



Displays and Community Information Policy

Policy section: Operational Policy	Policy number: OP-14
Approved date: 19 September 2022	Motion # 11.5
Next Review Date:	

1. Purpose and Objectives

- 1.1 In accordance with the Library’s mission and vision statements, displays and distribution of materials connects local residents to local heritage, culture, services and resources, providing opportunities for engagement, involvement and information dissemination to the community;
- 1.2 The Library provides access to information regarding the community, community activities, agencies, organizations, institutions and resources or services provided by community groups. These information resources have a designated spot within the Library; and,
- 1.3 While the public information board is hosted and monitored by library staff, this policy, and the information presented on the information board, conforms to the Canadian Library Associations’ Statement of Intellectual Freedom, and furthermore the Library, its staff or the Board does not imply the approval or endorsement of any materials posted on the community board.

2. Policy Statement

- 2.1 This policy sets the parameters for inclusion and display of community information at the Bradford West Gwillimbury Public Library and Cultural Centre.

3. Community Information—Collection and Access

- 3.1 The Library and Cultural Centre will collect and keep current information on the services of the community, its agencies and organizations, including but not limited to:
 - a. Municipal services or events;
 - b. Community groups;
 - c. Health and social services agencies;
 - d. Recreational and cultural institutions; and
 - e. The educational and employment resources, courses or activities.
- 3.2 The Library will ensure easy, convenient and confidential access to information on agencies and/or organizations. Access may be through print media or electronic resources;
- 3.3 The Library staff will be knowledgeable about community agencies and organizations and capable of referring people appropriately and in a sensitive manner; and,





- 3.4 Patron confidentiality will be respected at all times, in accordance with the Bradford West Gwillimbury Public Library and Cultural Centre's Privacy and Access to Information Policy.

4. Displays

- 4.1 The Library may elect to provide a public display board for information about events that serve the needs of the local community, or fit within the parameters outlined in section 3.1 of this policy;
- 4.2 All materials submitted, used or placed on display become the property of the Bradford West Gwillimbury Public Library and Cultural Centre unless otherwise explicitly detailed through a mutually signed loan agreement;
- 4.3 Library staff shall place, post and remove all materials on the bulletin board and in the brochure racks;
- 4.4 The Library, and its staff, reserve the right to dispose of materials deemed as inappropriate. The CEO will be made aware of materials that are deemed inappropriate and will make the final decision;
- 4.5 The Library does not return unsolicited materials or notify individuals or groups if their materials are not acceptable for any reasons;
- 4.6 Materials are made available in response to the diverse informational, recreational, cultural and educational needs of the community. These materials may represent varying points of view. They will reflect current conditions, trends, and controversies so that members of the community may inform themselves and make individual judgments;
- 4.7 In providing these materials, it is accepted that while people have the right to reject for themselves material of which they do not approve, they do not have the right to restrict the freedom of others; and,
- 4.8 The Library does not participate in partisan politics nor take an advocacy role on issues outside the library world, and will comply with *the Political Elections and Campaign Policy*.

5. Acceptable Materials

- 5.1 Materials will be accepted as display space is available;
- 5.2 Preference will be given to materials of the following types and in this order of priority:
- a. Notices of library programs, events, activities, and services;
 - b. Notices of community interest from local municipalities, departments, and local non-profit agencies; and,
 - c. Notices of cultural, educational, and recreational events.





- 5.3 Materials that are not acceptable for display or distribution at the Bradford West Gwillimbury Public Library and Cultural Centre include, but are not limited to, the following:
- a. Materials that contravene the *Ontario Human Rights Code*, federal or provincial laws and regulations;
 - b. Materials that contravene Bradford West Gwillimbury Public Library and Cultural Centre policies, procedures, regulations, or Rules of Conduct;
 - c. Materials whose primary focus is partisan or political in nature; however, political materials may be eligible when announcing meetings and forums for discussion of community issues, following rules from *the Library and Elections Policy*;
 - d. Faith-based materials whose primary purpose and/or editorial policy is the promotion of faith;
 - e. Materials advertising and promoting commercial products or services;
 - f. Personal ads and notices, including items for sale or rent, pledge forms; and,
 - g. Multiple copies of the same posting in Library display areas (exception: library postings and signage).

6. Requests for Information Displays

- 6.1 Written requests for display space should be directed to the CEO. The CEO must approve the request and, in some cases, may determine that the display needs to be staffed by the requesting organization;
- 6.2 Displays will be booked on a first come first served basis;
- 6.3 Displays will be booked for a maximum of seven (7) days unless otherwise approved by the Chief Executive Officer or designate;
- 6.4 The Library will provide the group with a designated space, table and chairs;
- 6.5 Groups will not be permitted to sell items or solicit donations from Library users and staff with the exception of Remembrance Day Poppies;
- 6.6 Any damage caused to the display space or tables of the Library during the display time will be the responsibility of the group or organization using the space;
- 6.7 The Library does not accept responsibility for the safe return of materials; and,
- 6.8 The Library reserves the right to refuse a request for an information display.

7. Electronic and Online Displays

- 7.1 The Library may choose to display community information electronically on monitors and other display devices within or outside the library. This may replace print notices;
- 7.2 Guidelines regarding acceptable electronic materials will be consistent with those for print; and,





- 7.3 Decisions regarding online promotions are entirely at the discretion of the Chief Executive Officer or designate.

8. Insurance

- 8.1 All displays on loan to the Library must have proof of insurance. In the event individuals do not have insurance, insurance may be purchased from the Library in accordance with the insurance clause and fee under the Library's policy;
- 8.2 Individuals providing items to be displayed in the Library, including but not limited to prints, artifacts, artwork, or cultural items, agrees to defend, indemnify, and save the Bradford West Gwillimbury Public Library and Cultural Centre, its Staff, and the Library Board harmless for any loss, cost, expense, or damage to property in any way while items are in the possession of the Library; and,
- 8.3 The Library reserves the right to refuse or remove items on display for breach of insurance or this policy at any time. Should the Library require display removal, the party will have 24 hours to remove items from the Library property unless otherwise agreed on in writing before the Library removes the property.

9. Social Media

- 9.1 The Bradford West Gwillimbury Public Library and Cultural Centre website and social media accounts are designated to strictly promote Library programs, services, and information; and,
- 9.2 Bradford West Gwillimbury Public Library and Cultural Centre may use the social media outlets to selectively communicate, share or promote information from or regarding other organizations, groups or individuals if it has benefits to the Library, its community, or its users.

10. Records

- 10.1 Personal information is collected for internal purposes only; and,
- 10.2 All information collected is done so under the authority of the *Public Libraries Act, R.S.O. 1990*, for the purposes of delivering library services. All volunteer records shall be retained in accordance with Bradford West Gwillimbury Public Library and Cultural Centre's Privacy and Confidentiality Policy.

11. Related Documents

- 11.1 *Ontario Human Rights Code*, R.S.O. 1990, c.H. 19
- 11.2 CLA's Statement on Intellectual Freedom, Canadian Library Association 2015
- 11.3 Bradford West Gwillimbury Public Library and Cultural Centre Board, *Code of Conduct Policy*





- 11.4 Bradford West Gwillimbury Public Library and Cultural Centre Board, *Political Elections and Campaign Policy*
- 11.5 Bradford West Gwillimbury Public Library and Cultural Centre Board, *Privacy and Access to Information Policy*
- 11.6 Bradford West Gwillimbury Public Library and Cultural Centre Board, *Privacy and Confidentiality Policy*
- 11.7 *Public Libraries Act, R.S.O. 1990.*

