

Policy Type: **Operational**

Policy Number: **O-3**

Policy Title: **Advertising Policy**

Policy Reviewed: November 2021

Effective: January 2022 - December 2024

1. PURPOSE

1.1 The Windsor Public Library Advertising Policy provides a framework of guidance with regard to library advertising and the process by which advertising is managed. The purpose of the Windsor Public Library Advertising Policy is to ensure Windsor Public Library advertising is accurate, clear, focused, respectful and effective.

2. SCOPE

2.1 The Windsor Public Library Board within the meaning of the *Public Libraries Act, R.S.O.1990, C.P44* as amended 2019, CH14, Sched.12, provides governance and management of public library services in Windsor, and is supported by the Windsor Public Library / City of Windsor Service Agreement (2015), as amended March 21, 2017.

2.2 The Windsor Public Library Board endorses the Canadian *Copyright Act*; the *Canadian Charter of Rights and Freedoms* which states that everyone has freedom of thought, belief, opinion and expression; the *Canadian Criminal Code*; *Code of Conduct*; *Canadian Code of Advertising Standards*, *City of Windsor Policies* and other legislation governing access to intellectual property and communication of information.

2.3 The Advertising Policy provides a framework for the effective and timely delivery of advertising and promotes the Windsor Public Library Mission, Vision, Values and Customer Service Pledge:

Windsor Public Library Values Statement - Integrity “Windsor Public Library values direct and honest communications and actions.”

Windsor Public Library Customer Service Pledge “Engaging in timely, direct and honest communications.”

2.4 This policy applies to all Windsor Public Library employees, volunteers or agents.

2.5 The Windsor Public Library Board Communications Policy is fundamental to the effectiveness of the Windsor Public Library Advertising Policy.

3. POLICY

3.1 The Windsor Public Library Board is responsible for library advertising, including:

- a) External advertising about or on behalf of Windsor Public Library;
- b) Internal advertising on or about Windsor Public Library;
- c) All forms and channels of communications.

3.2 The Windsor Public Library’s advertising activities will:

- a) Support the Windsor Public Library Mission, Vision and Values Statement, plus the Customer Service Pledge and Windsor Public Library Policies;

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- b) Support intellectual freedom, while protecting privacy rights;
- c) Provide accurate, clear, respectful, focused and effective advertising;
- d) Reflect the value of accessibility and comply with accessibility legislation and standards;
- e) Represent the diverse nature of the community;
- f) Advertise in different formats and communication channels.

3.3 The Advertising Policy does not apply to:

- a) Sponsorship - see Naming, Donation and Sponsorship Policy (O-12);
- b) Naming - see Naming, Donation and Sponsorship Policy (O-12);
- c) In-branch distribution of non-commercial materials;
- d) Philanthropic gifts, donations or grants;
- e) Government grants or funds;
- f) Advertising targeted to children in the following categories: books or other material in the library's collections, government advertisements, and public service announcements.

3.4 The Windsor Public Library's advertising activities:

- a) Protect the confidentiality of customer records as governed by the [Municipal Freedom of Information and Protection of Privacy Act](#) and the library's Protection of Privacy and Access to Information Policy (F-7);
- b) Shall be consistent with, and complementary to, other related library policies and programs.

3.5 Advertising must be appropriate for all ages, in keeping with the library's goal of creating a welcoming and courteous environment.

3.6 The Windsor Public 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 a sensitive issue;
- b) Advertising that is, at the discretion of the Chief Executive Officer, considered of questionable taste, content or method of presentation;
- c) Advertising that is partisan or political in nature;
- d) Advertising that is religious or promotes religious beliefs;
- e) Personal ads or notices, and notices of items for sale or rent;
- f) The promotion of tobacco, alcohol or drug companies and products;
- g) The promotion of pledges, forms or petitions;
- h) Fundraising, unless authorized by the CEO or designate;
- i) Commercial advertising primarily targeted to children, including but not limited to commercial advertising of food or games directed to children.