

## SECTION 26. PUBLIC RELATIONS, OUTREACH AND LEGISLATIVE AFFAIRS RECORDS

Records relating to public relations, public outreach efforts and legislative affairs.

General Instructions		
<ul style="list-style-type: none"> <li>▪ <b>The minimum retention period applies to the record copy regardless of the storage format for the record (paper, electronic, microfilm, etc.).</b></li> <li>▪ <b>Unless otherwise specified in this retention schedule, duplicate copies may be destroyed at the discretion of the duplicate copy custodian provided they have no further administrative or other value. Duplicate copies should not be retained longer than the record copy.</b></li> <li>▪ <b>No record that is eligible for destruction under the retention schedule can be destroyed if it is pertinent to any anticipated, current or pending litigation, claim or audit or the subject of a legal hold.</b></li> </ul>		

Record Title	Record Copy Custodian	Record Copy Minimum Retention Period
<b>1. AWARD AND RECOGNITION PROGRAM RECORDS.</b> Records relating to various County awards and recognition programs (not including employee awards and recognition) such as youth awards, service awards, etc.	County Administrator's Office	2 years + current , then evaluate for continuing value prior to destruction
<b>2. COMPLAINTS AND NON-BINDING PETITIONS.</b> Communications of various types that convey objections, dissatisfaction or disagreement with actions or positions taken or not taken by the County; and petitions with no legal effect that are submitted to the County to express the opinions of the signers.	County Administrator's Office and All Other Departments Creating Such Records	1 year + current after final response or action by the County
<b>3. CORRESPONDENCE AND GENERAL DOCUMENTATION.</b> Correspondence and documentation of a general nature.	See: Section 15 General Records – Correspondence and General Documentation	
<b>4. ECONOMIC DEVELOPMENT OUTREACH RECORDS.</b>		
<b>A. Economic Development Outreach Session Records.</b> Meeting notes, memos, and working information relating to economic development outreach sessions.	Economic Development	1 year + current after the outreach effort, provided the records are reviewed for continuing administrative, historical or reference value prior to destruction
<b>B. Economic Development Project Records.</b> Records of networking and economic “gardening” efforts with existing businesses, work on economic and business-related public policy issues, networking with economic development and Chamber of Commerce groups, community development ombudsman and liaison efforts, etc.	Economic Development	2 years after project completion, provided the records are reviewed for continuing administrative, historical or reference value prior to destruction

## Douglas County – Records Retention Schedule

Record Title	Record Copy Custodian	Record Copy Minimum Retention Period
<b>5. FINANCIAL RECORDS.</b>	See: Section 13 Financial Records	
<b>6. LEGISLATIVE AFFAIRS RECORDS.</b>		
<b>A. Legislation and Regulatory Action Review Material.</b> Records such as review copies of proposed or adopted state or federal bills, legislation or regulations; notices of proposed rulemaking by federal or state agencies; etc.	All Reviewing Departments	Until no longer needed for reference
<b>B. Lobbying Correspondence.</b> County correspondence with County lobbyists or Colorado Counties, Inc. relating to the County's position on legislative matters and letters of support sent for certain issues.	All Departments Directly Involved in Lobbying	4 years, then evaluate prior to destruction to determine any continuing administrative or reference value
<b>7. PUBLIC RELATIONS RECORDS.</b>		
<b>A. Advertisements.</b> Advertising and supporting documentation relating to boards and commissions vacancies, meetings, outreach activities, events and other advertised matters.	Public Affairs <i>Note:</i> Human Resources retains ads relating to job vacancies	3 years + current, then retain until no longer needed for reference
<b>B. Citizen Outreach Records.</b> Records relating to outreach efforts by County departments.	All Departments Involved in Citizen Outreach Efforts	1 year + current after the conclusion of the matter that is the subject of the outreach effort, provided the records are reviewed for continuing administrative, historical or reference value prior to destruction
<b>C. News Releases.</b> Prepared statements or announcements issued to the news media announcing County events, new programs, program changes or termination, shifts in policy and changes in officials or senior administrative personnel.	Public Affairs <i>Note:</i> Departments may issue some routine news releases	<b>Enduring Value:</b> Permanent <b>Routine:</b> 3 years + current
<b>D. Photographic Records.</b>	See: Section 15 General Records – Photographic Records	
<b>E. Publications – County.</b>	See: Section 15 General Records - Publications	
<b>F. Speeches and Addresses.</b> Public remarks made at formal County ceremonies by elected officials, state of the County video and website addresses, etc. Includes paper, videotape, motion picture or tape recordings, and talking points.	Public Affairs	Permanent

Douglas County – Records Retention Schedule

Record Title	Record Copy Custodian	Record Copy Minimum Retention Period
<p><b>G. Surveys and Questionnaires – County Originated.</b> Records relating to surveys and questionnaires originated by the County to gather citizen opinion and views.</p>	<p>All Departments Conducting Surveys</p>	<p><i>Survey Results and Compilations:</i> Permanent</p> <p><i>Survey Responses:</i> 1 year + current after compilation complete</p>
<p><b>H. Town Meeting Records.</b> Agendas, meeting notes, issues papers, frequently asked questions (FAQs), sign-up sheets, and similar records relating to town meetings organized by the County.</p>	<p>Public Affairs</p>	<p>2 years after town meeting, provided the records are reviewed for continuing administrative, historical or reference value prior to destruction</p>
<p><b>I. Website Design Records.</b></p>	<p>See: Section 18 Information Technology Records</p>	
<p><b>8. TELEVISION SYSTEM RECORDS.</b></p>		
<p><b>A. License Agreements to Operate.</b></p>	<p>See: Section 15 General Records – Agreements, Contracts and Supporting Documentation</p>	
<p><b>B. Programming Records.</b> Scheduling and programming records relating to the content broadcast on Douglas County Television (DC8).</p>	<p>Douglas County Television</p>	<p>1 year + current, then retain until no longer needed for reference</p>
<p><b>C. Television System Records.</b> Records relating to the operation and maintenance of the Douglas County Television system.</p>	<p>Douglas County Television</p>	<p>Life of television system + 1 year</p>
<p><b>9. WEBSITE RECORDS.</b></p>		
<p><b>A. Website Page Design Records.</b> Style guide for Web page design.</p>	<p>Public Affairs</p>	<p>Until superseded or until no longer needed for reference</p>