



Otonabee – South Monaghan Public Library

Policy Type: **Operational**
Policy Title: **Community Information and Advertising**

Policy Number: **OP-10**
Initial Policy Approval Date:
Late Review/Revision Date: **May 2025**
Year of Next Review: **May 2028**

Chair Signature: _____ Date: _____

The OSM Public Library makes information available on community activities, agencies, and organizations to facilitate access to resources within the community and as a partner in promoting community services and events. The Library may advertise and or promote on its premises events and activities of a cultural, educational, or community-oriented nature.

The Board-approved Community Information and Advertising policy oversees all promotional and advertising activities within the Library. It specifies the types of information that can be collected, displayed, and shared in the Library.

Terms for Community Information and Promotional Displays in the Library

1. All advertising and promotional displays within the Library will comply with the mandate, mission, and values of the Library.
2. The Library will make available a neutral public space to display materials about community activities and events (such as a community information bulletin board).
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. Notices of a timed nature will be removed after the event is over.
5. Physical materials are to be submitted to the CEO or designated staff for review prior to being posted on the Community Bulletin Board.
6. The Library does not have an obligation to accept any advertising, promotional materials, surveys, petitions, or items of a similar nature submitted.
7. The Library staff handles all placement, posting, and removal of community information materials. Materials will be accepted on a space available basis using the following priorities:
 - a. Notices of Library programs, events, activities, and services.
 - b. Notices of community interest from the local municipality and agencies.

- c. Notices of cultural, educational, and recreational events.
8. All materials posted become the property of the OSM Public Library Board and the Library may remove at its discretion advertising that contravenes this policy from its property.
9. The acceptance of advertising by the Library is not an endorsement of a product or service.
10. Advertisements must comply with any Library Board policies, Municipal 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.
11. 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.
12. 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 CEO or designate.

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, vaping, marijuana, and alcohol companies and products
- g. The promotion of surveys, pledges, forms or petitions unless passed by Library CEO
- h. Fundraising, unless otherwise agreed upon through mutual consultation between the Library and recognized community partners
- i. Any items that contravene this Policy.

Election Campaign Material

1. Material whose primary focus is partisan or political in nature cannot be displayed or distributed in the Library with the following exceptions:
 - a. Political materials may be eligible when it announces open meetings and forums for discussion of community issues.
 - b. During an election the library may provide an area where all candidates may make available up to 25 copies of their campaign brochure.

Related Documents

OSM Public Library **OP-03 The Library and Political Elections**