



Peterborough Public Library

To: Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: September 11, 2018

Subject: Report PPL18-046
Advertising in the Library Policy - Update

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 PPL18-046 dated September 11, 2018, of the Library CEO as follows:

- a) That the report be received for information; and
- b) That the Advertising Policy be approved.

Budget and Financial Implications

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

Background

With the addition of the digital promotional screens to the Library and the community bulletin board being reinstated in the lobby, the Library's Advertising Policy has been updated to reflect a more generic overview of advertising within the library.

Guidelines and internal processes for staff are being developed for the various promotional mediums available within the Library.

Submitted by,

Jennifer Jones
Library CEO

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Attachment:
Appendix A - Advertising in the Library Policy

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Peterborough Public Library Policy

Advertising in the Library

Department	Community Services	Effective Date	<i>October 1, 2018</i>
Division	Arts Culture & Heritage	Approval Level	Library Board
Section/Facility	Public Library	Policy #	Adv2018

Purpose

The Library may advertise on its premises events and activities of a cultural, educational, or community oriented nature.

The Advertising Policy, as approved by the Board, governs all advertising opportunities within the Library's purview.

Terms

1. All advertising and promotion within the Library will comply with the mandate, mission, and values of the Library.
2. 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.
3. 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.
4. The Library does not have an obligation to accept any advertising submitted.
5. The Library may remove at its discretion advertising that contravenes this policy from its property.
6. The acceptance of advertising by the Library is not an endorsement of a product or service.
7. Advertisements must be in compliance with any Library Board policies, City by-laws, applicable provincial and federal laws and regulations, including the

Ontario Human Rights Code; and the Canadian Code of Advertising Standards. 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.

8. 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.
9. In instances where members of the public wish to file complaints or inquiries about advertising displayed on Library property, they may bring their concerns forward to the Library Services Manager.

Scope

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;
- 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 personal items for sale or rent;
- f) the promotion of illegal substances, 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 of the Library, and the Foundation;
- i) any items that contravene this Policy.