

Policy No.: P05

Policy Title: Display of Promotional Material

Date Originated:

Date Last Reviewed/Revised: January 2022

Point of Contact: Director, Engagement & Client Experience

POLICY STATEMENT

City of Pickering Public Library supports, where possible, the distribution and display of community information on Library premises. Bulletin board and distribution space will be available on Library premises, as space permits, in order to promote events and information of interest to the community.

The display and distribution of community information does not constitute endorsement by the Library of any group or its views. The promotion of Library services and programs will take precedence over non-Library activities.

POLICY PRINCIPLES

1. Space for bulletin boards and flyer distribution space is limited on Library premises and demand for space is high. It may not be possible to display all materials that are acceptable under this policy at a given time. The Library will display and distribute materials in appropriate locations for a limited time subject to the availability of space.
2. Any materials displayed or distributed in non-designated space on Library premises will be removed. Removal of postings is at the discretion of Library staff. Further, the Library reserves the right to dispose of any materials that are placed or posted without approval or proper process.
3. Unsolicited material must be submitted to staff for consideration for display and must meet all of the following criteria:

- It describes or publicizes a public, educational, recreational, cultural or community event;
 - It is of local interest;
 - It is in support of a legally constituted non-profit or charitable organization;
 - It meets acceptable standards of presentation and legibility.
4. Promotional materials indicating merchandise for sale; rental advertisements; information on money-making events sponsored by profit-making organizations; personal services which are fee-based (e.g., individual instruction, classes and daycare services) are not accepted.
 5. The Library reserves the right to choose which materials to display or remove.
 6. Since space is limited, only one copy of promotional material will be displayed on bulletin boards. The length of the posting is dictated by availability of space. Materials to be posted should be 8 ½" x 11" and must be legible and professional in design.
 7. Materials will be discarded after posting or if the posting criteria are not met. The Library does not accept responsibility for returning any submitted material.
 8. Material that advocates a particular political or religious position will not be posted. No campaign literature will be displayed unless it is for an all-candidates meeting. Municipal politician's Ward newsletters will be displayed if provided but will be removed after July 1 of an election year until after the election.
 9. If the display material is not in English a translated version must be available for posting.
 10. Petitions and surveys will not be accepted without the approval of the CEO.
 11. Bulk periodicals and newspapers are accepted if they are deemed to be of interest to the Library's clients, consistent with the Library's information goals and if space permits. These items must clearly identify the publisher and editorial policy and have published for at least one year on a regular basis. Excluded are periodicals and newspapers that are primarily political, religious or sales-based or which contravene Municipal, Provincial or Federal laws.
 12. The Library recognizes the benefits of fundraising within the community. The Library will permit public fundraising through voluntary donation boxes (e.g., Legion Poppy boxes). The Library does not assume responsibility for the collection or security of the boxes or their contents. The proprietary organization must take sole responsibility for the security of the boxes and their contents and agree to all the

terms and conditions when submitting the boxes for display. Acceptance may be limited by availability of space. Here are the required criteria:

- The proprietary organization is a registered charity;
- The proprietary organization is not of a political or religious nature;
- The “cause” is of local interest;
- The material meets acceptable standards of presentation.

Alternate formats of this document are available upon request.
Please speak to Library staff for assistance.