

**Marketing Services
Deputy Director
Record Descriptions**

Retention Number	Agency Series Number	Title	Description	Retention Schedule
950-0616	3-01-03	Standard Information Files	Files contain 1) inter-office correspondence between agency management personnel; 2) correspondence with various individuals/organizations regarding agency, or seeking resolution to problem areas; 3) routine information pertaining to agency operations, policies, regulations, etc.; 4) information on, and copies of State legislation affecting the agency; 5) all advertising account information, including budgets, proposals, campaigns and sample copy, etc.	Retain hard copy in the operating area for six (6) months; then retain hard copy in the Record Storage Center for six (6) months; then destroy
950-0782	3-01-04	Weekly Reports	Reports contain update on instant sales, On/Line sales, Cash Explosion, SIP Program and current projects. Reports are forwarded to the Executive Director on a weekly basis	Retain information in the operating area for one (1) year; then destroy
950-0371	3-01-05	Sales and Other Reports (Copies)	File contains copies of Weekly Sales Reports, departmental Weekly Time Sheets and Requests for Leave and Monthly Report Copies	Retain hard copy in the operating area for one (1) year from end of current fiscal; then destroy
950-0626	3-01-06	Advertising Account Monthly Invoices	Records include sets of monthly invoices, received as official billings from the advertising agency. The invoice copies are utilized to perform the agency preliminary audit of each summary and backup invoice, prior to Finance Department submittal of originals to Auditor of State in Columbus. Records are also used in reconciliation of the advertising account each month	Retain hard copy in the operating area for two (2) years; then retain hard copy in The Record Storage Center for three (3) years; then destroy
	3-01-07	Closed Files	File contains Marketing Department closed files, administrative, advertising' sponsorship and Ad Agency files	Retain hard copy in the operating area for two (2) years; then retain hard copy in the Lottery Records Center for three (3) years; then destroy
		Executive Accounts Record Index	File contains a computer report which is generated by an Executive Account Representative and sent out monthly, contains new games coming out, deadlines of games and new policies.	Retain two (2) years; then transfer to State Archives used for claiming reimbursement for in state and out-of-state travel.
	6-03-04	Executive Accounts Files	All information pertinent to Executive, Chain Accounts, including headquarters contracts, respective Sales Agents, correspondence, proposals, training information, original action reports and Lead Forms for chain store contact.	Retain in the operating area until agent cancels; then retain for five (5) years in cancelled agent files; then destroy.
	6-03-05	Cancelled Executive Accounts Files	All information pertinent to Executive Accounts agents who are no longer active Lottery Sales Agents (cancelled).	Retain hard copy in the operating area for five (5) years; then destroy. No microfilming required.

**Merchandising
Record Descriptions**

Retention Number	Agency Series Number	Title	Description	Retention Schedule
950-0635	3-24-01	Merchandising Information, Procedures, Policies	Records include all internal and external information, correspondence, agency procedures and policies pertinent to merchandising, purchasing, and bid procedures, their concepts and principles	Retain in the operating area, which is continually updated and maintained

**Game Show
Record Descriptions**

Retention Number	Agency Series Number	Title	Description	Retention Schedule
950-0792	3-30-01	Cash Explosion Raw Feed and VHS Tapes	1) VHS video copies of actual Cash Explosion Shows, which airs on TV. The VHS tape reflects how the Show is actually viewed by the public in its regularly scheduled time slot on television. 2) Raw feed tapes of activities relative to the production and drawing on the Cash Explosion Show. They are 3/4 Tape. The raw feed tape enables the public and the Ohio Lottery Commission to view activities, which take place before and during the taping of the Cash Explosion show. It is in unedited format and can be used to ascertain whether a problem arose during the taping of the cash Explosion Show	Videotape; two (2) years in hard copy; then recycle with production company
950-0794	3-30-03	Cash Explosion Drawing/Game Boards	File contains semi finalist's game log. Hard copy of location of dollar values double cards and bonus card for game number 1 and number 2 of each show. Championship game board - Hard copy of positions of names in the Championship game, which is played on each show	Retain hard copy in the operating area for six (6) months; then microfilm. Retain microfilm in the Lottery Records Center for four and one-half (4 1/2) years. Destroy hard copy once microfilm has been checked for quality and completeness
950-0796	3-30-04	Cash Explosion Drawing/Paper work	Contestant Call In Log - Used to record information from initial contact with contestant. Contestant Drum Log - Used to record names of potential contestants while the names are actually being drawn on each show. Contestant Verification Log - Used to record type of identification contestant is using as proof of their identity. Contestant Log - Lists name, address, city, state, ticket number and show date. Reserved Alternate Log - Used to record the number of alternates, which are picked to be used if one of the original eight is invalid. Stand-In Log - Used to record information of stand-in if actual contestant does not appear to play. Contestant Folders- Contains copy of Claim Form, winner's information, Media Disclosure Form, W9 Form and merchandising claim form if applicable. File is kept for each contestant on the show. Cash Explosion Entry Log - Used to record the number of entries in the drum for a given show. Contestant Prize Log - Used to report dollar value of each contestant winnings on a given show. Validation Report- Used to record location of where the Cash Explosion ticket was purchased	Retain hard copy in the operating area for one (1) year; then destroy. No microfilming required
	3-30-05	Cash Explosion Play-at-Home Drawing and Paperwork	File contains Play-at-Home paperwork; congratulatory paperwork; drawing logs; prize logs.	Retain hard copy in the operating area for one (1) year, then destroy. No microfilming required.

**Marketing Management
Record Descriptions**

Retention Number	Agency Series Number	Title	Description	Retention Schedule
950-0844	3-31-02	Sponsorship Ticket Correspondence	File consists of sponsorship tickets and backup correspondence for each advertising sponsorship	Retain hard copy in the operating area for one (1) year. Then retain in the Lottery Records Center for one (1) year; then destroy
19500848	3-31-03	Sponsorship Contracts and Correspondence	File consists of contracts, correspondence and proof of performance.	Retain hard copy in the operating area for two (2) years; then retain hard copy in the Lottery Records Center for two (2) years; then destroy