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COMPTROLLER GENERAL OF THE UNITED STATES
WASHINGTON, D.C. 20548

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The Honorable Walter F. Mondale
United States Senate

R Dear Senator Mondale:

This is in response to your letter of November 7, 1973, requesting us to furnish you with the expenditures of the National Aeronautics and Space Administration (NASA) for public relations activities. As examples of such expenditures, you specifically referred to (1) amounts spent for printed and visual publicity materials, (2) cost of public relations appearances by astronauts, and (3) cost of bringing public officials and guests to space launches. 36

We obtained most of the information for this report while performing work for another Member of Congress. We obtained written comments from NASA on that work and none of the comments pertain to information contained in this report.

PUBLIC AFFAIRS COSTS

The public affairs activities in NASA are managed by personnel of the headquarters staff in Washington, D.C., and by personnel at the 10 NASA field centers. The NASA headquarters staff for public affairs is organized into four operating divisions in addition to administrative and management functions and other related programs. Although the 10 field centers are not organized in the same manner, they report costs in a format that corresponds to program activities and functions of the four headquarters divisions.

Total public affairs costs for fiscal year 1973 were approximately \$8.6 million. NASA public affairs costs reached a peak in fiscal year 1970 when the first manned lunar landing was made and public interest in the space program was apparently at its highest level. In that fiscal year about \$10.2 million was spent for public affairs. These figures were furnished by NASA, and we did not verify them.

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The following schedule shows the amounts expended for various functions for fiscal year 1973.

	<u>Field</u>	<u>Headquarters</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 development	928,600	974,600	1,903,200
Education programs	653,600	984,200	1,637,800
Administrative and management	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>

Of the \$8.6 million about \$4 million was expended by headquarters and \$4.6 million by the 10 NASA centers. A breakdown of cost by functions by centers and headquarters appears in enclosure I. During fiscal year 1973 214 persons were employed in public affairs, with 132 at the 10 field installations and 82 at headquarters. (See enc. II.)

Each of the above functions and the program activities included in those functions are described below.

Public information

This function includes costs for such activities as radio and television production and distribution, still photographic services, news releases, and television and motion picture film clips. The program activities costs for fiscal year 1973 amounted to \$994,200, and salaries amounted to \$1,471,800.

Public services

Activities of this function include planning such events as public appearances by the NASA administrator, senior officials, and astronauts; handling public inquiries; issuing special reports; and preparing speeches and written material for NASA officials and astronauts. Total program costs for fiscal year 1973 were \$541,900, and total salaries were \$854,500.

Planning and media development

The main activities within this function 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 division were \$1,130,400, and salaries were \$507,400. The main program is the Space Science Education Project for which costs were \$796,000 in fiscal year 1973.

Administrative and management

Costs accumulated under this function consist of salaries, travel, equipment, and contract support for public affairs. For our analysis, salaries have been broken down and included in the applicable functions. Salary costs that remain in this function are mainly for personnel in the Office of the Assistant Administrator for Public Affairs.

Other related programs

Included in this category of costs are those which do not fit within the other categories. Examples include costs for the house organ and costs related to answering public mail.

APPEARANCES BY ASTRONAUTS

During fiscal year 1973, astronauts made 684 appearances before estimated audiences of 700,000. NASA does not segregate the costs for these appearances. The costs for scheduling astronaut appearances and providing written materials for astronauts for public affairs personnel are included in the public affairs costs. Additional scheduling of astronaut appearances is made by the Astronaut Office at Johnson Spacecraft Center. Travel costs for the astronaut appearances are funded from the Astronaut Office and not charged to public affairs.

GUESTS AT SPACE LAUNCHES

NASA officials informed us that selected Government officials and other distinguished visitors--such as the Vice President of the United States, heads of foreign governments, members of the Cabinet or Congress, or State governors are transported to launch sites by either chartered planes or NASA planes. Although NASA has no prescribed procedures regarding the transportation of guests to space launches, separate procedures are developed for each launch. For planes chartered by the Public Affairs Office, costs are included in the public affairs costs as "non-NASA travel." For fiscal year 1973 these costs were \$37,600. (See enc. III.)

The costs for operating NASA-owned planes are not included as public affairs costs. NASA officials said that planes are sometimes chartered by offices other than the Public Affairs Office for other launches and that costs for these planes are not accumulated in a central location and are

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not included as public affairs costs. To accumulate these costs it would be necessary to identify particular launches and the office responsible for providing transportation for that particular launch.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "A. G. Keller". The signature is written over a rectangular stamp that is mostly illegible due to the quality of the scan. The signature is slanted upwards to the right.

Comptroller General
of the United States

Enclosures - 3

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FISCAL YEAR 1973 PUBLIC AFFAIRS COSTS

<u>Location</u>	<u>Adminis- tration and manage- ment</u>	<u>Public infor- mation</u>	<u>Public services</u>	<u>Planning and media devel- opment</u>	<u>Educa- tional programs</u>	<u>Other related program</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 Cen- ter	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 Cen- ter	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 Labo- ratory	<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>553,600</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>

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NASA PUBLIC AFFAIRS--PERSONNEL STRENGTH FOR FISCAL YEAR 1973

<u>Location</u>	<u>Administration management</u>	<u>Public information</u>	<u>Public services</u>	<u>Planning and media development</u>	<u>Educational programs</u>	<u>Other programs</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>-</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>-</u>	<u>82</u>
Total	<u>20</u>	<u>84</u>	<u>42</u>	<u>24</u>	<u>32</u>	<u>12</u>	<u>^b214</u>

^aContract personnel--not Civil Service

^bAdditional contract employees are sometimes used. GAO did not determine the total number of contract employees.

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ENCLOSURE III

NASA PUBLIC AFFAIRS COSTS FOR

FISCAL YEAR 1973

	<u>Field</u>	<u>Headquarters</u>	<u>Agencywide</u>
PUBLIC INFORMATION:			
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>
PUBLIC SERVICES:			
Conference planning	6,000	-	6,000
Speech writing and special communications	13,200	-	13,200
Visitor activities, tours, 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>
PLANNING AND MEDIA DEVELOPMENT:			
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 repository	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>523,300</u>	<u>463,300</u>
Total	<u>928,600</u>	<u>974,600</u>	<u>1,903,200</u>
EDUCATIONAL PROGRAMS:			
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>
ADMINISTRATIVE AND MANAGEMENT:			
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>
OTHER RELATED PROGRAMS:			
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>
Total	<u>\$4,622,800</u>	<u>\$4,008,400</u>	<u>\$8,631,200</u>