

PR: PUBLIC RELATIONS

Records related to GBC's efforts in building positive relations with the public, developing fund raising campaigns, marketing, advertising, and advancement of GBC and its programs.

Record Code	Record Series & Scope Notes	Office of Record (Creating Office?)	Active Retention	Inactive Retention	Total Retention	Comments	Acts & Regulations (Government & GBC Policies)
PR000	<p>Policy & Procedures</p> <p>Records related to the current policies and procedures pertaining to public relations, advertising and marketing of GBC programs and services.</p>	Any / All	S		S	For Policy Development see GO019.	
PR001	<p>Public Relations - General</p> <p>Records that are of a general nature, and for which no suitable classification code exists under this section.</p>	Various Departments	C + 1	0	2	Some records may be retained by GBC Archives; contact Archives with questions.	FIPPA; Limitations Act; GBC Policies

C = Current Year
P = Permanent
S = Until Superseded / Obsolete
T = Terminating event (required before calculating retention)

PR002	GBC Foundation Records related to the administration of the GBC Foundation. Notes: For campaigns and canvassing see PR005. For accounts receivable see FI003. For donors see FI036.	Foundation	S + 1	P	P		FIPPA; Limitations Act; GBC Policies; AODA
PR003	GBC Alumni Records related to the administration of Alumni Relations. Includes: Meetings, funding, volunteers, event registrations, and mailing lists.	Alumni Relations Various Departments	S + 1	P	P		FIPPA; Limitations Act; GBC Policies; AODA
PR004	Advertising & Marketing Records related to the advertising and marketing of GBC, its programs and activities. Includes: Directories, information notices, media advertising, multi-media resources, etc.	Marketing & Communications Various Departments	C + 1	P	P		FIPPA; Limitations Act; GBC Policies; AODA

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PR005	Campaigns & Canvassing Records related to campaigns and drives supported by GBC. Includes: Directories, information notices, media advertising, multi-media resources, etc.	Marketing & Communications Various Departments	C + 1	6	7	Some records may be retained permanently by GBC Archives; contact Archives.	FIPPA; Limitations Act; GBC Policies; AODA
PR006	Special Events Records related to the planning, organizing, and conducting of special events and activities sponsored by or participated in by GBC. Includes: Employee, student and community events, expositions, open houses, career fairs, etc.	Various Departments	C + 1	6	7	Some records may be retained permanently by GBC Archives; contact Archives.	FIPPA; Limitations Act; GBC Policies; AODA
PR007	Public Relations Records related to GBC's participation in events and activities in order to build positive relations with the community at large.	Marketing & Communications Various Departments	C + 1	6	7	Some records may be retained permanently by GBC Archives; contact Archives.	FIPPA; Limitations Act; GBC Policies; AODA

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PR008	Marketing Collateral Records related to the design, development, and maintenance of marketing collateral relating to GBC. Includes: GBC logo, GBC Huskies logo, signage, etc.	Marketing & Communications Various Departments	C + 1	6	7	Some records may be retained permanently by GBC Archives; contact Archives.	FIPPA; Limitations Act; GBC Policies; AODA
PR009	Publications - Internal Records related to the various publications published by GBC. Includes: GBC calendar, employee publications, etc.	Marketing & Communications Various Departments	C + 1	P	P		FIPPA; Limitations Act; GBC Policies; AODA
PR010	Publications - External Records related to the various publications published externally for the use of GBC employees and students. Includes: Government issued publications, professional organization publications.	Various Departments	C + 1		2.00	Some records may be retained permanently by GBC Archives; contact Archives.	FIPPA; Limitations Act; GBC Policies; AODA

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PR011	Media & Publicity Records related to the publicity of GBC through all types of media. Includes: News releases, advertising, etc.	Marketing & Communications Various Departments	C + 1	P	P		FIPPA; Limitations Act; Canada Copyright Act; Canada Trademarks Act GBC Policies
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