



ASSISTANT TO THE SECRETARY OF DEFENSE

1400 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-2400

PUBLIC AFFAIRS

June 15, 2021
Incorporating Change 5, March 17, 2026

MEMORANDUM FOR SENIOR PENTAGON LEADERSHIP DEFENSE AGENCY AND DOD FIELD ACTIVITY DIRECTORS

SUBJECT: Directive-type Memorandum (DTM) 21-001 – “DoD Public Web Program”

References: Director of Administration and Management Memorandum, “Redesignation of Department of War Field Activities,” February 9, 2026
DoD Directive 5105.74, “Defense Media Activity,” September 13, 2023
DoD Directive 5122.05, “Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)),” August 7, 2017
DoD Instruction 8170.01, “Online Information Management and Electronic Messaging,” January 2, 2019, as amended
DoW Instruction 5025.01, “DoW Issuances Program,” January 20, 2026
Public Law 115-336, “21st Century Integrated Digital Experience Act,” December 20, 2018
Public Law 115-435, “Foundations for Evidence-Based Policymaking Act of 2018,” January 14, 2019
Secretary of War Memorandum, “Department of War Secondary Titles,” October 10, 2025

Purpose. In accordance with the authority in DoD Directive (DoDD) 5122.05 and DoDD 5105.74, this DTM:

- Supplements DoDD 5105.74 to assign the Director, DoW Information Activity (DWIA) responsibility for the consolidated management of all DoW public websites within a single program.
- Is effective June 15, 2021; it must be incorporated into DoDD 5105.74 through a change in accordance with DoW Instruction 5025.01. This DTM will expire effective June 15, 2028.

Applicability. This DTM applies to OSW, the Military Departments, 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 War, the Defense Agencies, the DoW Field Activities, and all other organizational entities within the Department of War (referred to collectively in this DTM as the “DoW Components”).

Definitions. See Glossary.

Policy. In accordance with DoDD 5122.05 and DoDD 5105.74, it is DoW policy that:

a. The DoW will:

(1) Consolidate and maintain all DoW Component public website management within a central DoD Public Web Program.

(2) Ensure that public website standards are consistent with Paragraph 3.(e) of Public Law 115-336 and comply with the development standards published by the General Services Administration at <https://designsystem.digital.gov>.

(3) Provide training and coaching to website owners to ensure compliance with Public Law 115-336, DoD Instruction 8170.01, relevant Office of Management and Budget memorandums, and guidance published by the General Services Administration.

(4) Centrally fund the costs to convert and migrate organizational public websites to the new consolidated platform.

b. The DoD Public Web Program is a primary platform for meeting requirements of Title II of Public Law 115-435.

Responsibilities. See Attachment.

Summary of Change 5. This change:

a. Extends the expiration date for the DTM to June 15, 2028.

b. Updates language in accordance with the October 10, 2025 Secretary of War Memorandum and the 9 February 2026 Director of Administration and Management Memorandum.

c. Updates references.

Releasability. Cleared for public release. Available on the Directives Division Website at <https://www.esd.whs.mil/DD/>.

A handwritten signature in black ink, appearing to read 'JFK', is written over a horizontal line. The signature is stylized and cursive.

Approved by: John F. Kirby
Assistant to the Secretary of Defense
for Public Affairs

Attachment:
As stated

ATTACHMENT
RESPONSIBILITIES

1. ASSISTANT TO THE SECRETARY OF WAR FOR PUBLIC AFFAIRS. The Assistant to the Secretary of War for Public Affairs updates any DoW issuances affected by this DTM and develops new issuances as applicable to the program.

2. DIRECTOR, DWIA. Under the authority, direction, and control of the Assistant to the Secretary of War for Public Affairs, and in addition to the responsibilities in Paragraphs 4 and 5, the Director, DWIA:

a. Assigns DWIA responsibility for developing detailed implementation options for the DoD Public Web Program with associated resource estimates by the third quarter of Fiscal Year 2021 to be addressed in future budget deliberations.

b. Assists the Directives Division, Executive Services Directorate, Washington Headquarters Services, in updating DoDD 5105.74 to establish the DoD Public Web Program as a primary mission function of the DWIA.

c. Establishes effective and efficient business operations that provide the best customer experience, transparency, and auditability for the DoD Public Web Program.

d. Assesses available products currently in the appropriate cost model and sustainment requirements for the shared service to achieve economy of scale and buying power, including a product and services catalog with service levels before program execution.

e. Coordinates with the Department of the Army, and other DoW Components not currently part of the DWIA-managed DoD Public Web Program, to build the appropriate plan of action and milestones for full consolidation.

f. Coordinates with the DoW Chief Data Officer and DoW Chief Information Officer for all OPEN Government Data Act (within Public Law 115-435) requirements.

g. Applies category management principles to continue to streamline services contracting related to the DoD Public Web Program.

h. Establishes a Program Management Office with responsibility for assisting the Director, DWIA in accomplishing the required elements outlined in Paragraphs 2.a.–2.g., to include planning for project managers to oversee the change and conversion of the Program Management Office to a permanent office within DWIA.

3. DOW CHIEF INFORMATION OFFICER. The DoW Chief Information Officer:
 - a. Coordinates with DWIA on all OPEN Government Data Act (within Public Law 115-435) requirements.
 - b. Provides a liaison to provide DWIA assistance as it brings the DoD Public Web Program online.
 - c. Provides technical expertise and advice on the technology used to meet the requirements defined by DWIA.

4. DIRECTORS OF THE DEFENSE AGENCIES AND DOW FIELD ACTIVITIES. In addition to the responsibilities in Paragraph 5, the Directors of the Defense Agencies and DoW Field Activities designate a senior Public Web Program director or manager for their Components to serve as the single, authoritative point of contact for managing and overseeing Defense Agency and DoW Field Activity public website functions.

5. DOW COMPONENT HEADS. The DoW Component heads:
 - a. Designate a senior Public Web Program director or manager for each Component to serve as the single, authoritative point of contact for managing the content posted to their Component's public-facing websites, managing and overseeing their Component's public website requirements, and coordinating their resources and costs with DWIA.
 - b. Ensure that Public Web Program matters in their respective areas comply with the policy in this issuance.

6. SECRETARIES OF THE MILITARY DEPARTMENTS. In addition to the responsibilities in Paragraph 5, the Secretaries of the Military Departments designate a senior Public Web Program director or manager at the Military Service level (as applicable) to serve as the single, authoritative point of contact for managing and overseeing Military Service public website functions.

7. SECRETARY OF THE ARMY. In addition to the responsibilities in Paragraphs 5 and 6, the Secretary of the Army:
 - a. Provides DWIA a central point of contact to facilitate the transition of U.S. Army-managed public websites to a consolidated, DWIA-managed Public Web Program.
 - b. Transfers the relevant resources currently used by the U.S. Army to manage public websites to DWIA.

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

ACRONYM	MEANING
DoDD	DoD directive
DoW	Department of War
DTM	directive-type memorandum
DWIA	DoW Information Activity
OSW	Office of the Secretary of War

PART II. DEFINITIONS

Unless otherwise noted, these terms and their definitions are for the purpose of this issuance.

TERM	DEFINITION
DoW public website	Defined in DoD Instruction 8170.01 as “public DoD website.”
Public Web Program director or manager	A subject matter expert within a DoW Component who is responsible for managing the content posted to the Component’s public-facing websites, managing and overseeing the Component’s public website requirements, and coordinating with DWIA regarding the resources and costs.