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UNITED STATES GENERAL ACCOUNTING OFFICE

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WASHINGTON, D.C. 20548

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INTERNATIONAL DIVISION

MARCH 16, 1979

B-194206

The Honorable Barry Goldwater
United States Senate



108981

Dear Senator Goldwater:

In response to your letter of December 19, 1978, we have obtained information on the costs of the administration's efforts to inform the public on the Strategic Arms Limitation Talks (SALT II) with the Soviet Union. Public information activities relating to SALT II are centered in the Department of State and the Arms Control and Disarmament Agency (ACDA). There are several means by which the agencies keep the public informed, including furnishing officials for speaking engagements, arranging conferences, preparing and distributing publications, and providing interviews and press releases for the media. The Department of State and ACDA estimated that approximately \$600,000 was expended in 1978 on SALT II public information activities as shown in enclosure I.

The meetings referred to in your letter included both individual speaking engagements before civic groups and conferences cosponsored by the State Department, ACDA, and local organizations. During 1978 Department and ACDA officials participated in about 350 individual speaking engagements in 48 States and the District of Columbia. In addition, senior officials of these agencies and the Department of Defense appeared as principal speakers at 11 conferences held in Washington, D.C., and other major U.S. cities.

Nine of these conferences were held outside the Washington area and were arranged through the efforts of the SALT Working Group, an office within the Bureau of European Affairs, Department of State. This group was created in May 1978 to respond to an anticipated public need for information relating to the emerging SALT II agreement. The other two conferences were held in Washington and were jointly sponsored by ACDA and the State Department. The stated purpose of the conferences was to provide "a background educational briefing on United States security and the Soviet Challenge, with particular focus on the critical issues involved in the current Strategic Arms Limitation Talks (SALT) with the Soviet Union."

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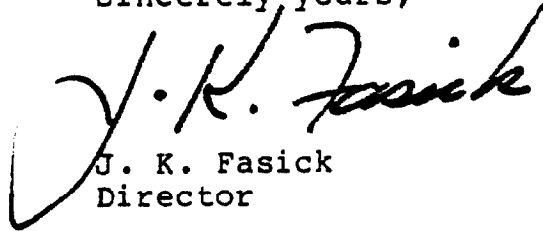
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Report Restricted

General information on the overall SALT II public affairs activities of these agencies is contained in enclosure II. It should be noted that all cost and statistical information presented in this report relates to activities conducted in 1978 and was furnished by the agencies. Although we obtained general explanations concerning the methodology used in preparing the information, and discussed the report contents with agency officials, we did not verify the data provided.

As arranged with your office, unless you publicly announce its contents earlier, we plan no further distribution of this report until 15 days from the date of issue. At that time, we will send copies to the Secretaries of State and Defense and to the Director, Arms Control and Disarmament Agency.

Sincerely yours,



J. K. Fasick
Director

Enclosures - 2

ESTIMATED COST OF INFORMING THE PUBLICABOUT SALT II--CALENDAR YEAR 1978

<u>Department/agency</u> <u>(note a)</u>	<u>Salary</u> <u>(note b)</u>	<u>Travel</u>	<u>Miscel- laneous</u> <u>(note c)</u>	<u>Total</u>
Department of State:				
Bureau of Public Affairs	\$112,095	\$36,446	\$41,635	\$190,176
Bureau of European Affairs (SALT Working Group)	88,803	15,895	20,151	124,849
Office of the Counselor	14,054	1,030	-	15,084
Other bureaus	<u>10,212</u>	<u>6,789</u>	<u>-</u>	<u>17,001</u>
Total	<u>225,164</u>	<u>60,160</u>	<u>61,786</u>	<u>347,110</u>
Arms Control and Disarmament Agency:				
Office of Public Affairs	192,753	7,166	13,552	213,471
Other offices	<u>30,000</u>	<u>4,770</u>	<u>-</u>	<u>34,770</u>
Total	<u>222,753</u>	<u>11,936</u>	<u>13,552</u>	<u>248,241</u>
Department of Defense:				
Office of the Under Secretary of Defense (Policy)	176	3,653	-	3,829
Office of the Assistant Secretary of Defense, International Security Affairs	<u>877</u>	<u>481</u>	<u>-</u>	<u>1,358</u>
Total	<u>1,053</u>	<u>4,134</u>	<u>-</u>	<u>5,187</u>
Total	<u>\$448,970</u>	<u>\$76,230</u>	<u>\$75,338</u>	<u>\$600,538</u>

a/ All cost data provided by the respective department or agency.

b/ Salary costs do not include fringe benefits.

c/ Miscellaneous costs include expenses for such things as office supplies, equipment, and reproduction of materials. Printing and publications represent about \$57,000 of these costs.

SALT II PUBLIC INFORMATION ACTIVITIES

The United States and the Soviet Union are currently engaged in strategic arms limitation talks (SALT II). During 1978 the Department of State; Arms Control and Disarmament Agency (ACDA); and, to a limited extent, Department of Defense were involved in public affairs activities aimed at informing U.S. citizens about the emerging SALT II agreement. These activities included arranging and cosponsoring conferences in cities throughout the United States, providing interviews to the media, preparing and distributing publications, and furnishing speakers to groups and organizations.

The State Department, ACDA, and Defense Department estimated that their 1978 SALT II public affairs expenditures were about \$347,000, \$248,000, and \$5,000, respectively--a combined total of about \$600,000. Included in the agencies' estimates were expenditures for salaries, travel and per diem, preparation of publications, and miscellaneous items. The estimates, however, did not include fringe benefits applicable to salaries or administrative overhead costs.

The Department of State and ACDA provide information to the public on SALT II through basically the same means. To avoid duplication of effort between the two agencies, the Office of the Counselor, State Department, provides general oversight and guidance. In general, ACDA has the leading role for those activities in the Washington, D.C. area, while the the State Department is primarily involved in activities outside the area. However, there are exceptions and day-to-day activities are coordinated by the responsible offices.

Following is a brief description of specific SALT II public affairs activities conducted by the State Department and ACDA during 1978. We were informed that these activities will continue at a similar level of effort during 1979; however, it is anticipated that the activities will be accelerated once the treaty is concluded.

DEPARTMENT OF STATE

The Bureau of Public Affairs and the SALT Working Group, an office within the Bureau of European Affairs, are the elements within the State Department which have direct responsibility for SALT II public affairs activities. Several other offices and bureaus are indirectly involved in that they furnish officers to speak on SALT II before local groups and organizations.

Bureau of Public Affairs

The Bureau does not have a specific office or program solely responsible for SALT II public affairs activities. However, SALT II is one of the six priority public affairs issues on which the Bureau's efforts are focused. Specific funding levels are not established for each of the priority issues because of the unpredictability of international events and resulting public information demands. A Bureau official estimated that during 1978 more of its resources went to SALT II activities than to any other priority issue.

The Bureau carries out its activities in several ways.

- Public speaking engagements - The Bureau furnishes Department and ACDA officials to speak on SALT II issues before groups and organizations in cities throughout the United States. These include academic audiences, local chambers of commerce, and rotary and women's clubs. The speaking engagements are initiated by either the Bureau or an interested group. In some instances the local cosponsor will pay a portion or all of the speaker's travel expenses; however, in most cases the Bureau bears these costs. In all cases the speaker's salary is paid by the bureau or office to which he is assigned. In 1978 the Bureau furnished speakers for at least 138 engagements 1/ in 45 States and 34 engagements in Washington, D.C.
- Publications - Ten SALT II-related documents, including speeches, special reports, and background papers, were prepared by the Department or in cooperation with ACDA in 1978. In total the Bureau made about 400,000 copies of the documents available for public distribution. These publications included The SALT Process, SALT and American Security, and SALT: Its Contribution to U.S. Security and World Peace.
- Media activities - SALT II issues were addressed in routine press conferences and news releases. Interviews were also provided to local and national news media both by officials in Washington and those participating in speaking engagements throughout the country.

1/The data provided showed only the number of trips taken by speakers. In some cases speakers addressed more than one group per trip.

Bureau of European Affairs

The SALT Working Group is an office within the Bureau of European Affairs and is staffed by five officers and two secretaries. Department officials informed us that the SALT Working Group was created in May 1978 to respond to an anticipated public need for information relating to U.S. strategic security and U.S.-Soviet relations.

The Group's primary activity is developing and cosponsoring conferences in cities throughout the United States focusing on SALT II. The stated purpose of these conferences is to provide "opinion leaders * * * a background educational briefing on United States security and the Soviet Challenge, with particular focus on the critical issues involved in the current Strategic Arms Limitation Talks * * * ." These conferences are cosponsored by the State Department and local groups and organizations. According to a Department official, the conferences are initiated by both the Department and interested groups.

During 1978 nine conferences were held in six States with attendance averaging about 150 persons. The agenda for each conference was similar, including presentations on Soviet affairs and strategic theory, expected SALT II provisions, and SALT's impact on U.S. security. Conference speakers were usually senior State Department and ACDA officials. Defense Department officials also spoke on four occasions.

Detailed below is information on conference locations, and agency personnel attending.

<u>Location</u>	<u>Date</u>	<u>Employees attending</u>			
		<u>State</u>	<u>ACDA</u>	<u>Defense</u>	<u>Total</u>
Racine, Wis.	6-29-78	12	4	1	17
Hartford, Conn.	7-25-78	7	3	1	11
Philadelphia, Pa.	9-15-78	12	4	-	16
Miami, Fla.	9-26-78	10	3	-	13
Tampa, Fla.	9-27-78	11	2	1	14
Pittsburgh, Pa.	10-17-78	8	3	-	11
Jacksonville, Fla.	11-15-78	11	1	1	13
Phoenix, Ariz.	12-14-78	7	2	-	9
Wilmington, Del.	12-15-78	<u>10</u>	<u>2</u>	-	<u>12</u>
Total		<u>88</u>	<u>24</u>	<u>4</u>	<u>116</u>

ARMS CONTROL AND DISARMAMENT AGENCY

Within the Arms Control and Disarmament Agency the Office of Public Affairs is responsible for SALT II public affairs activities. Other ACDA offices are involved to the extent that they furnish speakers.

The Office of Public Affairs does not have a specific program to publicize SALT II; however, because it is a major arms control issue, an ad hoc group was established during 1978 to concentrate on SALT II public affairs activities. There are five employees in the ad hoc group; additionally ACDA estimated that nine other employees from the Office of Public Affairs worked part-time on SALT II activities.

Specific SALT II public affairs activities conducted by the Office in 1978 included:

- Public speaking engagements - Public speaking engagements are handled in a manner similar to those in the State Department. These engagements are primarily before church groups, civic organizations, and academic audiences. During 1978 ACDA officials participated in 110 SALT II speaking engagements before groups in the Washington, D.C., area. In addition to the officers who participated in engagements arranged by the State Department, ACDA also furnished speakers for at least 64 out-of-town engagements in 27 States.
- SALT conferences/briefings - ACDA and the State Department jointly sponsored SALT conferences in Washington for leaders of religious groups and for representatives of women's organizations. The purpose and agenda of these conferences was similar to that of the SALT Working Group conferences. Each conference was attended by about 400 persons and lasted a full day. ACDA also sponsored a half-day SALT briefing, in Washington, for representatives of retired and reserve military, National Guard, and veterans' organizations.
- Publications - In addition to the publications prepared jointly with the State Department, ACDA published 14 speeches on SALT II, given by the former Director of ACDA, Ambassador Paul C. Warnke.
- Media activities - SALT II issues were also addressed through press conferences, in news releases, and during interviews with the news media.

--SALT Working Group conferences - ACDA personnel attended each of the nine conferences arranged by the SALT Working Group. In seven instances, Ambassador Warnke gave the principal address at the conference.