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Branch, OAS

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RELEASED

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APR 9 1974

The Honorable Patricia Schroeder  
House of Representatives

2 addressees

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Dear Mrs. Schroeder:

This is in response to your letter of September 12, 1973, requesting us to (1) investigate the budget and personnel allocations for public affairs activities for each agency and (2) evaluate the public affairs activity to distinguish between activities designed to accomplish the agency's legislative goals and those used to promote the agency itself. You also indicated that agencies may be allocating an inordinate amount of their budget to public affairs.

In discussing this matter with your Denver office, we stated that we could not review it in depth at this time because of limited manpower. We pointed out, however, that we already were doing some work in this area at the National Aeronautics and Space Administration (NASA) at the request of another Congressman, and it was agreed we would provide information on NASA's public affairs program.

We obtained written comments from NASA on the results of our previous work, none of which pertain to the information in our report to you.

The public affairs activities in NASA are managed by personnel of the headquarters staff in Washington, D.C., and the 10 NASA field centers. The headquarters staff for public affairs at NASA is organized into four operating divisions in addition to an administrative and management staff. Although the 10 centers are not organized in the same manner, their format for reporting costs corresponds to that of the four headquarters divisions.

NASA public affairs costs peaked in fiscal year 1970--\$10.2 million--when the first manned lunar landing was made and public interest in the space program was apparently at its highest level. Total public affairs costs for various categories in fiscal year 1973 were approximately \$8.6 million, as the following schedule shows. (NASA submitted these costs to us, and we did not verify them.)

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	<u>Field</u>	<u>Head-</u> <u>quarters</u>	<u>Total</u>
Public information	\$1,485,100	\$ 980,900	\$2,466,000
Public services	918,300	478,100	1,396,400
Planning and media develop- ment	928,600	974,600	1,903,200
Education programs	653,600	984,200	1,637,800
Administrative and manage- ment	127,200	553,000	680,200
Other related programs	<u>510,000</u>	<u>37,600</u>	<u>547,600</u>
Total	<u>\$4,622,800</u>	<u>\$4,008,400</u>	<u>\$8,631,200</u>

Headquarters spent about \$4 million of the \$8.6 million and the 10 centers, \$4.6 million. (See enc. I.) During fiscal year 1973 214 persons were employed in public affairs: 132 at the field centers and 82 at headquarters. (See enc. II.)

Each of the above categories and their program activities are described below.

#### PUBLIC INFORMATION

This category includes costs for such activities as radio and television production, distribution, still photograph services, news releases, and television and motion picture film clips. Program costs for fiscal year 1973 were \$994,200 and salaries were \$1,471,800.

#### PUBLIC SERVICES

Activities of this category include (1) planning events, such as public appearances by the NASA administrator, senior officials, and astronauts, (2) handling public inquiries, (3) issuing special reports, and (4) preparing speeches and written material for NASA officials and astronauts. Program costs for fiscal year 1973 were \$541,900 and salaries were \$854,500.

#### PLANNING AND MEDIA DEVELOPMENT

The main activities in this category are the supervision of the development and production of motion pictures,

publications, and exhibits designed to inform the public of NASA goals, programs, and progress of aeronautics and the peaceful exploration of space. Total program costs for fiscal year 1973 were \$1,439,900, and total salaries were \$463,300.

EDUCATIONAL PROGRAMS

For fiscal year 1973 total program costs for this category were \$1,130,400 and salaries were \$507,400. The main program is the Space Science Education Project for which costs were \$796,000.

ADMINISTRATIVE AND MANAGEMENT

Costs accumulated under this category consist of salaries, travel, equipment, and contract support for public affairs. For our purposes, salaries were included in the appropriate categories. Salary costs in this category are mainly for personnel in the Office of the Assistant Administrator for Public Affairs.

OTHER RELATED PROGRAMS

This category includes all costs which do not fit in other categories, such as costs for the house organ and for answering public mail.

We trust this information responds to your needs.

Sincerely yours,



Comptroller General  
of the United States

Enclosures - 3

## ENCLOSURE I

FISCAL YEAR 1973 PUBLIC AFFAIRS COSTS

<u>Location</u>	<u>Administrative and management</u>	<u>Public information</u>	<u>Public services</u>	<u>Planning and media development</u>	<u>Educational programs</u>	<u>Other related programs</u>	<u>Total</u>
FIELD:							
Johnson Space Center	\$ 23,600	\$ 361,400	\$ 217,500	\$ 262,600	\$ 80,600	\$116,700	\$1,062,400
Kennedy Space Center	68,700	328,400	508,100	171,100	84,800	72,200	1,233,300
Marshall Space Flight Center	7,900	189,900	61,200	194,000	37,400	35,100	525,500
Langley Research Center	1,100	77,100	19,200	7,100	144,100	16,900	265,500
Ames Research Center	12,000	86,800	26,200	131,400	44,600	70,600	371,600
Flight Research Center	3,000	22,000	-	24,500	21,000	6,000	76,500
Goddard Space Flight Center	2,700	154,800	5,300	113,900	92,400	47,500	416,600
Lewis Research Center	1,900	85,500	40,200	14,600	74,400	23,100	239,700
Wallops Station	300	23,000	4,500	4,400	-	-	32,200
Jet Propulsion Laboratory	<u>6,000</u>	<u>156,200</u>	<u>36,100</u>	<u>5,000</u>	<u>74,300</u>	<u>121,900</u>	<u>399,500</u>
Total	127,200	1,485,100	918,300	928,600	653,600	510,000	4,622,800
HEADQUARTERS	<u>553,000</u>	<u>980,900</u>	<u>478,100</u>	<u>974,600</u>	<u>984,200</u>	<u>37,600</u>	<u>4,008,400</u>
Total	<u>\$680,200</u>	<u>\$2,466,000</u>	<u>\$1,396,400</u>	<u>\$1,903,200</u>	<u>\$1,637,800</u>	<u>\$547,600</u>	<u>\$8,631,200</u>

ENCLOSURE II

NASA PUBLIC AFFAIRS PERSONNEL FOR FISCAL YEAR 1973

<u>Location</u>	<u>Admin- istra- tive manage- ment</u>	<u>Public infor- mation</u>	<u>Public serv- ices</u>	<u>Plan- ning and media devel- opment</u>	<u>Educa- tional pro- grams</u>	<u>Other pro- grams</u>	<u>Total</u>
FIELD:							
Johnson Space Center	-	16	7	2	2	3	30
Kennedy Space Center	-	8	9	-	3	1	21
Marshall Space Flight Center	-	10	3	5	2	2	22
Langley Research Center	-	5	1	-	1	1	8
Ames Research Center	-	3	1	1	3	-	8
Flight Research Center	-	1	-	-	1	-	2
Goddard Space Flight Center	-	7	-	1	3	2	13
Lewis Research Center	-	5	-	1	5	-	11
Wallops Station	-	2	-	-	-	-	2
Jet Propulsion Laboratory (note a)	-	<u>7</u>	<u>2</u>	-	<u>3</u>	<u>3</u>	<u>15</u>
Total	-	64	23	10	23	12	132
HEADQUARTERS	<u>20</u>	<u>20</u>	<u>19</u>	<u>14</u>	<u>9</u>	-	<u>82</u>
Total	<u>20</u>	<u>84</u>	<u>42</u>	<u>24</u>	<u>32</u>	<u>12</u>	<sup>b</sup> <u>214</u>

<sup>a</sup>Contract personnel--not Civil Service.

<sup>b</sup>Additional contract employees are sometimes used. GAO did not determine the total number of contract employees.

## ENCLOSURE III

## NASA PUBLIC AFFAIRS COST FOR

FISCAL YEAR 1973

	<u>Field</u>	<u>Headquarters</u>	<u>Agencywide</u>
<b>PUBLIC INFORMATION:</b>			
News releases	\$ 47,300	\$ 63,800	\$ 111,100
TV and motion pictures	71,400	53,900	125,300
Still photo services	286,100	192,900	479,000
TV production and distribution	400	199,700	200,100
Radio production and distribution	5,600	73,100	78,700
Salaries	<u>1,074,300</u>	<u>397,500</u>	<u>1,471,800</u>
Total	<u>1,485,100</u>	<u>980,900</u>	<u>2,466,000</u>
<b>PUBLIC SERVICES:</b>			
Conference planning	6,000	-	6,000
Speech writing and special communications	13,200	-	13,200
Visitor activities, tour, etc.	522,700	-	522,700
Salaries	<u>376,400</u>	<u>478,100</u>	<u>854,500</u>
Total	<u>918,300</u>	<u>478,100</u>	<u>1,396,400</u>
<b>PLANNING AND MEDIA DEVELOPMENT:</b>			
Development and construction exhibits	69,100	100,800	169,900
Management of exhibits	384,200	74,700	458,900
Storage of exhibits	13,900	500	14,400
Transportation of exhibits	104,600	30,800	135,400
Motion-picture production	39,400	55,200	94,600
Motion-picture laboratory and depository	127,500	145,600	273,100
Publications preparation	29,300	54,100	83,400
Publications printing	20,600	140,400	161,000
Goodwill tours	-	49,200	49,200
Salaries	<u>140,000</u>	<u>323,300</u>	<u>463,300</u>
Total	<u>928,600</u>	<u>974,600</u>	<u>1,903,200</u>
<b>EDUCATIONAL PROGRAMS:</b>			
Space science education project	37,400	758,600	796,000
Travel	9,400	500	9,900
Equipment	20,600	-	20,600
Educational projects	130,500	5,400	135,900
Educational conferences	33,000	-	33,000
Youth programs	2,100	5,200	7,300
Materials of instruction and other	124,200	3,500	127,700
Salaries	<u>296,400</u>	<u>211,000</u>	<u>507,400</u>
Total	<u>653,600</u>	<u>984,200</u>	<u>1,637,800</u>
<b>ADMINISTRATIVE AND MANAGEMENT:</b>			
Salaries	-	430,000	430,000
Travel	57,800	123,000	180,800
Equipment	<u>69,400</u>	<u>-</u>	<u>69,400</u>
Total	<u>127,200</u>	<u>553,000</u>	<u>680,200</u>
<b>OTHER RELATED PROGRAMS:</b>			
Travel	15,600	-	15,600
Equipment	39,300	-	39,300
House organ	129,400	-	129,400
Public mail	139,800	-	139,800
Historical	500	-	500
Non-NASA travel	-	37,600	37,600
Other	35,900	-	35,900
Salaries	<u>149,500</u>	<u>-</u>	<u>149,500</u>
Total	<u>510,000</u>	<u>37,600</u>	<u>547,600</u>
<b>TOTAL</b>	<u><b>\$4,622,800</b></u>	<u><b>\$4,008,400</b></u>	<u><b>\$8,631,200</b></u>