



**ARIZONA STATE
LIBRARY, ARCHIVES AND PUBLIC RECORDS**
A DIVISION OF THE ARIZONA SECRETARY OF STATE



**General Records Retention Schedule Issued to:
All Public Bodies
Public Information and Marketing Records**

**Schedule Number:
GS-1003 Rev. 1**

- Authority:** Pursuant to ARS 41-151.12(3), only the Arizona State Library, Archives and Public Records has the authority to set retention periods, including the sole authority to modify, extend or decrease records retention periods. The retention periods listed herein are the required time records must be retained. Records should be promptly and orderly disposed of at the end of their retention period. Keeping records longer than the retention period poses financial, legal, audit and investigative risks to the Agency. These risks need to be considered by State and Local Agencies when there is a compelling need to retain records for a longer period of time than the approved retention period. Records required for ongoing or foreseeable official proceedings such as audits, investigations or lawsuits, must be retained until released from such official proceedings, notwithstanding the instructions of this schedule.
- Archival Value:** Records designated as Permanent on the retention schedule must not be destroyed (ARS 39-101). If it is believed that special circumstances warrant other records to be retained permanently, contact the Arizona State Archives for assistance in determining historical or archival value. All records created prior to 1912 must be retained permanently. This retention schedule does not authorize the transfer of records to any repository other than the Arizona State Archives (ARS 41-151.09).
- Disposition:** This schedule is used in conjunction with the Certificate of Records Destruction. All records disposed under this schedule must be reported on the Certificate of Records Destruction, unless transferred to the Arizona State Archives.
- Format:** Retention periods listed on this schedule apply to all records regardless of physical form or characteristics. Records, regardless of format (including electronic, paper, microfilm, etc.) not listed in this schedule or on the approved General Retention Schedule, are not authorized to be destroyed.
- Copies:** Additional copies created for convenience or reference purposes should not be retained longer than the record copy listed in this schedule. Copies do not need to be reported on the Certificate of Records Destruction when they are disposed.
- Supersedence:** **This schedule supersedes General Schedule GS 1003, dated September 11, 2014.**

Records Analyst, Secretary of State: Richard Carroll	State Records Management Officer, Arizona State Archives & Records Management Center: Dr. Ted Hale
<i>Records Series Electronically Approved in RSM Database</i>	<i>Records Series Electronically Approved in RSM Database</i>
Assistant Director of Archives: Dennis Preisler, Ph.D.	Records Management Officer:
<i>Records Series Electronically Approved in RSM Database</i>	Records series approval on file

RECORDS MANAGEMENT CENTER

1919 West Jefferson Street • Phoenix, Arizona 85009 • <http://www.azlibrary.gov/records> • Phone: (602) 926-3815 • FAX: (602) 256-2838 • E-Mail: records@azlibrary.gov

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Record Series Number	Record Series Title	Retention Period	Retention Remark	Legal Citation(s)	Approval Date
10018	Advertising and Outreach Records Records that document the promotional efforts of the public body and its services; may include books, budgets, and reports providing demographic information on visitors; and consumer and marketing leads.	2 Years	After created or received.		9/11/2014
10019	Audio/Video Records-Historical Records of historical value that document significant activities and productions of the public body for publicity and educational purposes; may include final television and radio programs, scripts, edited and unedited tapes, raw footage and other related records.	Permanent	Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.		9/11/2014
10020	Audio/Video Records-Non Historical Records of non-historical value that document routine events or activities of the public body and productions for publicity and educational purposes; may include edited and unedited tapes, raw footage and other related records.		After reference value has been served.		9/11/2014
10021	Broadcast Logs Records that document the daily broadcast activities of the public body radio station or television channel; may include log sheets, program delays, daily announcers, technical difficulties, and other digital broadcast records.	2 Years	After calendar year created.		9/11/2014
10022	Calendar of Public Events Records that document the scheduling of public meetings and events of the public body; may include meeting planners and tour and travel guides and planners.	2 Years	After calendar year created.		9/11/2014

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Record Series Number	Record Series Title	Retention Period	Retention Remark	Legal Citation(s)	Approval Date
10023	Distribution Lists Contact lists; may include Friends and Fans lists, listservs, email contacts, and mailing lists.		After superseded or obsolete.		9/11/2014
10024	Public Events Records-Historical Records of historical value that document a significant event; includes presentation materials and handouts, registration and attendance lists, reports, and schedules of speakers and activities.	Permanent	Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.		9/11/2014
10025	Public Events Records-Non Historical Records of non-historical value that document an event, or the planning thereof, and any records related to or in response to the event; may include applications, certificate/proof of insurance, materials on planning and arrangements, participant evaluations, permits, presentation materials and handouts, registration and attendance lists, reports, and schedules of speakers and activities.	2 Years	After calendar year created or received.		9/11/2014
10026	Graphic Art Records that document the major representation of the public body and its services; includes final versions of logos, trademarks, branding, seals and posters. Final artwork for temporary programs or minor projects is not required.	Permanent	Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.		9/11/2014

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Record Series Number	Record Series Title	Retention Period	Retention Remark	Legal Citation(s)	Approval Date
10027	Photographs-Historical Records of historical value that document significant activities, events, and staff of the public body; may include negatives, clips, scrapbook material, and logs records.	Permanent	Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.		9/11/2014
10028	Photographs-Non Historical Records of non-historical value that document activities, events, and staff of the public body; may include negatives, clips, scrapbook material, and logs records.	2 Years	After calendar year created or received.		9/11/2014
10029	Press Releases-Historical News releases and "News room" records of historical value that document significant events of the public body; may include news and communications to the public.	Permanent	Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.		9/11/2014
10030	Press Releases-Non Historical News releases and "News room" records of non-historical value; may include news and communications to the public.	2 Years	After calendar year created or received.		9/11/2014
10031	Public Service Announcements Records that document communications required for the safety and wellbeing of the public; may include commercials, consumer protection alerts, emergency communications, news recordings, public notices, public safety announcements and radio broadcasts.	2 Years	After calendar year created or received.		9/11/2014

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Record Series Number	Record Series Title	Retention Period	Retention Remark	Legal Citation(s)	Approval Date
10032	<p>Rights and Reproduction Records</p> <p>Records that document the use of photographs, video, and music; may include access conditions, copyright logs, notice of intention to obtain compulsory license and compulsory license, model and photo release forms, ownership records, and permissions.</p>		<p>After rights material has ended. For student records maintain until superseded or 4 years after fiscal year of last attendance.</p> <p>Confidentiality: additional measures may be required for photo releases of school children younger than 18 years of age.</p> <p>Resources to consider include: address confidentiality programs, Child Protective Services requirements; Family Educational Rights and Privacy Act (FERPA), Individuals with Disabilities Education Act (IDEA), licensed childcare providers (i.e. DES Health Services) requirements, school or school district policies and witness protection programs.</p>		9/11/2014
10033	<p>Social Networking Administrative & Technical Records</p> <p>Format and control records; may include, CEO/CIO approval records, marketing plan, registration records, and social networking matrix.</p>	1 Year	After superseded or obsolete.		9/11/2014

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Record Series Number	Record Series Title	Retention Period	Retention Remark	Legal Citation(s)	Approval Date
10034	<p>Speeches-Historical</p> <p>Speeches, addresses and other comments of historical value that document significant events of the public body during ceremonies, interviews and other public meetings.</p>	Permanent	<p>Retain per Arizona Standards for Permanent Records or transfer to State Archives when administrative value has been served.</p> <p>See also: Officials Records Schedule (GS 1001) for elected or appointed officials or any chief administrative officer, head, director superintendent or chairman of any public body. ARS 39-121.01.</p>		9/11/2014
10035	<p>Speeches-Non Historical</p> <p>Speeches, addresses and other comments of non-historical value that represent the public body during ceremonies, interviews and other public meetings.</p>	2 Years	After calendar year created or received.		9/11/2014