

GRS 6.4 Public Affairs Records

This file contains three documents. The Draft Schedule the proposed text of the new GRS in publication format. The Draft Appraisal Memorandum provides additional background explanation and includes the appraiser's justification for the retention decisions proposed in the schedule.

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National Archives and Records Administration
Office of the Chief Records Officer
GRS Team
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GENERAL RECORDS SCHEDULE 6.4: Public Affairs Records

This schedule covers records related to public affairs functions within federal agencies. Public Affairs involves the exchange of information and communication between the federal government, citizens, and stakeholders in direct support of citizen services, public policy, and/or national interest.

Many public affairs related records are not included in the GRS because they are either typically permanent or have varying value depending on various factors. Records that are not included in this schedule and must be scheduled on an agency-specific schedule include:

- press releases
- publications
- agency histories
- educational or customer outreach campaign materials
- posters
- mission-related photographs (including official portraits) and video recordings
- transcripts of press conferences or press briefings
- transcripts of interviews
- briefing books
- speeches
- biographies
- newsletters
- fact sheets
- website and social media/blog content, unless specified below

Item	Records Description	Disposition Instruction	Disposition Authority
010	<p>Public affairs program records. Program management records, procedures, routine reports, correspondence, subject files and reading files. Also includes records related to other routine day-to-day activities such as:</p> <ul style="list-style-type: none"> • routine internal communications • logistics and planning for routine conferences and events • correspondence and records related to speakers and speaking engagements, including biographies • case files and databases related to public comments (related to public affairs activities only) 	<p>Temporary. Destroy when 3 years old, or no longer needed, whichever is later.</p>	DAA-GRS-20XX-XXXX-0001

Item	Records Description	Disposition Instruction	Disposition Authority	
020	<p>Public communication records.</p> <p>Records related to communication with the public, such as:</p> <ul style="list-style-type: none"> • incoming and outgoing correspondence • comment cards <p>Note: For requests for information, publications, photographs, and other information involving no administrative action, policy decision, or special compilations or research, use GRS 4.2, item 010.</p> <p>Note: Any correspondence with the public not described in this schedule must be scheduled by the agency.</p> <p>Exclusion 1: Correspondence relating to a specific case or action is not considered public correspondence, but is filed and maintained with the appropriate case or action file.</p>	<p>External only communications and responses.</p> <p>Communications from agencies to the public, including postings on social media accounts and email blasts, that consist of information released or captured elsewhere, as well as comments received in response if captured by the agency but not acted upon.</p> <p>Exclusion: Comments received by the public that the agency takes action on or uses to take action.</p> <p>Note: This item applies to social media records only if those records are captured by the agency.</p> <p>Supersedes: GRS 14, item 5 (GRS 14, 1952, item 5) – in part</p>	<p>Temporary. Destroy when 90 days old, but longer retention is authorized if required for business use.</p>	DAA-GRS-20XX-XXXX-0002
021		<p>Received communications for which a response was written, including the response.</p> <p>Communications from the public that require a response but no formal action is taken.</p> <p>Supersedes: GRS 14, item 5 (GRS 14, 1952, item 5) – in part</p>	<p>Temporary. Destroy when 3 years old, but longer retention is authorized if required for business use.</p>	DAA-GRS-20XX-XXXX-0003

Item	Records Description	Disposition Instruction	Disposition Authority
022	<p>Received communications not requiring a response. Communications upon which the agency does not act. Includes:</p> <ul style="list-style-type: none"> • write-in campaigns • repeat writers • personal opinions on current events or personal experiences • routine complaints, commendations or other correspondence • anonymous communications • suggestion box comments • public correspondence received in error or addressed to another entity and copied to the agency. • comments posted by the public on an agency website that do not require response or that are not collected for further use. <p>Supersedes: GRS 14, item 5 (GRS 14, 1952, item 5) – in part</p>	<p>Temporary. Destroy when 90 days old, but longer retention is authorized if required for business use.</p>	<p>DAA-GRS-20XX-XXXX-0004</p>

Item	Records Description	Disposition Instruction	Disposition Authority
030	<p>Project files. Planning documents, background materials, research documentation, marketing research, news clippings, drafts and working papers, purchased artwork or graphics, and other similar records related to developing speeches, publications, educational materials, agency histories, audiovisual materials, public conferences and other public outreach materials.</p> <p>Exclusion 1: Final products such as speeches, publications, educational materials, agency histories, mission-related audiovisual materials, conference and public outreach materials. These records should be scheduled by the agency.</p> <p>Supersedes: GRS 14, item 4 (disposition authority unknown) GRS 14, item 6 (disposition authority unknown) GRS 21, item 16 (N1-GRS-81-9, item IV-3) GRS 21, item 24 (N1-GRS-81-9, item V-3)</p>	<p>Temporary. Destroy 1 year after completion of project, but longer retention is authorized for business use.</p>	<p>DAA-GRS-20XX-XXXX-0005</p>
040	<p>Media relations records. Records related to interactions with the press or media, including records such as:</p> <ul style="list-style-type: none"> • requests and responses for interviews • requests and responses for information or assistance for media stories • daily or spot news recordings or videos available to local radio and TV stations • notices or announcements of media events • public service announcements • copies or articles created by the agency for publication in news media <p>Exclusion: Transcripts of press conferences or press briefings, briefing books, and press releases are not covered by this item and must be scheduled by the agency.</p> <p>Supersedes: GRS 21, item 26 (N1-GRS-98-2, item 42)</p>	<p>Temporary. Destroy when 3 years old, or no longer needed, whichever is later.</p>	<p>DAA-GRS-20XX-XXXX-0006</p>

Item	Records Description	Disposition Instruction	Disposition Authority
050	<p>Approval and clearance documents. Records related to approving information for public release or allowing employees to use agency information in public presentations or publications.</p>	<p>Temporary. Destroy 1 year after approval. Longer retention is authorized for business use.</p>	<p>DAA-GRS-20XX-XXXX-0007</p>
060	<p>Routine audiovisual records.</p> <ul style="list-style-type: none"> • photographs of routine award ceremonies, social events, and activities not related to the mission of the agency • recordings that document routine meetings and award presentations • production files or similar files that document origin, development, acquisition, use, and ownership of temporary audiovisual records <p>Supersedes: GRS 21, item 1 (N1-GRS-98-2, item 32) GRS 21, item 20 (N1-GRS-98-2, item 41) GRS 21, item 28 (N1-GRS-81-9, item VI-1)</p>	<p>Temporary. Destroy when 2 years old. Longer retention is authorized for business use.</p>	<p>DAA-GRS-20XX-XXXX-0008</p>



Date: October 14, 2015
Appraiser: Andrea M. Riley, ACNR
Agency: General Records Schedules (GRS)
Subject: DAA-GRS-2016-000X

DRAFT

INTRODUCTION

Schedule Overview

GRS 6.4 Public Affairs and Customer Service Records

Additional Background Information

GRS 6.4 is an update of items from GRS 13, 14, 17, and 21 related to common public affairs activities. Public affairs activities are considered those activities undertaken by public affairs offices, but also any public outreach and educational campaigns. Many records related to public affairs are not included in this schedule because they are either consistently permanent or of variable value. These records are noted in the introduction to the schedule.

Public affairs subject matter experts from the following agencies assisted in the development of this schedule: Department of Energy, Department of Justice, Department of Labor, Department of the Interior, Centers for Disease Control, Social Security Administration, Securities and Exchange Commission, and the National Geospatial-Intelligence Agency.

Rescinded items:

- GRS 14, item 3 (original disposition authority not found), Press Service Files. These records appear to no longer exist.
- GRS 17, item 1 (N1-GRS-88-5, item 1), Cartographic Records Prepared During Intermediate Stages of Publication. We believe that these records are no longer created. There are records in the Federal Records Centers under these authorities, although not very many. We believe these records should be reappraised and that a GRS item is no longer needed.
- GRS 21, item 5 (N1-GRS-98-2, item 34), Viewgraphs. These likely no longer exist. Their modern equivalent would be a Powerpoint presentation, which should not be scheduled based on format, but content.
- GRS 21, item 6 (N1-GRS-98-2, item 35), Routine Artwork for Handbills, Flyers, Posters, Letterhead, and Other Graphics. Most routine artwork, such as stock photographs, are purchased for one time use and are subject to copyright restrictions. Routine artwork created in-house may be kept longer for reuse and some may be of permanent value. Therefore, we think it best to rescind this item as no longer appropriate.

- GRS 21, item 7 (N1-GRS-81-9, item II-3), Line and Halftone Negatives, Screened Paper Prints and Offset Lithographic Plates Used for Photomechanical Reproduction. These records were related to paper printing processes that are no longer in use.
- GRS 21, item 8 (N1-GRS-98-2, item 36), Line Copies of Graphs and Charts. These records were related to paper printing processes that are no longer in use.

Overall Recommendation

I recommend approval of this schedule.

APPRAISAL

Item 0001 (GRS 6.4, item 010): Public affairs program records.

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Has little or no research value. These records are administrative in nature.

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. The 3 year retention is considered a best minimum retention for program records.

Media Neutrality: Requested and approved.

Item 0002 (GRS 6.4, item 020): Public communication records – External only communications and responses.

Item 0003 (GRS 6.4, item 021): Public communication records – Received communications for which a response was written, including the response.

Item 0004 (GRS 6.4, item 022): Public communication records – Received communications not requiring a response.

These items were developed based on examples from SEC (N1-266-10-1) and DOJ (DAA-0060-2014-0004).

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Previously approved as temporary: GRS 14, item 5 (GRS 14, 1952, item 5).

*Has little or no research value. These are communications upon which no or minimal action is taken.

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. The superseded item had a 3 month retention, which corresponds to the 90 day retention for items 020 and 022. The 3 year retention for communications that did require a response is based on a similar item in DAA-0060-2014-0004.

Media Neutrality: Requested and approved.

Item 0005 (GRS 6.4, item 030): Project files.

This item brings together a number of previously scheduled items all related to development of public affairs and customer service products.

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Previously approved as temporary:

GRS 14, item 4 (disposition authority unknown)

GRS 14, item 6 (disposition authority unknown)

GRS 21, item 16 (N1-GRS-81-9, item IV-3)

GRS 21, item 24 (N1-GRS-81-9, item V-3)

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. Previous retentions were anywhere from immediately, when superseded or obsolete, to 1 year. Given that these records are related to specific projects, using the previously approved 1 year retention for information project files seemed reasonable.

Media Neutrality: Requested and approved.

Item 0006 (GRS 6.4, item 040): Media relations records.

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Previously approved as temporary: GRS 21, item 26 (N1-GRS-98-2, item 42).

*Similar records have been scheduled as temporary in N1-506-02-008, N1-167-92-001, N1-506-02-008, N1-059-94-005, N11-439-09-006, N1-266-10-001, and N1-375-10-002. No agencies were found that scheduled these records as permanent.

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. The previous retention for the one record type previously included in the GRS was 6 months. The new 3 year retention reflects the need to keep similar records for longer and is the minimum retention for agency program records.

Media Neutrality: Requested and approved.

Item 0007 (GRS 6.4, item 050): Approval and clearance documents.

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Has little or no research value. These records are administrative in nature.

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. The retention period was suggested by the working group that helped develop this schedule. Some agencies may have a more elaborate approval and clearance process and may need to keep records longer than 1 year, but generally speaking 1 year was deemed sufficient as the minimum retention for these records.

Media Neutrality: Requested and approved.

Item 0008 (GRS 6.4, item 060): Routine audiovisual records.

Proposed Disposition: Temporary

Appropriateness of Proposed Disposition: Appropriate

Appraisal Justification:

*Previously approved as temporary:

GRS 21, item 1 (N1-GRS-98-2, item 32)

GRS 21, item 20 (N1-GRS-98-2, item 41)

GRS 21, item 28 (N1-GRS-81-9, item VI-1)

Adequacy of Proposed Retention Period: Adequate from the standpoint of legal rights and accountability. The previous retentions for these records were 1 year, 2 years and destroy with related records. The longest retention was chosen for the new item.

Media Neutrality: Requested and approved.

ANDREA M. RILEY

Appraiser

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GRS 6.4 Public Affairs Records Crosswalk

New GRS				Old GRS			
GRS No.	Item No.	Retention	ERA Number/ Disposition Authority	GRS No.	Item No.	Retention	Disposition Authority
6.4	010	3 years	DAA-GRS-2016-000X-0001	New Item			
6.4	020	90 days	DAA-GRS-2016-000X-0002	14	5	3 months	GRS 14, 1952, item 5
6.4	021	3 years	DAA-GRS-2016-000X-0003				
6.4	022	90 days	DAA-GRS-2016-000X-0004				
6.4	030	1 year	DAA-GRS-2016-000X-0005				
				14	6	superseded or obsolete	disposition authority unknown
				21	16	immediately	N1-GRS-81-9, item IV-3
				21	24	immediately	N1-GRS-81-9, item V-3
6.4	040	3 years	DAA-GRS-2016-000X-0006	21	26	6 months	N1-GRS-98-2, item 42
6.4	050	1 year	DAA-GRS-2016-000X-0007	New Item			
6.4	060	2 years	DAA-GRS-2016-000X-0008	21	1	1 year	N1-GRS-98-2, item 32
				21	20	2 years	N1-GRS-98-2, item 41
				21	28	dispose of with related records	N1-GRS-81-9, item VI-1