



Toronto Public Library Advertising Review Working Group (ARWG)

Terms of Reference

1. Mandate

- The mandate of the Advertising Review Working Group (ARWG) is to review advertising material to determine whether advertising is consistent with the Library's Advertising Policy (the Policy) for placement within Library channels. Such advertising material may be sent to the ARWG at two points:
 - before advertisement posting, in the event that an advertiser disagrees with the decision of a third party company or Library staff that their advertising is inconsistent with the Policy; and
 - subsequent to an advertisement being posted, in response to a complaint or inquiry by the public;
- The Working Group will make recommendations to the Library Board on all matters related to Library advertising acceptance or removal. The Working Group will report its activities and recommendations to the Board. Working Group decisions are not binding on the Board;
- The ARWG may also provide informal advice to staff on the suitability of potential advertisers and advertising opportunities.

2. Membership

- The Working Group consists of five members.

3. Chair

- The ARWG will elect the Chair at its first meeting.

4. Agenda and Minutes

- Notice of the meeting will be forwarded at least three (3) clear days in advance of the meeting;
- The agenda and minutes of ARWG meetings will be kept in accordance with the Board Procedural By-law;
- Minutes of meetings will be approved at the subsequent meetings of the ARWG;
- Minutes of the last meeting of the ARWG as constituted will be approved at the first meeting of the new ARWG, when membership is confirmed.

5. Schedule of Meetings and Timeframe

- The Working Group will meet on an as-needed basis;
- All members of the Library Board will be notified of, and may attend, all ARWG meetings.

6. Procedural Rules

- The Working Group's rules are the same as the rules that apply to Board meetings, except that:
 - quorum is three members;
 - there is no time limit for meetings; and
 - the rules of Informal Consideration will apply, that is:
 - a motion does not need to be seconded;
 - the number of times a Member may speak is not limited;
 - no Member may speak more than once until every Member who wishes to speak has spoken;
- Final decisions are made by majority vote. In the event of a tie, the advertisement is not approved.

7. Public and Closed Sessions

- All meetings of the Working Group are open to the public. A meeting or part of a meeting may be closed to the public if the subject is a confidential matter in accordance with Section 24 of the Library Board Procedural By-law;
- Before holding a meeting or a part of a meeting that is closed to the public, the Chair shall state by resolution the fact of the holding of the closed meeting, and the general nature of the matter to be considered at the closed meeting;
- No person will disclose the deliberations or discussions that occurred at a closed meeting unless the Board has authorized that disclosure.

Date: January 20, 2014