

		71-416-05-2	
REQUEST FOR RECORDS DISPOSITION AUTHORITY To: NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NIR) WASHINGTON, DC 20408		DATE RECEIVED 8-11-2005	
1. FROM (Agency or establishment) Department of Transportation		NOTIFICATION TO AGENCY 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disposition request, including amendments, is approved except for items that may be marked disposition not approved or withdrawn in column 10.	
2. MAJOR SUBDIVISION National Highway Traffic Safety Administration			
3. MINOR SUBDIVISION Technical Information Services			
4. NAME OF PERSON WITH WHOM TO CONFER Carolyn Green	5. TELEPHONE (202)-366-4939	DATE 11/10/07	ARCHIVIST OF THE UNITED STATES M. W. [Signature]
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 <u>1</u> 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 07/26/05	SIGNATURE OF AGENCY REPRESENTATIVE Carolyn Green <i>Carolyn Green</i>	TITLE Acting Records Officer	
7. Item No.	8. DESCRIPTION OF ITEM AND PROPOSED DISPOSITION	9. GRS OR SUPERSEDED JOB CITATION	10. ACTION TAKEN (NARA USE ONLY)

Consumer Information containing Administrative files, Contracts, Grants Mgmt. Projects, Marketing Research, Publications, Print, Electronic, and Internet-base Media, Miscellaneous Graphic Arts, Videos CD's and DVD's.

See Attachment

SA 2/8/07 Copies sent to Agency, NWMD, NWME, NWMW, NR, NWCET

OFFICE OF COMMUNICATIONS AND CONSUMER INFORMATION

The mission of NHTSA's Office of Communications and Consumer Information is to represent the Agency to the news media, consumer groups, industry, and the general public, and to provide reliable, timely, and accurate traffic safety information. NHTSA acts to reduce deaths, injuries, and economic losses resulting from motor vehicle crashes by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment, and through grants to state and local governments to enable them to conduct effective local highway safety programs. The agency is also responsible for investigating safety defects in motor vehicles; setting and enforcing fuel economy standards; assisting states and local communities in reducing the threat of drunk drivers; promoting the use of safety belts, child safety seats, and air bags; establishing and enforcing vehicle anti-theft regulations; and providing consumer information on motor vehicle safety topics. NHTSA also conducts research on driver behavior and traffic safety, to develop the most efficient and effective means of bringing about safety improvements.

The Office of Communications and Consumer Information:

- implements a comprehensive media relations program
- develops comprehensive communication strategy for Agency priority programs
- designs, develops, and distributes highway safety, motor vehicle, and consumer information materials
- promotes highway safety messages
- coordinates market research for the development of traffic safety materials
- coordinates the development, design, and editing of all Agency traffic safety publications
- manages and disseminates all Agency publications
- provides in-house design services for print, electronic, and website products
- coordinates exhibits
- maintains an electronic library of photographs, logos, and other graphics for use by the media, public, and traffic safety partners.

With the Agency's reorganization in 2002, the scope of the Office's mission and activities expanded greatly as it was transformed from a small public relations office into a full-service communications and publications unit. The consumer outreach and information units that were distributed throughout many NHTSA offices were unified under the current Office of Communications and Consumer Information, while responsibility for Agency publications was transferred from the Administrator's office. The Office now serves as the primary source of information on traffic safety for the media and for consumers, and disseminates the Agency's message to the public.

The Office is comprised of three sections:

- Office of Media Relations
- Office of Communication Services
- Office of Consumer Information.

Unless otherwise noted, this schedule is media-neutral.

THE OFFICE OF THE ASSOCIATE ADMINISTRATOR

1. ADMINISTRATOR'S PUBLIC SPEECHES

Records documenting public speeches and presentations given by the Administrator, excluding Congressional testimony.

- a. Record copy of speeches and presentations as delivered. Determine medium of recordkeeping copy.**

(1) If paper.

Disposition: PERMANENT. Cut off at the end of the calendar year. Transfer to the National Archives 5 years after cutoff.

(2) If electronic.

Disposition: PERMANENT. Cut off at the end of the calendar year and transfer to the National Archives in accordance with 36 CFR 1228.270.

- b. Background materials including notes, drafts, comments, and convenience copies.**

Disposition: Temporary. Cut off at the end of the calendar year. Destroy/delete 5 years after cutoff.

2. EVENT PLANNING FILES

Files used to coordinate events and press conferences for the Administrator. Records include correspondence, acceptance and regret letters, and invitations.

Disposition: Temporary. Cut off at the end of the calendar year. Destroy/delete 1 year after cutoff.

THE OFFICE OF MEDIA RELATIONS

The mission of the Office of Media Relations is to represent the Agency, Department, and Administration to the news media, consumers, partners, advocacy groups, and to the public in general by disseminating reliable, timely, and accurate traffic safety information. The unit:

- analyzes media coverage and plans the delivery of Agency messages

- advises agency officials on the public information aspects of highway, traffic, and motor vehicle safety program activities
- serves as the contact for news media inquiries and interview requests
- plans and conducts a comprehensive media relations program
- collaborates with Department officials and Agency offices to develop and disseminate media products, including news releases and articles
- provides support for the Administrator for all public activities
- compiles daily news clips
- maintains an audiovisual library on agency programs and activities.

3. NHTSA NEWS CLIPS

Compiled daily from newspapers and electronic news sites, converted to pdf, and distributed internally to program offices through the NHTSA intranet. Arranged in chronological order.

Disposition: Temporary. Cut off at the end of the calendar year. Destroy/delete 3 years after cutoff, or when no longer needed for reference, whichever is later.

4. PRESS RELEASES

Consisting of all press releases issued by NHTSA from approximately 1970 to the present, arranged in chronological order.

- a. **Press releases to 1996, maintained in binders.**

Volume: 5 ft.
Arrangement: Chronological

Disposition: PERMANENT. Transfer immediately to the National Archives.

- b. **All other NHTSA press releases. After 1996, press releases were created electronically and converted to pdf files.**

Disposition: PERMANENT. Cut off at the end of the calendar year. Transfer to the National Archives in accordance with pdf transfer requirements.

5. AUDIOVISUAL LIBRARY

VHS or Beta tapes of video news releases, public service announcements, testimony before Congress by NHTSA officials, network coverage, and crash test footage. Tapes date from 1980 to 2005, while current events are recorded on DVD. Some of the tapes contain public service announcements and paid advertisements by NHTSA and other state and local agencies, including radio spots, which have been copied to CD. Tapes covering issues of continued interest,

significant impact, and high visibility are copied to DVD. Materials are arranged in chronological order. (Supersedes N1-416-86-1, Item 13d[24] and [25])

- a. **Up to 2 copies of VHS or Beta tapes.**

Disposition: PERMANENT. Transfer immediately to the National Archives.

- b. **All other tapes.**

Disposition: Temporary. Destroy after copying to DVD and verification for accuracy.

- c. **DVDs and CDs for which no tapes exist.**

Disposition: PERMANENT. Cut off at the end of the calendar year. Transfer two copies to the National Archives in accordance with 36 CFR 1228.270. If copies exist on VHS or Beta tape, transfer one copy to the National Archives along with the corresponding tapes.

6. VIDEO LIBRARY DATABASE

Electronic spreadsheet that tracks each tape by format, type, number, and title, and also contains information on running time and date of release. Serves as a finding aid to the video library.

- a. **Inputs.** Information from Items 5a and 5c.

Disposition: Temporary. Destroy after data are entered and verified.

- b. **Master file.** Electronic spreadsheet.

Disposition: PERMANENT. Transfer to the National Archives along with the tapes in accordance with 36 CFR 1228.270

- c. **Outputs.** Reports and printouts.

Disposition: Temporary. Destroy/delete when no longer needed.

7. DVD DATABASE

Electronic spreadsheet that tracks each event by type, number, title, and date of release. Serves as a finding aid to the DVD library.

- a. **Inputs.** Information from Item 5c.

Disposition: Temporary. Destroy after data are entered and verified.

- b. **Master file.** Electronic spreadsheet.

Disposition: PERMANENT. Cut off at the end of the calendar year. Transfer to the National Archives along with the corresponding DVDs.

- c. **Outputs.** Reports and printouts.

Disposition: Temporary. Destroy/delete when no longer needed.

8. **NHTSA NOW NEWSLETTERS** (Supersedes N1-416-86-1, Item 44)

- a. **Record copy** of newsletters from 1994 to 1997, maintained in binders and available only in paper.

Volume: approx. 1 ft.
Arrangement: Chronological

Disposition: PERMANENT. Transfer immediately to the National Archives.

- b. **Electronic copy** of newsletters, from 1997 to 2005.

Disposition: PERMANENT. Transfer immediately to the National Archives in accordance with 36 CFR 1228.270.

- c. **Electronic copy** of newsletters created after 2005.

Disposition: PERMANENT. Cut off at the end of the calendar year. Transfer to the National Archives in accordance with 36 CFR 1228.270.

9. **CORRESPONDENCE**

Reading files maintained in chronological order. (Supersedes N1-416-81, Item 2)

Disposition: Temporary. Cut off at the end of the calendar year. Destroy/delete 1 year after cutoff.

10. **STAFF DIRECTORIES**

Disposition: Temporary. Destroy/delete when superseded.

11. **LISTSERV RECORDS**

Maintained for the Office of Defects Investigations, Consumer Information, and Media Relations. Confined to subscribing members, the listservs are used to send announcements for

significant issues, developments, and events to media, consumer, and interest groups. Some announcements may refer to press releases.

Disposition: Temporary. Cut off at the end of the calendar year. Destroy/delete 1 year after cutoff.

12. OST WEEKLY REPORTS

Providing a summary of all of NHTSA's weekly activities for the Office of the Secretary. Significant events are incorporated into reports submitted to the White House. These reports are available on the intranet.

a. Paper reports.

Disposition: Temporary. Cut off at the end of the calendar year. Destroy 1 year after cutoff.

b. Electronic reports.

Disposition: Temporary. Cut off at the end of the calendar year. Delete 3 years after cutoff.

13. NHTSA WEBSITE

Consists of a collection of linked electronic pages and databases used to disseminate information about NHTSA to the public via the Internet. It contains a homepage with links to information such as frequently asked questions, crash test results, rollover ratings, information on programs and grants, Traffic Safety Facts, video clips, newsletters, the Traffic Safety Materials Catalog; materials to conduct public service campaigns such as planners and letters to the editor; calendar of events; job listings; copies of research publications, press releases, reports, articles, laws, speeches, and presentations. The site also contains links to related websites maintained by the Office of Research and Development, the Office of Defects Investigation, and the National Center for Statistics and Analysis.

Disposition: Temporary. Review annually; delete superseded or obsolete pages.

THE OFFICE OF COMMUNICATIONS SERVICES

The mission of the Office of Communications Services is to ensure that NHTSA's traffic safety initiatives are accurately conveyed to the media, general public, and partner organizations through a variety of print and multimedia products. The unit:

- coordinates the development, design, and editing of all traffic safety program publications and ensures that they meet Agency, DOT, and GPO standards and requirements
- coordinates the acquisition, storage, inventory, and dissemination of Agency publications

- provides in-house design services
- provides electronic media reproduction services
- coordinates and manages exhibitions.

14. PUBLICATIONS TRACKING SYSTEM

Used to track the development of publications from customer request to production. Information on each project that is collected in the system includes routing code, name of customer, date due, point of contact, staff assigned to the project, nature of request, milestones, and notes.

- a. **Inputs: Project Folders.** Data from project folders including final initialed requests/approvals, forms, indices, and correspondence.

Disposition: Temporary. Cut off at the end of the calendar year in which project is completed. Transfer to the WNRC 4 years after cutoff. Destroy/delete 7 years after cutoff.

- b. **Master Files.**

Disposition: Temporary. Cut off at the end of the calendar year in which project is completed. Destroy/delete 7 years after cutoff.

- c. **Outputs.** Reports used to manage and monitor projects, sorted by customer, status, designer, open jobs by due date, etc.

Disposition: Temporary. Destroy/delete when no longer needed.

- d. **Documentation.** User manual.

Disposition: Temporary. Destroy/delete when superseded or obsolete.

15. PRINTING AND GRAPHIC SPREADSHEETS

Used to track printing and graphic costs.

- a. **Inputs.** Email notices from the Office Chief.

Disposition: Temporary. Cut off at the end of the month. Destroy/delete 1 month after cutoff.

- ~~b. **Master File.** (GRS 13, Item 3)~~

~~**Disposition: Temporary. Cut off at the end of the fiscal year. Destroy/delete 1 year after cutoff.**~~

- c. **Outputs.** Cumulative monthly reports provided to each office which has submitted a printing request during the fiscal year. (GRS 13, Item 3)

**Disposition: Temporary. Cut off at the end of the fiscal year.
Destroy/delete 1 year after cutoff.**

16. EXHIBITS DATABASE

Used to track NHTSA exhibitors and participation in NHTSA-sponsored and related events and conferences. Exhibitor information is also tracked for other DOT agencies such as the Federal Highway Administration and the Federal Motor Carrier Administration. Records include registrations, type of exhibit, service kit, information on booth furnishings, and materials sent.

- a. **Inputs.** Project files containing information on the conference or event, components of display and materials requested, notes, shipping information, follow up reports after conference or event, condition reports from conference, final reports, and order forms.

**Disposition: Temporary. Cut off at the end of the fiscal year.
Destroy/delete 2 years after cutoff.**

- b. **Master File.**

**Disposition: Temporary. Cut off at the end of the fiscal year.
Destroy/delete 2 years after cutoff.**

- c. **Outputs.** Monthly spreadsheets detailing expenses per office and per show.

**Disposition: Temporary. Cut off at the end of the fiscal year.
Destroy/delete 3 years after cutoff.**

- d. **Documentation.** Procedures manual.

Disposition: Temporary. Destroy/delete when superseded or obsolete.

17. NHTSA PUBLICATIONS ON CD AND DVD

Consisting of publications created for commercial printing and for which graphic services were requested, that have been copied onto CD and DVD for future updating and reference. Documents include PowerPoint presentations, webpages, posters, brochures, and other publications.

Disposition: Temporary. Review annually; discard when superseded or obsolete.

18. GRAPHICS LIBRARY

Consisting of photographs, logos, and other graphics available for use by the media, public, and traffic safety partners.

Disposition: Temporary. Review annually; delete when superseded or obsolete.

THE OFFICE OF CONSUMER INFORMATION

The mission of the Office of Consumer Information is to develop, implement, and evaluate communications strategies that provide accurate and timely vehicle and behavioral traffic safety information to the general public and to highway safety partners. The unit:

- develops and coordinates messages that convey agency policies and programs
- coordinates the research, writing, and editing of documents that include NHTSA messages
- plans, manages, implements, and evaluates Agency public communications and consumer information programs
- researches, designs, develops, and distributes highway safety and motor vehicle communications and consumer information materials
- markets and promotes the use of highway safety and motor vehicle messages and materials by relevant national, state, and community organizations and partners
- plans and conducts media campaigns to support highway safety and motor vehicle programs
- coordinates market research on target groups for development of traffic safety materials
- provides advice on the consumer impact of existing or proposed motor vehicle and highway safety policies.

19. DEMOGRAPHIC/MARKETING RESEARCH FILES

Files created to identify and craft targeted messages to specific audiences by analyzing information drawn from databases such as the Fatal Analysis Reporting System, Crash Injury Research and Engineering Network, and Claritas, a market research database. Records include correspondence, summaries, maps, analyses, diagnostic workups, and summary reports.

Disposition: Temporary. Cut off files at the end of the calendar year in which the project is completed. Transfer to the Records Center 1 year after cutoff. Destroy/delete 10 years after cutoff.