



STAFF REPORT ACTION REQUIRED

10b.

Advertising Review Working Group – Date-Due-Slip Advertising – Customer Complaint

Date:	June 24, 2013
To:	Toronto Public Library Board
From:	Advertising Review Working Group

SUMMARY

The purpose of this report is to recommend the Toronto Public Library Board's approval of the Advertising Review Working Group's (ARWG) recommendation at its June 13, 2013 meeting regarding *Date-Due-Slip Advertising – Customer Complaint*.

RECOMMENDATIONS

The Advertising Review Working Group recommends that the Toronto Public Library Board:

1. recommends that the advertising that is the subject of the complaint and which is featured in the Spring 2013 advertising campaign on the back of the Library's date due slips is consistent with the Library's Advertising Policy and should not be removed from current or future advertising program implementations; and
2. invites the complainant personally to make a deputation at the scheduled six-month review of the advertising pilot program at a Fall 2013 Board meeting.

DECISION HISTORY

The ARWG met on June 13, 2013 to consider the *Date-Due-Slip Advertising – Customer Complaint*. A communication from the complainant regarding the report to the committee was tabled at the meeting (Appendix 2). The committee approved a recommendation to the Toronto Public Library Board regarding *Date-Due-Slip Advertising – Customer Complaint*.

BACKGROUND INFORMATION

Please see attached report from the Director, Communications, Programming and Customer Engagement to the June 13, 2013 meeting of the ARWG regarding *Date-Due-Slip Advertising – Customer Complaint*.

CONTACT

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Appendix 1: *Date-Due-Slip Advertising – Customer Complaint* report to the June 13, 2013 ARWG meeting

Appendix 2: Communication from Joe Clark dated June 11, 2013