

POLICY: **DISPLAYING AND DISTRIBUTING DISTRIBUTION OF INFORMATION FOR THE PUBLIC**

SECTION: **II – General Policies – Miscellaneous**

MOTION#/DATE: **08 - 085 – May 12, 2008**
12 - 036 – February 27, 2012

Effective Date

May 12, 2008 XXX

Policy Objective

To establish the conditions and context within which Toronto Public Library supports the distribution and posting of community information from individuals, community groups, agencies, institutions and government.

Policy Statement

In keeping with the Library's mission, the display and distribution of material provides residents with opportunities for full participation in the life of their community and promotes an informed citizenry. In fulfilling this service role, the Library strives to create a welcoming environment for everyone. The Library provides access to information about community events, activities and other information of interest or value to residents. ~~events and space to display materials in a variety of formats, The Library also provides spaces to display materials on Library property in a variety of formats~~, including bulk publications (e.g., community newspapers and magazines, cultural brochures, continuing and full-time education calendars).

Scope

This policy applies to all materials displayed on and/or distributed on Library premises from external individuals, community groups, agencies, institutions and government.

This policy does not apply to:

1. Commercial Advertising (see Advertising Policy)
2. Sponsorship (See Sponsorship Policy)

Commercial advertising, which allows the display of commercial materials for a fee, is covered by the Advertising Policy. The recognition of sponsors, including the display of sponsor's name, is covered by the Sponsorship Policy.



Application Specific Directives

1. The Library may display or distribute materials from any individual or group wishing to display and/or distribute information on Library property (including in branches, on outdoor signage and the Library's online channels) subject to the restrictions specified in this policy. This includes materials from:

~~This policy applies to any individual or group wishing to display and/or distribute information in Library premises and to all Library staff involved in the review and approval of this information.~~

- a. The Toronto Public Library Foundation
- b. Library partners in programming or marketing
- c. The City of Toronto
- d. Agencies, Boards, Commissions, Corporations of the City of Toronto
- e. Local elected representatives (subject to restrictions outlined in the Municipal Election Campaign policy)
- f. The provincial or federal government or a government agency
- g. Organizations distributing bulk publications that are free of charge
- h. Any other individuals or community organizations

2. The Library will not display or distribute any material, from any source that is:
 - a. materials that contravene Contrary to any law, including the Ontario Human Rights Code, federal or provincial laws and regulations, municipal by-laws and/or Toronto Public Library policies and procedures;
 - b. Contrary to any Library policy
 - c. Promoting or affiliated with any faith or religion faith-based materials whose primary purpose and/or editorial policy is promoting faith;
 - d. Primarily political in nature (including election campaign materials)
 - e. materials that are primarily devoted to the sale, advertising, solicitation, or promotion of commercial products or services (including rentals); except as permitted under section 3
 - f. Primarily devoted to promoting an event or activity that requires a fee to participate in, except as permitted under section 3
 - g. materials whose primary focus and/or editorial policy is partisan or political in nature and communications from political representatives, with the exception of newsletters from elected officials in branches within their electoral constituency. However, political materials may be eligible when they announce community meetings or forums for discussion of community issues;
 - h. A personal ad and notices and notices of items for sale or rent;
 - a. An invitation to participate in medical research
 - b. materials in unsuitable formats (e.g. tear-offs or oversize materials);

~~materials that invite participation in medical research, including trials or testing.~~

- i. ~~A survey or contest~~
~~contests, surveys and pledge forms;~~
- j. ~~A petition~~
~~petition or pledge form~~
- k. ~~For the purposes of fundraising, with the exception from the of~~ Toronto Public Library Foundation or ~~for the Royal Canadian Legion's Poppy Campaign~~
~~local community-based materials~~

3. The Library may only display materials that are commercial, or that promote events or activities with a fee:

- a. From the Toronto Public Library Foundation
- b. From partners in Library programming or organizations with Library partnership marketing arrangements,
- c. For events, programs or services directly delivered by the City of Toronto or its agencies, boards, commissions, or corporations. This excludes events or programs delivered by third-party organizations (including rentals) being held at properties or venues owned by the City of Toronto or its agencies, boards, commissions or corporations.

These materials are subject to the directives specified in the Library's Advertising policy.

4. All requests to display and distribute materials will be handled in a fair and consistent manner.
5. Priority is given to display or distribute materials from the Toronto Public Library and Toronto Public Library Foundation.
6. Because space is limited at branches, 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.
7. All materials must be in a suitable format for display. Toronto Public Library reserves the right to refuse materials that are unsuitable including, but not limited to, oversized materials or materials with tear-away segments.
8. Toronto Public Library will accept material in languages other than English. Information in English about the content of the material, organization and event may be required.

— Depending on the availability of space, the Library will also display or distribute materials:

- produced by or about the City of Toronto, its agencies, boards and commissions;
- about statutory programs related to public safety and education (e.g., seat belt safety, fire safety);
- regarding meetings, activities, events and volunteer information in the area;
- of educational, recreational and informational content;
- about cultural events including music, film, art, theatre, festivals and celebrations;
- in languages other than English. Additional information in English about the sponsor or the event may be required.

9. All material becomes the property of the Toronto Public Library Board and the Library reserves the right to dispose of the material as it sees fit. ~~The display of materials does not constitute an endorsement of any group or its views.~~

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11. The Library reserves the right to reject material that, in the Library's sole opinion, may adversely affect public confidence in the Library or the value of the Library brand. This includes material that is not aligned to the directives in the Advertising Policy; in particular material that could be construed as being targeted to children by its manner, the space that it occupies, and the intent of the advertised product or service.

~~The Library will not display or distribute:~~

- materials that contravene the Ontario *Human Rights Code*, federal or provincial laws and regulations, municipal by laws and/or Toronto Public Library policies and procedures;
- materials whose primary focus and/or editorial policy is partisan or political in nature and communications from political representatives, with the exception of newsletters from elected officials in branches within their electoral constituency. However, political materials may be eligible when they announce community meetings or forums for discussion of community issues;
- faith-based materials whose primary purpose and/or editorial policy is promoting faith;
- materials that are primarily devoted to the sale, advertising, solicitation, or promotion of commercial products or services;
- personal ads and notices and notices of items for sale or rent;
- materials in unsuitable formats (e.g. tear-offs or oversize materials);

- materials that invite participation in medical research, including trials or testing;
- contests, surveys and pledge forms;
- fundraising with the exception of Toronto Public Library Foundation or local community-based materials;
- petitions.

12. Decisions to refuse display or distribution of materials may be appealed. An appeal must be made in writing to the City Librarian.

Scope

~~This policy applies to all materials displayed on and/or distributed on Library premises from individuals, community groups, agencies, institutions and government.~~

Application

~~This policy applies to any individual or group wishing to display and/or distribute information in Library premises and to all Library staff involved in the review and approval of this information.~~

Accountability

City Librarian is responsible for:

- receiving appeals and notifying appellants of the decision in writing.

Communications, Programming and Customer Engagement is responsible for:

- reviewing and approving materials for system-wide distribution within the criteria set out in this policy;
- communicating with publishers for bulk publications distribution;
- reviewing and approving questionable material received from branches and providing either distribution instructions or reason for declining.

Managers are responsible for:

- communicating this policy and procedure to all employees;
- approving materials within criteria set out in this policy;
- approving the selection of bulk publications for branches in their jurisdiction;
- responding to customer comments about materials that are posted/distributed.

Branch staff are responsible for:

- approving requests that comply with the policy to post/distribute materials from their branch or outdoor signage only;
- seeking guidance from Communications, Programming and Customer Engagement regarding the acceptability of materials to determine whether or not materials comply with the policy;
- forwarding requests to post/distribute materials to more than one location to Communications, Programming and Customer Engagement for approval.

Appendices

Appendix 1 – References

Appendix 2 – Definitions

Appendix 3 – Enquiries

Appendix 1: References

Toronto Public Library Policies

Auditorium, Meeting Room and Theatre Rental Policy.

Communications Policy.

Materials Selection Policy.

Rules of Conduct Policy.

Use of Library Space for Art Exhibits Policy.

Provincial Legislation

Ontario *Human Rights Code*, 1990, c. H.19 as amended.

Federal Legislation

Criminal Code (R.S., 1985, c. C-46) as amended.

Appendix 2: Definitions

Bulk Publications: Community newspapers and other publications (e.g., magazines, cultural brochures, continuing and full-time education calendars) that are delivered in bulk for pick-up from the branches and are distributed in the Library free of charge.

Commercial: Any particular activity, transaction, act or conduct connected with trade and commerce – including, but not limited to, the buying and selling of merchandise and the exchange of goods or services – whether or not the person or organization who carries it out does so in the expectation of profit.

Library Property: All Library branches, buildings and property of the Toronto Public Library whether leased or owned. For the purposes of this policy, Library property also includes indoor and outdoor signage, and the online environment.

Materials: For the purposes of this policy, any information about community activities, events, products and/or services. Information can be presented in a variety of formats, including posters, bulk publications, outdoor signage or online content.



Appendix 3: Enquiries

Director, Communications, Programming and Customer Engagement

Tel: 416-393-7214

Fax: 416-393-7083

Manager, Communications, Programming and Customer Engagement

Tel: 416-393-7212

Fax: 416-397-5961