

REQUEST FOR RECORDS DISPOSITION AUTHORITY (See Instructions on reverse)		LEAVE BLANK (NARA use only)	
TO. NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NIR) WASHINGTON, DC 20408		JOB NUMBER N1-40-92-1	
1. FROM (Agency or establishment) Department of Commerce		DATE RECEIVED 12-24-91	
2. MAJOR SUBDIVISION National Fish and Seafood Promotional Council		NOTIFICATION TO AGENCY	
3. MINOR SUBDIVISION		In accordance with the provisions of 44 U.S.C. 3303a the disposition request, including amendments, is approved except for items that may be marked "disposition not approved" or "withdrawn" in column 10.	
4. NAME OF PERSON WITH WHOM TO CONFER	5. TELEPHONE	DATE	ARCHIVIST OF THE UNITED STATES
Thomas Jones, Exec. Dir.	(202) 673-5237 606-4237	4/15/92	

6. AGENCY CERTIFICATION
I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal on the attached ___ page(s) are not now needed for the business of this agency or will not be needed after the retention periods specified; and that written concurrence from the General Accounting Office, under the provisions of Title 8 of the GAO Manual for Guidance of Federal Agencies,

is not required; is attached; or has been requested.

DATE 12/24/91	SIGNATURE OF AGENCY REPRESENTATIVE 	TITLE
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7. ITEM NO.	8. DESCRIPTION OF ITEM AND PROPOSED DISPOSITION	9. GRS OR SUPERSEDED JOB CITATION	10. ACTION TAKEN (NARA USE ONLY)
	RECORDS OF THE NATIONAL FISH AND SEAFOOD PROMOTIONAL COUNCIL See attached pages for records schedule		

All changes to this proposed schedule have been approved by:

	12/24/91		12/24/91
NARA appraiser	date	Agency representative	date

Copies sent to agency, NN-W, NNS, NNT, NIA 4/16/92

**Records of the National Fish and
Seafood Promotional Council**

1. General Office Subject Files

Records include a wide variety of general subject files relating to the Council's program activities and mission. They relate to topics such as the American Seafood Challenge, the Boston Seafood Show, marketing plans, industry marketing workshops, the Council's bylaws and mission statement, policy documents, minutes of Council meetings, press releases, reauthorization, Sea Fare International and Sea Fare Southeast, bi-monthly updates of council activities, and general correspondence. Records are arranged alphabetically by subject.

Volume: 18 cubic feet

DISPOSITION: Permanent. Transfer to the National Archives immediately. NOTE: The National Archives reserves the right to remove fragmentary, duplicative, non-record, and other materials that in its judgement are not permanently valuable during archival processing without further agency notification.

2. *Individual* *members* Incoming Council Correspondence

ZB 12/23/91

Records include correspondence and memoranda (primarily from Council members to staff) relating to proposed Council activities, past and upcoming meetings, administrative issues, and relevant activities and interests of other organizations. Some files also include brief biographical information on the council member. The files are arranged alphabetically by name.

Volume: 1 cubic foot

DISPOSITION: Permanent. Transfer to the National Archives immediately.

3. Outgoing Council Correspondence

Records consist of five three-ring binders containing correspondence between Council staff and members. Included are routine communications, meeting agendas and minutes, articles of interest, program proposals, and memoranda regarding travel and accommodations. They are arranged chronologically by date.

Volume: 1 cubic foot

DISPOSITION: Permanent. Transfer to the National Archives immediately.

4. Minutes and Transcripts of Council Meetings

Records consist of one three-ring binder with minutes from each of the Council meetings (December 1989 - November 1991). These minutes are summarized from the recorded transcripts. Included with the minutes are lists of meeting participants and absent Council members. The records are arranged chronologically by date of meeting.

- a. **Transcripts.** Verbatim transcripts of all formally recorded Council meetings and two Executive Committee meetings. Arranged chronologically.

Volume: 2 cubic feet

DISPOSITION: Temporary. Destroy when official copy of Minutes of the Council have been verified and approved, or when no longer necessary for current agency business.

- b. **Minutes of Council Meetings.** Records consist of one three-ring binder from each Council Meeting (December, 1989 - November, 1991). Included are the official minutes of Council meetings, lists of meeting participants, Council members absent, and agendas of meetings.

Volume: 6 inches

DISPOSITION: Permanent. Transfer to the National Archives immediately.

5. Finished Advertising and Merchandising Material

Records consist of the following printed materials: Council media kit (1989), Introductory merchandising kit (1989), Food service merchandising kit (1990), Retail merchandising kit (1990), "If It Swims, Grill It" merchandising kit (1991), October Seafood Month kit (1991), "Fish and Seafood Made Easy" cook booklet (1989), "Summer Seafood Salads" consumer leaflet (1989), "Lighten Up with Seafood" consumer leaflet (1990), "Seafood Grilling Made Easy" consumer leaflet (1991), newspaper food editor press releases and photo mailings (May 1989 - October 1991), and "Eat Fish and Seafood Twice a Week" poster. These records are unarranged.

Volume: 1 cubic foot

DISPOSITION: Permanent. Transfer 2 copies of each to the National Archives immediately. Extra copies may be destroyed when no longer needed.

6. Advertising and Public Relations Transparencies

Color transparencies (and several slides) showing a variety of seafood dishes and different ways of preparing and grilling seafood. Topics include holiday soups, summer salads, trout and salmon grilled, pasta salads (picnic), New England clambake, grilling, fish fried to perfection, and others. These images were used in the Council's promotional activities and publications. The records are arranged by subject.

Volume: 1 cubic foot

DISPOSITION: Permanent. Transfer two copies of each transparency and slide to the National Archives immediately. Extra copies may be destroyed when no longer needed.

7. Audiovisual Promotional Material

Records include video tapes of two television advertisements produced by the Council, titled "Song" and "Interruption," and cassette recordings of seven radio spots. Six of the radio spots discuss grilling fish and seafood and one is a general promotional advertisement. They are arranged by type of media.

Volume: 6 inches

DISPOSITION: Permanent. Transfer to the National Archives immediately.

8. Administrative Records Relating to W. B. Donor & Company

Records include general correspondence, administrative files, budget and contract records, invoices, advertising campaign plans, drafts of scripts and other advertising material, interim status reports, and implementation plans. These records document the Council's interaction and general business with W. B. Donor & Company, the advertising agency hired to produce advertisements promoting the consumption of seafood. Final advertising products are not included. These records are arranged alphabetically by subject.

Volume: 6 cubic feet

DISPOSITION: Temporary. Transfer to WNRC and destroy 6 years and 3 months after final payment, or in July 1998, whichever is sooner.

9. Administrative Records Relating to Edelman Public Relations Company

Records include general correspondence, monthly activity reports, copies of recipes and promotion leaflets, copies of public service announcements and press kits, and budget and scheduling records. These records document the Council's interaction and general business with Edelman, the firm hired to handle public relations for the Council's activities. They are arranged alphabetically by subject.

Volume: 6 cubic feet

DISPOSITION: Temporary. Transfer to WNRC and destroy 6 years and 3 months after final payment, or in July 1998, whichever is sooner.

10. General Correspondence--Other People

Records include general correspondence, administrative files and travel documents for people associated with, but not members of, the Council. They are arranged alphabetically by name.

Volume: 1 cubic foot

DISPOSITION: Temporary. Transfer to WNRC and destroy 3 years after Council disbands.

11. Commodity Marketing Reference Files

Records include background reference material on marketing and promotional campaigns utilized by other industries such as the cotton, beef, dairy and potato industries. Records are arranged alphabetically by commodity.

Volume: 1 cubic foot

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or when Council disbands, whichever is earlier.

12. Seafood Trade Groups, States, and Country Reference Files

Records consist of background material on organizations, states and countries involved with some aspect of seafood trade. They are arranged alphabetically by name of group, state or country.

Volume: 9 cubic feet

DISPOSITION: Temporary. Destroy when no longer needed for

current agency business, or when Council disbands, whichever is earlier.

13. Council Administrative Records

Records include ^{DUPLICATE COPIES OF} meeting agendas, receipts and billing information, memos relating to meeting and travel arrangements, and lists of people in attendance. They are arranged chronologically by date of meeting (December 1987 - August 1991).

Volume: 2 cubic feet

DISPOSITION: Temporary. ~~Transfer to WNRG and destroy 3 years after Council disbands.~~ *DESTROY WHEN NO LONGER NEEDED FOR CURRENT AGENCY BUSINESS, OR WHEN COUNCIL DISBANDS.* *RB 12/23/91*

14. Council Marketing and Publications Files

Reference copies of magazines, newsletters, and other publications in which the Council considered or did place advertisements, and correspondence with publication departments regarding circulation of the publication, target audiences, and advertising costs.

Volume: 5 cubic feet

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or when Council disbands, whichever is earlier.

15. Advertisement and Public Relations Company Files

Background and reference material on various advertising and public relations companies. Included are general correspondence and inquiries, informational brochures and publications, and explanations of marketing campaigns conducted by these companies. Records are arranged alphabetically by name of company.

Volume: 5 cubic feet

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or when Council disbands, whichever is earlier.

16. Personnel Files

Reference copies of personnel records. The official personnel records of Council staff are maintained by NOAA. These files are

arranged alphabetically by name.

Volume: 6 inches

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or when Council disbands, whichever is earlier.

17. Time and Attendance Files

Reference copies of time and attendance records. The official copy of staff time and attendance records are maintained by NOAA. These files are arranged alphabetically by name.

Volume: 6 inches

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or when Council disbands, whichever is earlier.

18. Monthly Reports from Edelman Public Relations Company

Records consist of monthly progress and activity reports submitted by Edelman Public Relations (April 1989 - December 1991). Included are newspaper clippings of articles about the Council and its promotional activities, and recipes reproduced and distributed. The reports are arranged chronologically by date.

Volume: 2 cubic feet

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or not later than 6 months after Council disbands.

19. Administrative Procurement Files

Reference copies of routine administrative procurement records including equipment maintenance and procurement files, purchase accounts, credit card records, and imprest funds accounts. Records are arranged alphabetically by subject. (Record copy of procurement and site audit records are held by NOAA contracting office.)

Volume: 1 cubic foot

DISPOSITION: Temporary. Destroy when no longer needed for current agency business, or not later than 6 months after Council disbands.

20. Council Travel Files

These records consist of Council staff and Council member travel files. They are arranged chronologically and thereunder alphabetically by name.

Volume: 4 cubic feet

DISPOSITION: Temporary. Transfer to NOAA record storage and destroy when 3 years old, as covered by GRS 9, item 3a.

21. Records relating to the procurement and management of the contract with W. B. Donor & Company Advertising

Records consist of two binders containing copies of documents relating to the procurement of a contract with W. B. Donor & Company Advertising (1988/1989), and the management and renewal of that contract (1990/1991). They are arranged chronologically by date. (Record copy of contract and site audit documents are held by NOAA contracting office.)

Volume: 6 inches

DISPOSITION: Temporary. Transfer to NOAA record storage facility, and destroy when no longer needed for current agency business.