



Department of Defense

DIRECTIVE

NUMBER 5105.74
December 18, 2007

DA&M

SUBJECT: Defense Media Activity (DMA)

- References:
- (a) Title 10, United States Code
 - (b) Deputy Secretary of Defense memorandum, "Establishment of the Defense Media Activity," September 24, 2007
 - (c) DoD Directive 5105.18, "DoD Committee Management Program," February 8, 1999
 - (d) DoD Directive 5122.10, "American Forces Information Service (AFIS)," November 21, 2000 (hereby canceled effective October 1, 2008)
 - (e) through (j), see Enclosure 1

1. PURPOSE

Under the authority vested in the Secretary of Defense by sections 113, 191, and 192 of Reference (a) and consistent with Reference (b), this Directive:

1.1. Establishes the DMA, under the Assistant Secretary of Defense for Public Affairs (ASD(PA)), with the mission, organization and management, responsibilities and functions, relationships, and authorities prescribed herein.

1.2. Establishes the Defense Media Oversight Board as defined in Enclosure 2 and consistent with Reference (c).

1.3. Disestablishes the American Forces Information Service (Reference (d)), effective October 1, 2008. Consistent with the two-phased approach outlined in Reference (b), this Directive takes precedence over Reference (d), as required.

2. APPLICABILITY

This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the

DoD Field Activities, and all other organizational entities in the Department of Defense (hereafter referred to collectively as the “DoD Components”).

3. MISSION

The DMA shall:

3.1. 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.

3.2. 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.

3.3. 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.

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

3.5. 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.

4. ORGANIZATION AND MANAGEMENT

The DMA is established as a DoD Field Activity under the authority, direction, and control of the ASD(PA), consistent with responsibilities assigned to the ASD(PA) under DoD Directive 5122.5 (Reference (e)). DMA shall consist of:

4.1. A Director, who shall serve as a career member of the Senior Executive Service, or a Flag or General Officer military equivalent.

4.2. Subordinate organizational elements, to include a Senior Editorial Board and a Joint Assignment Desk, established by the Director, within resources assigned by the Secretary of Defense.

5. RESPONSIBILITIES AND FUNCTIONS

The Director, DMA, shall:

- 5.1. Organize, direct, and manage the DMA and all assigned resources.
- 5.2. Develop, acquire, produce, manage, distribute, and archive motion and still imagery, print, radio, television, Web, multi-media, and new technology products (including Service-unique formats).
- 5.3. Convey DoD-wide and Service-unique messages, consistent with the strategic communications objectives of the Department of Defense and the Military Services.
- 5.4. Coordinate and integrate the utilization of motion and still imagery, print, radio, television, Web and new technology products in a manner that most effectively relates and distributes DoD and Military Service themes and messages to their target audiences through conventional and new technology multi-platform distribution vehicles, and that most efficiently utilizes available personnel, equipment, and other resources.
- 5.5. Provide public affairs, broadcast, print, journalism, and visual information common core training through the Defense Information School consistent with DoD Directive 5160.48 (Reference (f)). Provide resources through the Planning, Programming, Budgeting, and Execution process, to support joint-Service training program requirements.
- 5.6. Administer the Stars and Stripes Newspaper, respecting editorial independence consistent with the First Amendment of the U.S. Constitution as enunciated in DoD Directive 5122.11 (Reference (g)).
- 5.7. Administer the American Forces Radio and Television Service consistent with DoD Directive 5120.20 (Reference (h)).
- 5.8. Develop and oversee the implementation of DoD-wide policies and procedures for:
 - 5.8.1. The DoD Internal Information Program.
 - 5.8.2. The Hometown News Program.
 - 5.8.3. DoD visual information and joint visual information services.
 - 5.8.4. The publication of DoD newspapers and magazines, and civilian enterprise publications.
 - 5.8.5. Public Affairs, broadcast, print, journalism, and visual information training.

5.9. Provide central DoD receipt, access, distribution, asset and life-cycle management, storage and preservation of operational and other DoD still and motion imagery, visual and audiovisual information, and related end products, such as audiovisual productions.

5.10. Manage and operate the consolidated DoD Public Web Program to provide public access to unclassified DoD information on the Internet, maintain operational security, ensure common architecture, and achieve economies of scale.

5.11. Support the command information requirements of the Secretaries of the Military Departments, the Combatant Commanders and combat forces throughout the full spectrum of military operations and contingencies, to include the deployment of DMA personnel, as required, consistent with mission priorities and available resources.

5.12. Engineer, design, acquire, procure, install, and provide life-cycle logistics and commodity management support for broadcasting, visual information, audiovisual and related Web systems and equipment for the DoD Components.

5.13. Design and manage DMA programs and activities to improve standards of performance, economy, and efficiency, and demonstrate DMA's attention to the requirements of its organizational customers, both internal and external to the Department of Defense.

5.14. Perform such other duties as may be assigned by the Secretary of Defense or the ASD(PA).

6. RELATIONSHIPS

6.1. In the performance of assigned responsibilities and functions, the Director, DMA, shall:

6.1.1. Report directly to the ASD(PA).

6.1.2. Use existing systems, facilities, and services of the Department of Defense and other Federal Agencies, when possible, to avoid duplication and to achieve maximum efficiency and economy.

6.1.3. Coordinate and exchange information with the OSD Principal Staff Assistants (PSAs) and Heads of the other DoD Components having collateral or related responsibilities and functions.

6.1.4. Maintain liaison with the Chiefs of Public Affairs of the Military Services and other appropriate DoD officials, through formal and informal forums, in order to coordinate and evaluate DoD Component and DMA policies, programs, strategic themes, messages, products, and key audiences.

6.2. The ASD(PA) shall provide policy, operational direction, and oversight to the Director, DMA.

6.3. The Secretaries of the Military Departments shall ensure a free flow of DMA products and services to their Active, Guard, and Reserve Military Service members, dependents, retirees, DoD civilians, and contract employees through all available Military Service-controlled distribution channels.

6.4. The Chairman of the Joint Chiefs of Staff and the Commanders of the Combatant Commands shall ensure that nothing inhibits the free flow of radio and TV information and entertainment programming and other DMA products and services to overseas DoD Active, Guard, and Reserve Military Service members, dependents, retirees, DoD civilians, and contract employees.

6.5. The OSD PSAs and the Heads of other DoD Components shall coordinate with the Director, DMA, on all matters under their purview related to the authorities, responsibilities, and functions assigned to the Director, DMA.

7. AUTHORITIES

The Director, DMA, is hereby delegated authority to:

7.1. Communicate directly with the Heads of the DoD Components, as necessary, to carry out assigned responsibilities and functions, including the transmission of requests for advice and assistance. Communications to the Military Departments shall be transmitted through the Secretaries of the Military Departments, their designees, or as otherwise provided in law or directed by the Secretary of Defense in other DoD issuances. Communications to the Commanders of the Combatant Commands normally shall be transmitted through the Chairman of the Joint Chiefs of Staff.

7.2. Communicate with other Government officials, representatives of the Legislative Branch, members of the public, and representatives of foreign governments, as appropriate, to carry out assigned responsibilities and functions. Communications with representatives of the Legislative Branch shall be coordinated with the Assistant Secretary of Defense for Legislative Affairs or the Under Secretary of Defense (Comptroller)/Chief Financial Officer, Department of Defense, as appropriate, and be consistent with the DoD Legislative Program.

7.3. Obtain reports and information, consistent with DoD Instruction 8910.01 (Reference (i)), as necessary to carry out assigned responsibilities and functions.

7.4. Exercise the administrative authorities contained in Enclosure 3.

8. ADMINISTRATION

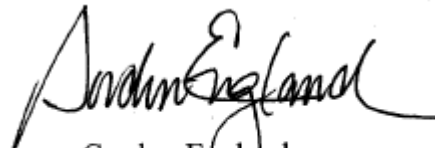
8.1. The ASD(PA) shall select the Director, DMA.

8.2. The Secretaries of the Military Departments shall assign military personnel to the DMA in accordance with approved authorizations and established procedures for assignment to joint duty.

8.3. Administrative support for the DMA shall be provided by the other DoD Components through support and interservice agreements consistent with DoD Instruction 4000.19 (Reference (j)).

9. EFFECTIVE DATE

This Directive is effective January 1, 2008.



Gordon England

Enclosures - 3

- E1. References, continued
- E2. Defense Media Oversight Board
- E3. Delegations of Authority

E1. ENCLOSURE 1

REFERENCES, continued

- (e) DoD Directive 5122.5, “Assistant Secretary of Defense for Public Affairs (ASD(PA)),” September 27, 2000
- (f) DoD Directive 5160.48, “DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T),” July 2, 2004
- (g) DoD Directive 5122.11, “Stars and Stripes (S&S) Newspapers and Business Operations,” October 5, 1993
- (h) DoD Directive 5120.20, “Armed Forces Radio and Television Service (AFRTS),” December 17, 1991
- (i) DoD Instruction 8910.01, “Information Collection and Reporting,” March 6, 2007
- (j) DoD Instruction 4000.19, “Interservice and Intragovernmental Support,” August 9, 1995

E2. ENCLOSURE 2

DEFENSE MEDIA OVERSIGHT BOARD

E2.1. MISSION

The Defense Media Oversight Board shall:

E2.1.1. Advise and assist the ASD(PA) and the Director, DMA, on matters under DMA cognizance to ensure that DMA policies, priorities, and programs properly reflect DoD-wide and Military Service-unique messages and strategic communications requirements (respecting Stars and Stripes editorial independence as enunciated in Reference (g)).

E2.1.2. Facilitate the exchange of information and ideas among the Defense Media Oversight Board members, consider issues of common interest, and facilitate the coordination of collateral or related plans and activities.

E2.2. RESPONSIBILITIES

E2.2.1. The ASD(PA) shall:

E2.2.1.1. Consult with the Defense Media Oversight Board in developing DMA policies, priorities, and plans that impact Military Service audiences and messages.

E2.2.1.2. Select the Chair of the Defense Media Oversight Board.

E2.2.2. The Secretaries of the Military Departments, acting primarily through the Chiefs of Public Affairs of the Military Services, shall:

E2.2.2.1. Ensure that Service-unique requirements and issues are brought to the attention of the Defense Media Oversight Board.

E2.2.2.2. Provide representation to the Defense Media Oversight Board.

E2.3. MEMBERSHIP

The Defense Media Oversight Board shall consist of the following members:

E2.3.1. The ASD(PA), or designee, who shall serve as Chair

E2.3.2. The Director, DMA

E2.3.3. The Army Chief of Public Affairs (or his/her designee)

E2.3.4. The Navy Chief of Information (or his/her designee)

E2.3.5. The Director, Secretary of the Air Force Office of Public Affairs (or his/her designee)

E2.3.6. The Director of Marine Corps Public Affairs (or his/her designee)

E2.3.7. The Special Assistant for Public Affairs to the Chairman of the Joint Chiefs of Staff

E2.3.8. An Executive Secretary designated by the Chair

E2.3.9. The Chief, Information Infrastructure Modernization, Office of the Army Chief Information Officer, and the Head, Visual Information/Combat Camera, Marine Corps Combat Development Command, shall serve at the call of the Chair, when visual information matters are addressed.

E3. ENCLOSURE 3

DELEGATIONS OF AUTHORITY

E3.1. Under the authority vested in the Secretary of Defense, and subject to the authority, direction, and control of the ASD(PA), and in accordance with DoD policies and Issuances, the Director, DMA, or in the absence of the Director, the person acting for the Director, is hereby delegated authority as required in the administration and operation of the DMA to:

E3.1.1. Exercise the powers vested in the Secretary of Defense by sections 301, 302(b), 3101, and 5107 of title 5, United States Code (U.S.C.), on the employment, direction, and general administration of DMA civilian personnel.

E3.1.2. Fix rates of pay for wage-rate employees exempted from the Classification Act of 1949 by section 5102 of title 5, U.S.C., on the basis of rates established under the Federal Wage System. In fixing such rates, the Director, DMA, shall follow the wage schedule established by the DoD Wage Fixing Authority.

E3.1.3. Administer oaths of office to those entering the Executive Branch of the Federal Government or any other oath required by law in connection with employment therein, in accordance with section 2903 of title 5, U.S.C., and designate in writing, as may be necessary, officers and employees of DMA to perform this function.

E3.1.4. Establish a DMA Incentive Awards Board and pay cash awards to, and incur necessary expenses for the honorary recognition of, civilian employees of the Government whose suggestions, inventions, superior accomplishments, or other personal efforts, including special acts or services, benefit or affect DMA, in accordance with section 4503 of title 5, U.S.C.; Office of Personnel Management (OPM) regulations; and DoD 1400.25-M.

E3.1.5. In accordance with Executive Order (E.O.) 10450, "Security Requirements for Government Employment," April 27, 1953; E.O. 12968, "Access to Classified Information," August 2, 1995; and DoD Directive 5200.2, as appropriate:

E3.1.5.1. Designate any position authorized on the DMA personnel authorization documents as a "sensitive" position.

E3.1.5.2. Authorize, in exceptional circumstances where official functions must be performed prior to the completion of an investigation and adjudication process, temporary access to a sensitive position in DMA for a limited period to individuals for whom an appropriate investigation is underway.

E3.1.5.3. Initiate personnel security investigations and, if necessary, in the interest of national security, suspend a security clearance for personnel assigned to, detailed to, or employed by DMA. Any action under this subparagraph shall be taken in accordance with procedures prescribed in DoD 5200.2-R.

E3.1.5.4. Authorize the suspension or termination of a DMA employee in the interest of national security.

E3.1.5.5. Grant interim clearances for Top Secret and Secret access to classified information when the requirements of DoD 5200.2-R have been met.

E3.1.6. Authorize and approve overtime work for DMA civilian personnel in accordance with subchapter V of chapter 55 of title 5, U.S.C., and applicable OPM regulations.

E3.1.7. Authorize and approve:

E3.1.7.1. Travel for DMA civilian personnel in accordance with the Joint Travel Regulations (JTR), Volume 2, "DoD Civilian Personnel," current edition.

E3.1.7.2. Temporary duty travel for military personnel assigned or detailed to the DMA, in accordance with the Joint Federal Travel Regulations, Volume 1, "Uniformed Service Members," current edition.

E3.1.7.3. Invitational travel to non-DoD personnel whose consultative, advisory, or other highly specialized technical services are required in a capacity that is directly related to, or in connection with, DMA activities, in accordance with the JTR, Volume 2.

E3.1.8. Approve the expenditure of funds available for travel by assigned or detailed DMA military personnel for expenses incident to attending meetings of technical, scientific, professional, or other similar organizations when the approval of the Secretary of Defense or a designee is required by section 412 of title 37, U.S.C., and sections 4110 and 4111 of title 5, U.S.C.

E3.1.9. Develop, establish, and maintain an active and continuing Records Management Program under section 3102 of title 44, U.S.C., and DoD Directive 5015.2.

E3.1.10. Use the Government purchase card for making appropriate purchases of material and services, other than personal services, for DMA when it is determined more advantageous and consistent with the best interests of the Government.

E3.1.11. Authorize the publication of advertisements, notices, or proposals in newspapers, magazines, or other public periodicals, as required for DMA administration and operation, consistent with section 3702 of title 44, U.S.C.

E3.1.12. Establish and maintain appropriate property accounts for DMA and appoint Boards of Survey, approve reports of survey, relieve personal liability, and drop accountability for DMA property contained in the authorized property accounts that has been lost, damaged, stolen, destroyed, or otherwise rendered unserviceable, in accordance with applicable laws and regulations.

E3.1.13. Issue the necessary security regulations for the protection of property and places under the jurisdiction of the Director, DMA, consistent with DoD Instruction 5200.8.

E3.1.14. Establish and maintain, for the functions assigned, an appropriate publications system for the promulgation of common supply and service regulations, instructions, and reference documents, and changes thereto, pursuant to the policies and procedures prescribed in DoD Instruction 5025.01.

E3.1.15. Enter into interdepartmental and intragovernmental support agreements, as the receiver or the supplier, with the other DoD Components, non-DoD Federal Government Departments and Agencies, and State and local governments, as required for effective performance of DMA functions and responsibilities, consistent with section 1535 of title 31, U.S.C., and DoD Instruction 4000.19.

E3.1.16. Enter into and administer contracts, directly or through a Military Department, a DoD contract administration services component, or other Federal Agency, as appropriate, for supplies, equipment, and services required to accomplish the DMA mission. To the extent that any law or E.O. specifically limits the exercise of such authority to persons at the Military Department Secretariat level, the appropriate Under Secretary or Assistant Secretary of Defense shall exercise this authority.

E3.1.17. Exercise the authority delegated to the Secretary of Defense by the Administrator of the General Services Administration under Federal Management Regulation 102-75.1055 for the disposal of surplus personal property.

E3.1.18. Designate an officer, or employee of DMA to serve as the DMA Competition Advocate, pursuant to section 2318 of title 10, U.S.C.

E3.1.19. Maintain an official seal and attest to the authenticity of official DMA records under that seal.

E3.1.20. Lease or out-lease DMA-controlled property under terms that promote the national defense or that are in the public interest, pursuant to section 2667a of title 10, U.S.C., and applicable DoD policy.

E3.1.21. Approve Joint Service Achievement Medals and Joint Service Commendation Medals for military personnel assigned to the DMA, as delegated by the Director of Administration and Management, under DoD 1348.33-M.

E3.1.22. Establish and administer programs to recognize outstanding achievement by DoD military and civilian practitioners in the fields of broadcast, Web, and print journalism, graphics, and still and motion picture media.

E3.2. The Director, DMA, may redelegate these authorities as appropriate, and in writing, except as otherwise indicated above or prohibited by law or regulation.