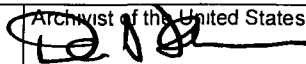
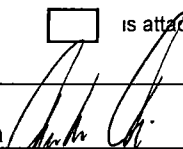


<b>Request for Records Disposition Authority</b> (See Instructions on reverse)	
To: National Archives and Records Administration (NIR) Washington, DC 20408	
1 From (Agency or establishment)	Department of State
2 Major Subdivision	Bureau of Public Affairs
3 Minor Subdivision	Rapid Response Unit
4 Name of Person with whom to confer Alice L. Murray	5 Telephone (include area code) (202) 261-8339

<b>Leave Blank (NARA Use Only)</b>	
Job Number	N1-059-09-23
Date Received	5/12/09
<b>Notification to Agency</b> 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request, including amendments, is approved except for items that may be marked "disposition not approved" or "withdrawn" in column 10	
Date 14 Jun 10	Archivist of the United States 

**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 1 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       has been requested

Signature of Agency Representative Tasha M. Thian 	Title Agency Records Officer	Date (mm/dd/yyyy) 05-04-2009
--	---------------------------------	---------------------------------

7 Item Number	8 Description of Item and Proposed Disposition	9 GRS or Superseded Job Citation	10 Action taken (NARA Use Only)
	See attached schedule		

**Bureau of Public Affairs  
Rapid Response Unit  
Media Matrix (MM)  
Records Disposition Schedule**

**1. Media Matrix (MM)**

**Description:** Media Matrix (MM) is an internal State Department database that provides a source of information on country media environments (TV, print, radio, and Internet websites). The data is used by the Department to target and shape informational products and services. The database is populated by Information Specialists at U.S. embassies and in Bureau of Public Affairs who update information on existing media outlets on a recurring basis. The matrix was launched in June 2005.

The database can include: market share and reach of popular media outlets; number of “hits” on popular websites; and household media consumption statistics. Information content can include (1) cross-products, and (2) single country products. Cross-products can include (a) all media by region, country; and (b) media by type, country. Single country products can include: (a) media and websites by name; (b) websites by country; (c) print media by country; (d) radio by country; (e) TV by country; (f) TV by transmission; and (g) country influence information. The latter shows the percentage of the general public in each country that obtains its information from TV, radio, print, Internet, and other sources in an average week; the total number of households, number of households with TVs, pay TV households, radio listeners, and Internet users. The information on Internet websites, for example, can include: reporting country; website name; url; content; focus of audience; language; ownership (private or public); political leaning; number of daily visitors; confidence level; and comments. The information on print media can include: reporting country; publication name; frequency and format; content; focus of audience; language; ownership, and ownership distribution; political leaning; circulation; confidence level; target audience (also by gender and age range); and comments. A similar array of information can be available for each category within the matrix. Also shown is the edit history to show currency of the data.

**Disposition:** Temporary. Cut off when media outlet no longer exists. Destroy/delete 3 years after cutoff or when no longer needed, whichever is later.

**DispAuthNo:** Pending