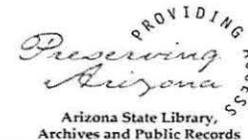




ARIZONA STATE
LIBRARY, ARCHIVES AND PUBLIC RECORDS
 A DIVISION OF THE ARIZONA SECRETARY OF STATE



General Records Retention Schedule Issued to All Public Bodies Public Information and Marketing

Schedule Number: GS 1003

- Authority:** Pursuant to ARS §41-151.12, the retention periods listed herein are the minimum amount of time records may be kept. Keeping records for a time period shorter than their approved retention period is illegal.
- Only the Arizona State Library, Archives and Public Records has the authority to extend or decrease records retention periods. If it is believed that special circumstances warrant that records should be kept longer or shorter times than the time period listed in this schedule, contact the Records Management Center to request a change to the retention period.
- Records required for ongoing or foreseeable official proceedings such as audits, lawsuits or investigations, must be retained until released from such official proceedings, notwithstanding the instructions of this schedule.
- Archival Value:** Records designated as Permanent on the retention schedule must not be destroyed (ARS §39-101). If it is believed that special circumstances warrant other records to be retained permanently, contact the Arizona State Archives for assistance in determining historical or archival value. All records created prior to 1912 must be retained permanently. This retention schedule does not authorize the transfer of records to any repository other than the Arizona State Archives (ARS §41-151.09).
- Disposition:** This schedule is used in conjunction with the Report/Certificate of Records Destruction. All records disposed under this schedule must be reported on the Report/Certificate of Records Destruction, unless transferred to the Arizona State Archives.
- Format:** Retention periods listed on this schedule apply to all records regardless of physical form or characteristics. Records, regardless of format (including electronic, paper, microfilm, etc.) not listed in this schedule or on the approved General Retention Schedule, are not authorized to be destroyed.
- Copies:** Additional copies created for convenience or reference purposes should not be retained longer than the record copy listed in this schedule. Copies do not need to be reported on the Report/Certificate of Records Destruction when they are disposed.
- Supersedence:** This schedule supersedes, all or in part, series from the following schedules: *Electronic Communications, Social Networking and Website Records*, 000-12-22, approved 03/08/2012; *Public Information /Marketing Records, Community College*, approved 11/15/2002; *Civic, Convention, and Cultural Facilities and Visitors' Bureau Records*, 000-12-44, approved 6/11/2012.

Approval Authorized by: <i>Joan Clark</i>		Date: <i>9-11-2014</i>
Joan Clark, State Librarian and Director, Library, Archives & Public Records		
Retention review and approval by: <i>Carey Clifton-Myers</i>	Date: <i>9/11/2014</i>	Archival review and approval by: <i>Melanie Sturgeon</i>
Carey Clifton-Myers, Records Specialist, Archives and Records Management		Melanie Sturgeon, State Archivist & Director, History, Archives & Records Management

RECORDS MANAGEMENT CENTER

**General Records Retention Schedule for
All Public Bodies
Public Information and Marketing Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Remarks</u>
10018.	Advertising and Outreach Records Records that document the promotional efforts of the public body and its services; may include books, budgets, and reports providing demographic information on visitors; and consumer and marketing leads.	2	After created or received.
10019.	Audio/Video Records – Historical Records of historical value that document significant activities and productions of the public body for publicity and educational purposes; may include final television and radio programs, scripts, edited and unedited tapes, raw footage and other related records.	Permanent	Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.
10020.	Audio/Video Records – Non Historical Records of non-historical value that document routine events or activities of the public body and productions for publicity and educational purposes; may include edited and unedited tapes, raw footage and other related records.	-	After reference value has been served.
10021.	Broadcast Logs Records that document the daily broadcast activities of the public body radio station or television channel; may include log sheets, program delays, daily announcers, technical difficulties, and other digital broadcast records.	2	After calendar year created.

**General Records Retention Schedule for
All Public Bodies
Public Information and Marketing Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Remarks</u>
10022.	Calendar of Public Events Records that document the scheduling of public meetings and events of the public body; may include meeting planners and tour and travel guides and planners.	2	After calendar year created.
10023.	Distribution Lists Contact lists; may include Friends and Fans lists, listservs, email contacts, and mailing lists.	-	After superseded or obsolete.
10024.	Public Events Records-Historical Records of historical value that document a significant event; includes presentation materials and handouts, registration and attendance lists, reports, and schedules of speakers and activities.	Permanent	Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.
10025.	Public Events Records-Non Historical Records of non-historical value that document an event, or the planning thereof, and any records related to or in response to the event; may include applications, certificate/proof of insurance, materials on planning and arrangements, participant evaluations, permits, presentation materials and handouts, registration and attendance lists, reports, and schedules of speakers and activities.	2	After calendar year created or received.

Joan Clark, Director 
Arizona State Library, Archives and Public Records

**General Records Retention Schedule for
All Public Bodies
Public Information and Marketing Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Remarks</u>
10026.	Graphic Art Records that document the major representation of the public body and its services; includes final versions of logos, trademarks, branding, seals and posters. Final artwork for temporary programs or minor projects is not required.	Permanent	Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.
10027.	Photographs – Historical Records of historical value that document significant activities, events, and staff of the public body; may include negatives, clips, scrapbook material, and logs records.	Permanent	Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.
10028.	Photographs – Non Historical Records of non-historical value that document activities, events, and staff of the public body; may include negatives, clips, scrapbook material, and logs records.	2	After calendar year created or received.
10029.	Press Releases – Historical News releases and “News room” records of historical value that document significant events of the public body; may include news and communications to the public.	Permanent	Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.
10030.	Press Releases – Non Historical News releases and “News room” records of non-historical value; may include news and communications to the public.	2	After calendar year created or received.

Joan Clark, Director 
Arizona State Library, Archives and Public Records

**General Records Retention Schedule for
All Public Bodies
Public Information and Marketing Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Remarks</u>
10031.	Public Service Announcements Records that document communications required for the safety and wellbeing of the public; may include commercials, consumer protection alerts, emergency communications, news recordings, public notices, public safety announcements and radio broadcasts.	2	After calendar year created or received.
10032.	Rights and Reproduction Records Records that document the use of photographs, video, and music; may include access conditions, copyright logs, notice of intention to obtain compulsory license and compulsory license, model and photo release forms, ownership records, and permissions.	-	<p>After rights material has ended.</p> <p>For student records maintain until superseded or 4 years after fiscal year of last attendance.</p> <p>Confidentiality: Additional measures may be required for photo releases of school children younger than 18 years of age. Resources to consider include: address confidentiality programs, Child Protective Services requirements; Family Educational Rights and Privacy Act (FERPA), Individuals with Disabilities Education Act (IDEA), licensed childcare providers (i.e. DES, Health Services) requirements, school or school district policies, and witness protection programs.</p>

**General Records Retention Schedule for
All Public Bodies
Public Information and Marketing Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Remarks</u>
10033.	<p>Social Networking Administrative & Technical Records Format and control records; may include, CEO/CIO approval records, marketing plan, registration records, and social networking matrix.</p>	1	After superseded or obsolete.
10034.	<p>Speeches – Historical Speeches, addresses and other comments of historical value that document significant events of the public body during ceremonies, interviews and other public meetings.</p>	Permanent	<p>Retain per Arizona <i>Standards for Permanent Records</i> or transfer to State Archives when administrative value has been served.</p> <p>See also: <i>Officials Records Schedule</i> (GS 1001) for elected or appointed officials or any chief administrative officer, head, director, superintendent, or chairman of any public body.</p> <p>ARS §39-121.01.</p>
10035.	<p>Speeches – Non Historical Speeches, addresses and other comments of non-historical value that represent the public body during ceremonies, interviews and other public meetings.</p>	2	After calendar year created or received.