

15. Public Relations Management

Public relations is an outward-facing function of state agencies. Agencies document activities, promote initiatives, publicize accomplishments, and gather feedback from constituents.

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Public relations records are best organized by record type and then chronologically within each record type. Of the record types identified for the public relations function, a number of them are iterative in nature and hold no value beyond the next successive version. These record types, such as brochures (RC No. 1511), should be destroyed in office when they are superseded or obsolete. Other record types are collected to facilitate the public relations function and have a relatively short-term administrative value. These record types, such as external surveys (RC No. 1525), should be destroyed in office when their reference value ends. For the sake of consistency, each agency or office should determine internally and document the period of time in which these records hold value. For several record types, the agency must determine which particular records have historical significance and retain these records in office permanently or transfer them to the State Archives of North Carolina, as designated in the disposition instructions; those records without historical significance will be destroyed in office. Several record types have a specified retention period, which is why it is recommended to organize these records chronologically; for instance, in January 2018, any public records requests (RC No. 1527) that were completed in or before 2015 can be destroyed. The State Archives of North Carolina recommends that agencies develop a file plan that documents the owners of record copies, internal definitions of reference value, and record formats (see website for a sample file plan).

Due to the nature of public relations records, confidentiality generally does not attach to these records. However, be aware that constituents may include personal identifying information in complaints or service requests they submit, in which case, G.S. § 132-1.10 confers confidentiality.

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.
∞ See appendix for list of item numbers for records that should transfer to the State Archives.

15.1 Agency Publications

DEFINED: Publications created at agency expense.

SEE ALSO: Directories and other compilations of resources and information are under AGENCY AND GENERAL MANAGEMENT. Payments for agency publications are under FINANCIAL MANAGEMENT; contracts for publications are under LEGAL. The coding for websites is under INFORMATION TECHNOLOGY.

15.1

RC No.	Record Types	Description	Disposition Instructions	Citation
1511.S	Brochures/Pamphlets	ephemeral materials produced for marketing or registration purposes; also includes annual financial summary reports solely created for public distribution	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1512.R	Media File	reference copies of newspaper, magazine, and other media clippings concerning the agency, agency officials, and other topics of interest	RETAIN UNTIL: Reference value ends THEN: Destroy Agency Policy: _____	
1513	Official Publications	record copies of agency materials published in print or online; includes reports, directory, maps, newsletters, information brochures/pamphlets, periodicals, and bulletins	Transfer 5 copies of publications for sale, 10 or more copies of free publications, or 1 electronic copy of each publication to the State Documents Clearinghouse, State Library of North Carolina.	<u>Authority</u> G.S. § 125-11.8(b)
1513.S		surplus copies of agency printed materials	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1514.5	Publications Management SEE ALSO: Contracts	correspondence and other related records regarding the design and creation of agency publications	RETAIN UNTIL: Complete PLUS: 5 years THEN: Destroy*	

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∞ See appendix for list of item numbers for records that should transfer to the State Archives.

RC No.	Record Types	Description	Disposition Instructions	Citation
1515.A	Social Media and Websites	online presence of social media and other websites; includes comments and private messaging	<p>a) The States Archives will periodically retrieve State agency websites, including social media websites, from the Internet and transfer them to the custody of the Archives for permanent retention.¹</p> <p>b) Agencies that opt out of participation in the automatic retrieval of websites and social media or whose media cannot be captured for technical reasons shall create snapshots annually or whenever a major revision has taken place, whichever occurs first, and transfer them to the custody of the Archives for permanent retention.</p>	
1515.S	SEE ALSO: Web Management and Operations Records	other related records produced in planning and executing agency's online presence	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	

¹ The North Carolina State Government Web Site Archive is available at <https://archive-it.org/collections/194>. The State of North Carolina Social Media Archive is available at <http://nc.gov.archivesocial.com/>.

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∞ See appendix for list of item numbers for records that should transfer to the State Archives.

15.2 Community Relations

DEFINED: Records produced in the course of interactions with the agency's community.

SEE ALSO: Advertisements, Press Releases, and Speeches are under Marketing and Publicity. Reports that are aggregated from surveys are under AGENCY MANAGEMENT. Any billing statements generated for public records requests are under FINANCIAL MANAGEMENT. The records of Public Hearings that are reviewing proposed administrative rules are under GOVERNANCE; those convened for administrative or quasi-judicial purposes are under LEGAL. Customer calls that convey complaints against employees should be handled according to the HUMAN RESOURCES schedule; those that convey threats against an employee or the agency are under RISK MANAGEMENT. Complaints that necessitate investigations or litigation or audits should be subsumed into the relevant records under HUMAN RESOURCES or LEGAL or MONITORING AND COMPLIANCE. Original petitions delivered to the General Assembly are under GOVERNANCE.

15.2

RC No.	Record Types	Description	Disposition Instructions	Citation
1521.P	Awards	records concerning significant awards by the agency recognizing community contributions	PERMANENT (appraisal required) ∞	
1521.5		records concerning routine awards by the agency recognizing community contributions	RETAIN UNTIL: Complete PLUS: 5 years THEN: Destroy	
1522.1	Constituent Comments, Complaints, and Petitions SEE ALSO: Complaints; Petitions; Rule Making Proceedings	records concerning positive comments as well as objections, dissatisfaction, or disagreements with actions or positions taken or not taken by the agency; includes petitions signed by constituents requesting action	RETAIN UNTIL: Closed PLUS: 1 year THEN: Destroy*	
1523.1	Constituent Requests	includes requests for service or information (RFI)	RETAIN UNTIL: Closed PLUS: 1 year THEN: Destroy*	
1524.<	Customer Call Center Recordings SEE ALSO: Complaints; Threat Investigations	recordings of calls to customer service centers made for quality assurance and training purposes	RETAIN UNTIL: Complete PLUS: 30 days THEN: Destroy*	

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.
∞ See appendix for list of item numbers for records that should transfer to the State Archives.

RC No.	Record Types	Description	Disposition Instructions	Citation
1525.R	External Surveys SEE ALSO: Reports	surveys distributed to and collected from constituents addressing agency services, policies, and other concerns	RETAIN UNTIL: Reference value ends THEN: Destroy Agency Policy: _____	
1526.P	Public Hearings	minutes and/or transcripts of hearings	PERMANENT	
1526.1	SEE ALSO: Hearings; Rule Making Proceedings	agendas, notices, speaker sign-up sheets, and other related records	RETAIN UNTIL: Complete PLUS: 1 year THEN: Destroy*	
1527.2	Public Records Requests SEE ALSO: Accounts Receivable	<p>requests submitted by persons seeking access to agency records and documentation of agency response</p> <p><i>NOTE: These disposition instructions apply only to the request, internal agency records related to searching for and preparing responsive records, and communication of response; the documents that are responsive to public records requests should be handled according to their respective disposition instructions (e.g., speaker sign-up sheets from a public hearing can be destroyed after 1 year; publications management materials can be destroyed after 5 years). However, if the agency also retains separate copies of the documents that are responsive to public records requests, they may also be destroyed 2 years after completion of the request.</i></p>	RETAIN UNTIL: Complete PLUS: 2 years THEN: Destroy*	

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.
∞ See appendix for list of item numbers for records that should transfer to the State Archives.

15.3 Development

DEFINED: Records concerning agency efforts to encourage donations of materials or services in support of agency activities.

SEE ALSO: The documentation of financial contributions is under FINANCIAL MANAGEMENT.

15.3

RC No.	Record Types	Description	Disposition Instructions	Citation
1531.1	Acknowledgements	copies of acknowledgements sent to donors	RETAIN UNTIL: Complete PLUS: 1 year THEN: Destroy	
1532.S	Donor Lists	contact information for individuals and organizations that have expressed an interest in supporting agency activities	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1533.1	Fund Drive Materials SEE ALSO: Donations and Solicitations	records documenting the organization and promotion of fund drives and other special events in which the agency participated for the purpose of fundraising; includes records concerning solicitations requesting and donations providing money or in-kind donations for agency programs	RETAIN UNTIL: Complete PLUS: 1 year THEN: Destroy	

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.
∞ See appendix for list of item numbers for records that should transfer to the State Archives.

15.4 Marketing and Publicity

DEFINED: Records concerning overall public relations of the agency.

SEE ALSO: Contact lists are under AGENCY MANAGEMENT. Recordings of governing body meetings are under GOVERNANCE. Office surveillance recordings are under RISK MANAGEMENT.

15.4

RC No.	Record Types	Description	Disposition Instructions	Citation
1541.P	Advertisements	print or online ads that promote agency initiatives or publicize agency activities and have historical significance	PERMANENT	
1541.S		routine print or online ads that promote agency initiatives or publicize agency activities	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1542.P	Audio-Visual Materials	photographs, recordings, and films produced by or for the agency that have historical significance	PERMANENT (appraisal required)	
1542.S	SEE ALSO: Minutes; Workplace Security Records	routine photographs, recordings, and films produced by or for the agency	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1543.S	Forms, Style Sheets, and Templates	blank forms, style sheets, templates, and letterhead used to establish agency branding	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1544.P	Press Releases	press releases that have historical significance	PERMANENT (appraisal required)	
1544.S		routine press releases; includes public service announcements (PSAs)	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1545.A	Speeches	historical speeches delivered by agency officials	PERMANENT (archival) ∞	
1545.R		routine speeches delivered by agency officials	RETAIN UNTIL: Reference value ends THEN: Destroy Agency Policy: _____	

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.
∞ See appendix for list of item numbers for records that should transfer to the State Archives.

15.5 Programming and Training

DEFINED: Records concerning events and educational outreach organized by the agency.

Note: Educational materials produced by licensed educators working within schools are addressed under the EDUCATION function. Any financial information and payments collected from registrants are under FINANCIAL MANAGEMENT. Any release forms required to participate in agency-sponsored events are under LEGAL.

15.5

RC No.	Record Types	Description	Disposition Instructions	Citation
1551.P	Agendas, Exhibits, and Programs	agendas, handouts, presentations, and programs produced for agency events and exhibits that have historical significance	PERMANENT (appraisal required) ∞	
1551.S		routine agendas or programs produced for agency events and exhibits	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1552.S	Announcements	announcements sent concerning agency events	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1553.S	Educational Materials	materials produced for usage by teachers; includes lesson plans, activities, and other related records	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1554.P	Invitations	invitations sent concerning agency events that have historical significance	PERMANENT	
1554.S		routine invitations produced for agency events	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1554.S	Registration Materials	registrations, confirmations, and other logistical materials related to agency events	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	
1556.S	Training Materials	agendas, handouts, presentations, and other related records produced for agency training events for external audiences	RETAIN UNTIL: Superseded/Obsolete THEN: Destroy	

* No destruction of records may take place if audits or litigation are pending or reasonably anticipated.

∞ See appendix for list of item numbers for records that should transfer to the State Archives.



Records That Will Transfer to the State Records Center

Appendix

1521.P Awards: Transfer to the State Records Center in 4-year increments or at the end of term. Paper records will transfer to the custody of the Archives after 5 years. Electronic records will transfer immediately to the custody of the Archives.

Agency	Series Title	Item Number
Department of Natural and Cultural Resources	Junior Historian Awards Day File	23100
	North Carolina Awards Committee File	766
	North Carolina Folk Heritage Awards File	42187

1542.P Audio-Visual Materials: Transfer to the State Records Center in 4-year increments or at the end of term. Paper records will transfer to the custody of the Archives after 5 years. Electronic records will transfer immediately to the custody of the Archives.

Agency	Series Title	Item Number
Department of Natural and Cultural Resources	North Carolina Symphony Photographs File	977

1544.P Press Releases: Transfer to the State Records Center in 4-year increments or at the end of term. Paper records will transfer to the custody of the Archives after 5 years. Electronic records will transfer immediately to the custody of the Archives.

Agency	Series Title	Item Number
Department of Administration	News Releases File	136
Department of Agriculture and Consumer Services	News Releases File	8958
Department of Environmental Quality	News Releases File	2485
Department of Insurance	Press Releases File	11629 
Department of Public Safety	News Releases File	9570

The RC No. listed beside each Record Type is found on the functional schedule; the Item Number is a tracking number that is used only for records that are stored at the State Records Center.

 Indicates records are electronic and will transfer immediately to the custody of the State Archives



1545.A Speeches File: Transfer to the State Records Center in 4-year increments or at the end of term. Paper records will transfer to the custody of the Archives after 5 years. Electronic records will transfer immediately to the custody of the Archives.

Agency	Series Title	Item Number
Department of Agriculture and Consumer Services	Commissioner of Agriculture Speeches File	37726
Department of Commerce	Secretary of Commerce Speeches File	302 
Department of Environmental Quality	Secretary of Environmental Quality Speeches File	47654
Department of Health and Human Services	Secretary of Health and Human Services Speeches File	1615
Department of Information Technology	State Chief Information Officer Speeches File	47360
	Center for Geographic Information and Analysis Speeches File	36016
Department of Insurance	Department of Insurance Speeches File	3376
Department of Justice	Attorney General Speeches File	2358
Department of Natural and Cultural Resources	Secretary of Natural and Cultural Resources Speeches File	759
Department of Public Instruction	State Superintendent's Speeches File	33443 
Department of Revenue	Secretary of Revenue Speeches File	48483
Department of State Treasurer	State Treasurer Speeches File	16241
Department of the Secretary of State	Speeches File	47990
Department of Transportation	Secretary of Transportation Speeches File	2943
Office of the State Auditor	Speeches File	9464
State Bureau of Investigation	State Bureau of Investigation Director Speeches File	14020
Wildlife Resources Commission	Executive Director Speeches File	35977

The RC No. listed beside each Record Type is found on the functional schedule; the Item Number is a tracking number that is used only for records that are stored at the State Records Center.

 Indicates records are electronic and will transfer immediately to the custody of the State Archives



1551.P Agendas, Exhibits, and Programs: Transfer to the State Records Center in 4-year increments or at the end of term. Paper records will transfer to the custody of the Archives after 5 years. Electronic records will transfer immediately to the custody of the Archives.

Appendix

Agency	Series Title	Item Number
Department of Information Technology	North Carolina Geographic Information System Conference File	36012
Department of Natural and Cultural Resources	Museum of History Exhibits File	826
	NCMA Exhibition File	857
	North Carolina Symphony Publicity File	976
	State Capitol Projects and Events File	22838
	State Historic Sites Documentaries File	4083

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 Indicates records are electronic and will transfer immediately to the custody of the State Archives