all DMA sites. DISA monitors each site's network enclave at the boundary level for potential threats that may adversely impact the DMA cybersecurity 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 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 qualify all privileged users and Information Assurance Officers.

**Department of Defense  
Fiscal Year (FY) 2014 IT President's Budget Request  
Defense Media Activity Overview**

---

**Major Accomplishments**

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 DMA-wide procurement actions, rather than independent individual purchases.
- Explore and capitalize on opportunities provided by DoD Enterprise solutions such as DoD Enterprise Email.
- Further enhance governance of technology projects through DMA Technology Management Council and DMA Global Configuration Control Board.

**IT Enterprise Strategy & Roadmap (ITESR) Implementation Activities**

**Consolidate Security Infrastructure (NS1)**

DMA published an Information Assurance (IA) Strategic Plan and several IA policies.  
The DMA IA Board meets biweekly to review IA infrastructure requirements and discuss policies and issues.

DMA will

- Strengthen Information Assurance (IA) architecture configuration and change management
- Consolidate IA technology procurements and maintenance contracts
- Partner with DISA and USCYBERCOMMAND in cybersecurity initiatives

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

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

**Department of Defense  
Fiscal Year (FY) 2014 IT President's Budget Request  
Defense Media Activity Overview**

---

**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

- Plan and execute OCONUS consolidations in conjunction with overseas drawdowns, base closures, and relocations
- Expand use of virtualization and low energy opportunities
- Identify DoD enterprise solutions which can provide essential services to DMA while reducing DMA data center requirements

**Enterprise Messaging and Collaboration (including email) (ADS1)**

DMA is actively engaged with the Defense Information Systems Agency (DISA) to initiate a DoD Enterprise Email (DEE) pilot.

**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 and reduce overall costs.

DMA will

- 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.

**Department of Defense  
Fiscal Year (FY) 2014 IT President's Budget Request  
Defense Media Activity Overview**

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

	----- Dollars in Thousands -----		
<b>RESOURCE SUMMARY:</b>	<u>FY2012</u>	<u>FY2013</u>	<u>FY2014</u>
	9,586	24,953	24,846

**3674 - Defense Media Activity Network (DMA HQ ITA)**

Non-Major

BIN: 007-000003674

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE - INFORMATION DISTRIBUTION SERVICES

**Operations**

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2012</u>	<u>FY2013</u>	<u>FY2014</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	9,586	24,693	24,683

<b>Investment Resource Summary:</b>	9,586	24,693	24,683
-------------------------------------	-------	--------	--------

**5573 - Corporate Management Information System (CMIS)**

Non-Major

BIN: 007-000005573

GIG Category: FUNCTIONAL AREA APPLICATIONS - OTHER (NOT OTHERWISE SPECIFIED)

**Operations**

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2012</u>	<u>FY2013</u>	<u>FY2014</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	0	260	163

<b>Investment Resource Summary:</b>	0	260	163
-------------------------------------	---	-----	-----