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~~7-16-74~~

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

74-0245

RELEASED

B-178365

AUG 31 1973

The Honorable Lester L. Wolff
House of Representatives

Dear Mr. Wolff:

In response to your letter of March 28, 1973, we have examined the information Mrs. S. H. Moss sent to you concerning the need to advertise the Navy and the cost to produce and distribute to radio stations a radio program entitled "Travel the World in Song."

We interviewed officials of the Navy Recruiting Command, Recruiting Aids Department, and reviewed documents related to the program's production and distribution costs.

Our examination showed that during December 1971 through September 1972, 26 discs of the program, each containing two 15-minute programs, were produced in 4 series. Between 1,275 and 1,400 copies were made each time, so approximately 5,000 albums were produced and distributed.

According to Navy records, the albums cost approximately \$40,000 to produce. The itemized costs shown below exclude many of the items Mrs. Moss listed, such as research, musicians, vocalists, arrangers, sound equipment, recording equipment, consultants, postproduction, engineers, and copywriters. These types of costs were not incurred because the Navy used taped music.

<u>Cost categories</u>	<u>Total cost for discs</u>
Announcer	\$ 2,730.00
Music production	17,850.56
Dubbing	580.06
Master acetate	1,381.12
Master processing	663.00
Metal stamper	221.00
Pressing	8,547.50
Test pressing	221.00
Collating	1,030.64
Albums	3,077.10
Filler pads	683.80
Record labels	1,367.60
Shipping cartons	683.80
Tapes	325.00
Total	\$39,362.18

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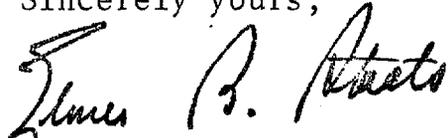
Navy officials stated that it is not authorized to provide radio programs to stations before receiving a written request. However, they told us that a recruiter may have furnished the program to the station on a trial basis. If the station decides to play the program, it should submit a written request to the Navy first.

According to Navy officials, the Recruiting Aids Department's function is to inform young people of the advantages of a career in the Navy and to encourage them to enlist. The Navy uses various types of recruiting aids under the all-volunteer-force concept.

Navy officials said "Travel the World in Song" is a popular radio program and is effective in reaching young men and women, parents, educators, and school counselors. The Navy also produces and distributes four other programs entitled "Navy Hoedown," "Sounds Like the Navy," "Red, White, and Navy Blue," and "Lawrence Welk," at an estimated annual cost of \$40,000 each.

We trust that the information responds to your request.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "James B. Arato".

Comptroller General
of the United States