



## DoD DIRECTIVE 5105.74

### DEFENSE MEDIA ACTIVITY

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**Originating Component:** Office of the Director of Administration and Management

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**Incorporates and Cancels:** Deputy Secretary of Defense Memorandum, "Establishment of the Defense Media Activity," September 24, 2007

**Approved by:** Kathleen H. Hicks, Deputy Secretary of Defense

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**Purpose:** This issuance assigns the mission, organization and management, administration, responsibilities and functions, relationships, and authorities of the Defense Media Activity (DMA), pursuant to the authority vested in the Secretary of Defense by Sections 113 and 191 of Title 10, United States Code (U.S.C.).

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## **SECTION 1: GENERAL ISSUANCE INFORMATION**

### **1.1. APPLICABILITY.**

This issuance applies to OSD, the Military Departments (MILDEPs), the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (referred to collectively in this issuance as the “DoD Components”).

### **1.2. MISSION.**

The mission of DMA is to provide all DoD Components services for public-facing website hosting; system management of publicly released digital visual information (VI); public affairs and VI training and education; and DoD-unique audio-visual productions, such as digital motion and still imagery, radio, television, and web products. Abroad and at sea, DMA also provides U.S. commercial programming and command information messaging to authorized audiences serving outside of the United States, its territories, or its possessions through the American Forces Network Program. Through these services and programs, DMA supports the distribution of messages and themes for the Secretary of Defense and DoD Component heads across a variety of platforms to help ensure a free flow of information throughout the DoD and to the American public.

### **1.3. ORGANIZATION AND MANAGEMENT.**

The DMA:

- a. Is established as a DoD Field Activity, pursuant to Section 191 of Title 10, U.S.C.
- b. Consists of a Director, DMA, who is under the authority, direction, and control of the Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)), pursuant to Section 192 of Title 10, U.S.C. The Director, DMA exercises authority, direction, and control over DMA and all assigned resources.
- c. Consists of such subordinate organizational elements established by the Director, DMA within resources assigned by the Secretary of Defense.

### **1.4. ADMINISTRATION.**

- a. The Director, DMA is a member of the Senior Executive Service appointed by the Secretary of Defense with the advice of the ATSD(PA).
- b. The Secretaries of the MILDEPs assign military personnel to the DMA in accordance with approved authorizations and established procedures for assignment to joint duty.

## **SECTION 2: RESPONSIBILITIES AND FUNCTIONS**

The Director, DMA:

- a. Plans, manages, and directs DMA, its subordinate elements, and all assigned resources.
- b. Maintains operational security, ensures common architecture and achieves economies of scale, and ensures DoD-wide compliance with the Public Law 115-336, also known as the “21st Century Integrated Digital Experience Act,” pursuant to Section 3501 of Title 44, U.S.C.
- c. Manages the publicly released content available on, and maintains the operations of, the principal official DoD website to inform the American public and deliver senior DoD leadership messages to the Total Force.
- d. Provides DoD Public Affairs and VI common core training and education in accordance with DoD Instruction (DoDI) 5160.48.
- e. Provides and manages a digital asset management system to ensure DoD and American public access to publicly released imagery depicting U.S. military activities and operations. Provides central receipt, retrieval, and storage of DoD publicly released VI in accordance with Chapter 31 of Title 44, U.S.C.
- f. Produces DoD-wide and DoD Component-unique audio-visual productions, such as digital motion and still imagery, radio, television, and web products, supporting objectives of DoD leadership to support and improve quality of life and morale, promote situational awareness, transmit force protection information, and sustain readiness.
- g. Provides U.S. radio and television programming and integrated command information to authorized audiences serving outside of the United States, its territories, or possessions.
- h. Develops and oversees the implementation of DoD policies and procedures for the:
  - (1) DoD Public Web Program.
  - (2) DoD VI Records Management Program in accordance with DoDI 5040.02.
  - (3) DoD Public Affairs and VI Training and Education Program in accordance with DoDI 5160.48.
  - (4) American Forces Network Program in accordance with DoDI 5120.20.
- i. Provides dedicated audio-visual capabilities, within the Pentagon, to enable the Secretary of Defense, Deputy Secretary of Defense, the ATSD(PA), and other DoD senior leaders, as approved by the ATSD(PA) to broadcast news and information to media outlets, the American public, and internal DoD audiences.

- j. Administers the Stars and Stripes news service, respecting editorial independence in accordance with the First Amendment of the U.S. Constitution and DoD Directive (DoDD) 5122.11.
- k. Uses existing systems, facilities, and services of DoD and other Federal departments and agencies, when possible, to avoid duplication and achieve maximum efficiency and effectiveness.
- l. Participates, as appropriate, in the periodic review of Defense Agencies and DoD Field Activities, pursuant to Section 192(c) of Title 10, U.S.C.
- m. Designs and manages DMA programs and activities to improve standards of performance, economy, and efficiency, with particular attention to the requirements of DMA's organizational customers, both internal and external to DoD.
- n. Performs other duties as assigned by the Secretary of Defense, the Deputy Secretary of Defense, or the ATSD(PA).

## **SECTION 3: RELATIONSHIPS**

### **3.1. DIRECTOR, DMA.**

The Director, DMA:

- a. Reports directly to the ATSD(PA).
- b. Maintains appropriate liaison with the office of the Principal Staff Assistants (PSAs), DoD Components, agencies, and departments of the Executive Branch, State and local government organizations, foreign governments, and international organizations to exchange information and integrate efforts on programs and activities related to assigned responsibilities. Communications with foreign governments for the purpose of entering into international agreements must be coordinated with the General Counsel of the Department of Defense and be conducted in accordance with DoDI 5530.03.
- c. Maintains liaison with the Chiefs of Public Affairs of the Military Services and other appropriate DoD officials, through formal and informal forums, to coordinate and evaluate DoD Component and DMA policies, programs, strategic themes, messages, products, and key audiences.

### **3.2. PSAS AND DOD COMPONENT HEADS.**

The PSAs and DoD Component heads coordinate with the Director, DMA on matters under their purview, related to the authorities, responsibilities, and functions assigned to the Director, DMA.

## SECTION 4: AUTHORITIES

The Director, DMA is delegated authority as described in this section.

### 4.1. GENERAL AUTHORITIES.

- a. Prescribe policies to carry out the functions required to operate DMA, pursuant to Sections 191 and 192 of Title 10, U.S.C.
- b. Communicate directly with the PSAs and DoD Component heads, as necessary, to carry out assigned responsibilities and functions, including the transmission of requests for advice and assistance. Communications to the MILDEPs must be transmitted through the Secretaries of the MILDEPs, or as otherwise provided in law or directed by the Secretary of Defense in other DoD issuances. Communicating to the Combatant Commanders must be in accordance with DoDD 5100.01 or as otherwise stipulated in this directive.
- c. Communicate with other Federal agencies and government officials, State and local officials, members of the public, and representatives of foreign governments, as appropriate, and according to DoD policy, to carry out assigned responsibilities and functions. Communications with representatives of the Legislative Branch must be conducted through the Office of the Assistant Secretary of Defense for Legislative Affairs, except for communications with defense appropriations committees, which must be coordinated through the Under Secretary of Defense (Comptroller)/Chief Financial Officer, Department of Defense, and consistent with the DoD Legislative Program, established in DoDD 5142.01.
- d. Obtain reports and information consistent with DoDI 8910.01, as necessary, to carry out assigned responsibilities and functions.
- e. Approve conferences, in accordance with the June 26, 2016 Assistant Deputy Chief Management Officer Memorandum.

### 4.2. HUMAN RESOURCES.

- a. Exercise the powers vested in the Secretary Defense by Sections 301, 302(b), 3101, and 5107 of Title 5, U.S.C., and Chapter 83 of Title 10, U.S.C., as amended, on the employment, direction, and general administration of DMA civilian personnel.
- b. Fix rates of pay for wage-grade employees exempted from Chapter 51 of Title 5, U.S.C., (also known as the “Classification Act of 1949”) by Section 5102 of Title 5, U.S.C., on the basis of rates established pursuant to the Federal wage system. In fixing such rates, the Director, DMA will follow the wage schedule established by the DoD wage-fixing authority.
- c. Administer oaths of office to those entering the DoD, or any other oath required by law in connection with employment therein, pursuant to Section 2903 of Title 5, U.S.C., and designate in writing, as necessary, officers and employees of DMA to perform this function.

d. Establish the DMA Incentive Awards Board and authorize cash awards to, and incur necessary expenses for the honorary recognition of, civilian employees of the U.S. Government whose suggestions; inventions; superior accomplishments; or other personal efforts, including special acts or services, benefit or affect DMA, or its subordinate activities, pursuant to Section 4503 of Title 5, U.S.C., applicable Office of Personnel Management regulations, and Volume 451 of DoDI 1400.25.

e. Use advisory committees and employ temporary or intermittent experts or consultants, as approved by the Secretary of Defense or the Director of Administration and Management, for the performance of Director, DMA responsibilities and functions, consistent with Sections 173 and 174 of Title 10, U.S.C.; Section 3109 of Title 5, U.S.C.; Section 2 of the Appendix of Title 5, U.S.C.; and DoDIs 5105.04 and 5105.18.

f. Authorize and approve:

(1) Travel for military and civilian personnel assigned or detailed to DMA, in accordance with Joint Travel Regulations.

(2) Invitational travel for 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 Joint Travel Regulations.

(3) Overtime work for DMA civilian personnel, pursuant to Section 5542 of Title 5, U.S.C. and Parts 550 and 551 of Title 5, Code of Federal Regulations.

(4) The expenditure of funds available for travel by military personnel, assigned or detailed to DMA, for expenses incident to attending meetings of technical, scientific, professional, or other similar organizations when the approval of the Secretary of Defense is required by Section 455 of Title 37, U.S.C.

(5) Waivers of indebtedness for DMA employees, pursuant to Section 5584 of Title 5, U.S.C.

#### **4.3. SECURITY.**

a. Designate positions within DMA using the Defense Counterintelligence and Security Agency Position Designation Automated Tool. All positions will be assigned a designation using the criteria found in Parts 731 and 732 of Title 5, Code of Federal Regulations and DoDI 5200.02, and will be documented in the Defense Civilian Personnel Data System or other authorized DoD automated system. The Position Designation Automated Tool will be used to assist in assigning a position designation and to identify the background investigation required of the position.

b. Establish and maintain an effective suitability and fitness determination program, in accordance with Volume 731 of DoDI 1400.25.



c. Provide funding to cover requirements for personnel security investigations, adjudication, and recording of results to comply with the DoD Personnel Security Program.

d. Enforce requirements for prompt reporting of derogatory information, unfavorable administrative actions, and adverse actions to the appropriate personnel security, insider threat, human resources, and counterintelligence official(s), as appropriate.

e. In accordance with Executive Orders 12333; 12968; and 13467, as amended, and DoDI 5200.02, as appropriate:

(1) In exceptional circumstances where official functions must be performed before the completion of an investigation and adjudication process, authorize temporary access to a sensitive position in DMA for a limited period to individuals for whom an appropriate investigation has not been completed.

(2) Initiate personnel security investigations and, if necessary, in the interest of national security, suspend security access to classified information for personnel assigned, detailed to, or employed by DMA. Any action under this paragraph will be in accordance with procedures prescribed in DoD Manual (DoDM) 5200.02.

(3) In exceptional circumstances where official functions must be performed prior to completion of the investigative and adjudicative process, grant interim eligibility for access to classified information while the investigation is underway when the requirements of DoDM 5200.02 have been met.

(4) In the interest of national security, suspend national security eligibility or access in accordance with procedures in DoDM 5200.02.

f. Protect the security of DMA installations, activities, property, information, and personnel by appropriate means including the publication of necessary security regulations, in accordance with DoDIs 5200.01 and 5200.08.

g. Establish and maintain an insider threat program to comply with the requirements and minimum standards of DoDD 5205.16 to prevent, deter, detect, and mitigate the threat insiders may pose to DoD and U.S. Government installations, facilities, personnel, missions, or resources.

h. Exercise responsibility for the generation, receipt, custody, distribution, safeguard, disposition or destruction, and accounting of communications security material entrusted to DMA's communications security account, in accordance with DoDI 8523.01 and other applicable issuances and Federal laws.

#### **4.4. PUBLICATIONS AND RECORDS.**

a. Authorize the publication of advertisements, notices, or proposals in newspapers, magazines, internet publications, or other public periodicals, as required for the effective administration and operation of DMA, pursuant to Section 3702 of Title 44, U.S.C.

- b. Establish and maintain, for the functions assigned, an appropriate publications system for the publication of DMA regulations, instructions, and reference documents, and changes thereto, similar to the policies and procedures prescribed in DoDI 5025.01.
- c. Maintain an official seal and attest to the authenticity of official DMA records under that seal.
- d. Develop, establish, and maintain an active and continuing records management program, pursuant to Section 3102 of Title 44, U.S.C., and DoDI 5015.02.

#### **4.5. ACQUISITION, PROCUREMENT, FINANCIAL MANAGEMENT, AND PROPERTY.**

- a. 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, to the extent permitted by law, State, and local governments, as required for the effective performance of Director, DMA responsibilities and functions, pursuant to Section 1535 of Title 31, U.S.C., and in accordance with DoDI 4000.19.
- b. Enter into and administer contracts, directly or through a MILDEP, DoD contract administration services component, or other Federal agency, as appropriate, for supplies, equipment, and services required to accomplish the mission of DMA.
- c. Exercise the delegated roles and responsibilities assigned to the Head of Contracting Activity as the official responsible for the selection and appointment of contracting officials, in accordance with the April 4, 2017, Director of Defense Procurement and Acquisition Policy Memorandum.
- d. Exercise the acquisition program responsibilities of the component acquisition executive, as described in DoDI 5000.02, for DMA acquisition programs.
- e. Establish and maintain appropriate property accountability for DMA and appoint boards of survey, approve reports of survey (or financial liability investigations of property loss), relieve personal liability, and drop accountability for DMA property contained in the authorized property accounts for property that has been lost, damaged, stolen, destroyed, or otherwise rendered unserviceable, in accordance with applicable laws and regulations.
- f. Lease property under the control of DMA under terms that will promote the national defense or that will be in the public interest, pursuant to Section 2667 of Title 10, U.S.C., and applicable DoD policy.
- g. Use the Government-Wide Purchase Card for making appropriate purchases of material and services, other than personal services, for DMA, when it is determined advantageous and consistent with the best interests of the U.S. Government.

## **GLOSSARY**

<b>ACRONYM</b>	<b>MEANING</b>
ATSD(PA)	Assistant to the Secretary of Defense for Public Affairs
DMA	Defense Media Activity
DoDD	DoD directive
DoDI	DoD instruction
DoDM	DoD manual
MILDEP	Military Department
PSA	Principal Staff Assistant
U.S.C.	United States Code
VI	visual information

## REFERENCES

- Assistant Deputy Chief Management Officer Memorandum, “Department of Defense Conference Guidance, Version 4.0,” June 26, 2016
- Code of Federal Regulations, Title 5
- Defense Travel Management Office, “Joint Travel Regulations,” current edition
- Director of Defense Procurement and Acquisition Policy Memorandum, “Designation for the Selection and Appointment of Contracting Officers to the Head of the Contracting Authority,” April 4, 2017
- DoD Directive 5100.01, “Functions of the Department of Defense and Its Major Components,” December 21, 2010, as amended
- DoD Directive 5122.11, “Stars and Stripes (S&S) Newspapers and Business Operations,” October 5, 1993, as amended
- DoD Directive 5142.01, “Assistant Secretary of Defense (Legislative Affairs) (ASD(LA)),” September 15, 2006
- DoD Directive 5205.16, “The DoD Insider Threat Program,” September 30, 2014, as amended
- DoD Instruction 1400.25, Volume 451, “DoD Civilian Personnel Management System: Awards,” November 4, 2013
- DoD Instruction 1400.25, Volume 731, “DoD Civilian Personnel Management System: Suitability and Fitness Adjudication for Civilian Employees,” August 24, 2012
- DoD Instruction 4000.19, “Support Agreements,” December 16, 2020
- DoD Instruction 5000.02, “Operation of the Adaptive Acquisition Framework,” January 23, 2020, as amended
- DoD Instruction 5015.02, “DoD Records Management Program,” February 24, 2015, as amended
- DoD Instruction 5025.01, “DoD Issuances Program,” August 1, 2016, as amended
- DoD Instruction 5040.02, “Visual Information (VI),” October 27, 2011, as amended
- DoD Instruction 5105.04, “Department of Defense Federal Advisory Committee Management Program,” August 6, 2007
- DoD Instruction 5105.18, “DoD Intergovernmental and Intragovernmental Committee Management Program,” July 10, 2009, as amended
- DoD Instruction 5120.20, “American Forces Network Program,” January 18, 2023
- DoD Instruction 5160.48, “DoD Public Affairs and Visual Information (PA&VI) Education and Training (E&T),” March 21, 2011, as amended
- DoD Instruction 5200.01, “DoD Information Security Program and Protection of Sensitive Compartmented Information (SCI),” April 21, 2016, as amended
- DoD Instruction 5200.02, “DoD Personnel Security Program (PSP),” March 21, 2014, as amended
- DoD Instruction 5200.08, “Security of DoD Installations and Resources and the DoD Physical Security Review Board (PSRB),” December 10, 2005, as amended
- DoD Instruction 5530.03, “International Agreements,” December 4, 2019

DoD Instruction 8523.01, “Communications Security,” January 6, 2021  
DoD Instruction 8910.01, “DoD Implementation of the Paperwork Reduction Act,” December 5, 2022  
DoD Manual 5200.02, “Procedures for the DoD Personnel Security Program (PSP),” April 3, 2017, as amended  
Executive Order 12333, “United States Intelligence Activities,” December 4, 1981, as amended  
Executive Order 12968, “Access to Classified Information,” August 2, 1995, as amended  
Executive Order 13467, “Reforming Processes Related to Suitability for Government Employment, Fitness for Contractor Employees, and Eligibility for Access to Classified National Security Information,” June 30, 2008  
Public Law 115-336, “21st Century Integrated Digital Experience Act,” December 20, 2018  
United States Code, Title 5  
United States Code, Title 10  
United States Code, Title 31, Section 1535  
United States Code, Title 37, Section 455  
United States Code, Title 44  
United States Constitution, Amendment I  
U.S. Department of Defense Website, <https://www.defense.gov/>