

February 6, 1989

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LAW DEPARTMENT

John O'Connor
Law Department

Advertising & PR Function #1

Subject: Communications Records Retention Policy

Attached is the revised, one-page records retention policy for communications functions (advertising, public relations, etc.) that has been coordinated with the concerned departments.

David C. Green

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- BA 061

Records Retention Policy

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Description of Record

Retention Period

Function: Advertising and Public Relations

Section A: Group Advertising, Business Communications, Marketing, Communications Departments and Corporate Communications

- Contracts and Agreements While current and seven years after termination. See Law Dept. Section 9
- Ads, Radio and TV Commercials (Reprints, films, tapes) - 1 copy Permanent
- Product brochures - 1 copy 20 years
- Technical literature 20 years
- Art Work While current
- Studies and Reports on advertising impact, corporate image, investment image, advertising performance, public opinion studies, all specific to PPG - 1 copy 5 years

Section B: Photography, Videos

- Motion picture films produced by or for PPG 20 years
- Videos on the corporation 20 years
- Transparencies and photographs Review for archival purposes, especially plant and product photos 7 years; or, while current
- Transparencies and photographs, archival quality Permanent

Section C: Public Relations and Publications

- Annual Shareholders Reports of PPG - 1 copy Extra copies Permanent
10 years or supply exhausted
- Periodical publications, including PPG News, PPG Progress, Quarterly Shareholder Reports, PPG Products - 1 copy Permanent
- Biographical Data on Management personnel, V.P. level President, Chairman, CEO 20 years
Permanent
- Special Event Records, i.e., plant openings, dedications, tours, etc. Cost, participants, activities 5 years
- Press Releases (Microfilm) Permanent

BA 067