

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	NI-142-96-6
1 FROM (Agency or establishment) TENNESSEE VALLEY AUTHORITY		DATE RECEIVED	7-15-96
2 MAJOR SUBDIVISION COMMUNICATIONS		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request, including amendments, is approved except for items that may be marked "disposition not approved" or "withdrawn" in column 10	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 for	ARCHIVIST OF THE UNITED STATES
KAL CHATTERJEE	423-632-3622	8/19/96	James W. Moore

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	SIGNATURE OF AGENCY REPRESENTATIVE	TITLE
6/28/96	<i>Wickie F. Callahan</i>	Acting Assistant TVA Archivist

7 ITEM NO.	8 DESCRIPTION OF ITEM AND PROPOSED DISPOSITION	9 GRS OR SUPERSEDED JOB CITATION	10 ACTION TAKEN (NARA USE ONLY)
1.	CORPORATE IDENTITY JOB RECORDS (Please see the attached page)		

CORPORATE IDENTITY JOB RECORDS

The Corporate Identity Job records are a compilation of all materials resulted from a job request that the Corporate Identity staff receives from any TVA organizations. Corporate Identity is responsible for managing anything related to a visual image for TVA at a corporate level. Job requests are various in nature. Some examples are Research on Executive Gifts - the Chairman, Guest River Exhibit, Watershed Brochures, Homeowners Guide to Mosquito Management-Brochure and Handbook, Business Fair Exhibit, Map of the Valley Watershed, Eldercare Fair, etc.

When a job request comes in, it is assigned to a designer within the organization and given a job number. The jobs are tracked from beginning to completion. Any hard materials related to the job that are gathered during the research process are placed in a large envelope with a corresponding tracking number and a description of the job is written on the outside of the envelope.

Corporate Identity assigns a job number for each job it receives and the job number is entered in a data base. The data base contains job numbers, title/description, date in, draft due date, final due date, status, product type, customer information, and name of the designer who is responsible for the job completion.

Corporate Identity Job status reports are generated periodically. It contains a summary of each job.

DISPOSITION

A. Hard copy envelopes containing materials related to a job request.

Destroy when five years old

B. The tracking system data base

Delete when no longer needed.
(GRS 23, Item No. 8)

C. Corporate Identity Job Status Report

Delete/ Destroy when no longer needed

(GRS 23 Item No 8)