



To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: May 29, 2018

Subject: Report PPL18-034
Advertising Policy

Purpose

A report to inform the Library Board of Trustees on a draft Advertising Policy for the Library.

Recommendations

That the Library Board approve the recommendations in Report PPL18-034 dated May 29, 2018, of the Library CEO, as follows:

- a) That the report be received for information; and
- b) That the Advertising Policy, attached as Appendix A, be approved.

Budget and Financial Implications

There is no budget or financial implications resulting from the approval of the recommendation of this report.

Background

Library staff have been receiving a large number of requests to bring back the Community Bulletin Board. The bulletin board would feature flyers, posters and notice of events that are taking place throughout the community. The general rule was that these notices had to be materials of a cultural, educational, social service or volunteer nature,

and that all notices had to be approved by staff before they were put on the board. A staff member would also be responsible for maintaining the board and ensuring that out of date material was removed.

The Library will soon have digital promotional screens available. However, based on community feedback, it would seem that a physical paper based bulletin board is still highly desirable.

It is recommended then, that the digital screens be solely used for promotion of library programs, events and activities. This would extend to include the Friends of the Library and the Library Foundation. All others who wish to advertise at the Library may submit their promotional materials for approval to be posted on the Community Board following the Advertising Policy parameters (see Appendix A).

Submitted by,

Jennifer Jones
Library CEO

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Attached:

Appendix A - Advertising Policy

Appendix A – Advertising Policy

Peterborough Public Library

Advertising Policy

Department	Community Services	Effective Date	<i>June 1, 2018</i>
Division	Arts Culture & Heritage	Approval Level	Library Board
Section/Facility	Public Library	Policy #	

Purpose

The objective of this policy is to provide a framework and guidelines regarding advertising on Peterborough Public Library property, and the processes by which advertising is managed, approved and/or appealed.

Principles

1. The Library's advertising policy will:
 - a. comply with the mandate, mission and values of the Library;
 - b. protect the Library's principles of intellectual freedom and equity of access to information, programs, services and collections;
2. The Library reserves the right to reject advertising that, in the Library's sole opinion, may adversely affect public confidence in the Library or the value of the Library brand.
3. The Library provides neutral public spaces and universal access to information, knowledge, resources, collections, services and programs that help to enrich lives, facilitate social engagement, and enhance opportunities for success in our community.
4. The Library will not accept advertising that is contrary to its service role or that the Library, in its sole discretion determines is not in the best interests of the Library.
5. The acceptance of advertising by the Library is not an endorsement of a product or service.

6. It is the responsibility of advertisers to ensure that proposed advertising does not contravene any applicable legislation prior to submission to the Library for consideration. The Library assumes no liability for advertisements that contravene legislation and all advertisers will be required to indemnify the Library for any costs or damages the Library may incur as a result of their advertising.

Scope

The following policy applies to all arrangements whereby persons other than the Library, Friends, or the Foundation submits material for advertising on the Community Bulletin Board, and other space(s) identified by the Library.

The Library does not have an obligation to accept any advertising proposal. The Library, at its sole discretion, may remove advertising that contravenes this policy from its property, at no cost to the Library and all advertisers will be required to indemnify the Library for any costs or damages the Library may incur as a result of their advertising.

The Library will consider advertisements based on the following guidelines:

1. Advertisements must be in compliance with City of Peterborough's by-laws; applicable provincial and federal laws and regulations, including the Ontario Human Rights Code; and the Canadian Code of Advertising Standards.
2. The Library does not accept advertising material promoting discrimination, stereotypes, socially unacceptable behavior, gratuitous violence, obscene or profane language or unfair representation.
3. Advertising must be appropriate for all ages, in keeping with the Library's goal of creating a welcoming and supportive environment for everyone.
4. Advertisements should be for events of; a cultural, educational, or community-oriented nature.
5. Library audiences must know on whose behalf an advertising message is being presented by use of a brand name, logo, or other forms of identification.
6. Advertisers and advertising will not influence the selection and provision of library materials, programs, services or content. It must always be clear to audiences when external products, services or points of view are being advertised.
7. The Library will NOT accept the following types of advertising content:
 - a) advertising that detracts from the Library's public image or could place the Library at the centre of a controversy or sensitive issue;

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- b) advertising that is considered of questionable taste, or which in the Library's discretion is considered irritating in its style, content, or method of presentation.
 - c) advertising that is partisan or political in nature;
 - d) the promotion of religious beliefs or convictions;
 - e) personal ads and notices, and notices of items for sale or rent;
 - f) the promotion of tobacco and alcohol companies and products.
 - g) the promotion of surveys, pledges, forms or petitions;
 - h) fundraising, unless otherwise agreed upon through mutual consultation between the Library, Friends, and the Foundation;
 - i) Commercial advertising primarily targeted to children, including but not limited to the commercial advertising of food and beverages directed to children.
8. Specifications and guidelines for advertising locations, sizes, formats and rates are established and managed by the Library and must be adhered to by the advertiser.

Process for Advertising with the Library

The Advertising Policy, as approved by the Board, governs all advertising opportunities on Library property. The policy and advertising program are managed by the Library.

In instances where members of the public wish to file complaints or inquiries about advertising displayed on Library property, they may use existing Library feedback procedures.