



Policy: Community Information

Policy Number: 03-2016

Date Passed: October 27, 2016	Date Implemented: November 28, 2016
Date(s) Amended: N/A	Review Period: 4 years

Associated Policies:

- Respect for Rights to Use the Library and Access to Information Policy (2009)

Associated Documents:

- Request for Electronic Sign Message Form (2016)

1. Purpose

The Greater Sudbury Public Library (GSPL) recognizes community information as an important community asset. The display and distribution of community information is governed by the terms and conditions of this policy. The objective of this policy is to ensure equitable access to community groups to communicate information regarding events and programs that may be relevant to the local community.

Where space and resources permit, the Library will provide the public with information concerning the community, in appropriate locations for a limited time.

Display and distribution of community information does not constitute an endorsement of the organization's beliefs or views nor is it responsible for the reliability of information or services posted.

Any community information placed or posted without authorization will be removed. All material submitted becomes the property of GSPL and will not be returned.

2. Terms and Conditions

GSPL defined the following resources for displaying and distributing community information, each carrying a unique set of terms and conditions: *posters and brochures, online content, and LED messages boards/panel signs.*

2.1 Posters and Brochures

GSPL accepts posters and brochures that:

- Promote an event or initiative sponsored by a registered charity, non-profit organization or government supported agency
- and describes a public educational, recreational or cultural event or initiative
- and is relevant to the local community

All material must:

- Be presented in a professional manner
- Be free of handmade corrections
- Adhere to the Human Rights Code, federal or provincial laws and regulations, municipal by-laws and/or GSPL policies
- Not advocate a particular religious, political or partisan position
- Include an English translation if not presented in one of Canada's two official languages

All posters and brochures must be submitted in print. Email or fax copies will not be accepted. A maximum of 13 copies of posters will be accepted.

Due to space and time constraints, acceptance of material by GSPL does not guarantee that materials will be posted.

2.2 Online Content

GSPL's websites and social media accounts are designed to strictly promote the library's programs and services. GSPL may use these online sources to selectively communicate,

share, or promote information from or regarding other organizations, groups, or individuals when it is determined to benefit GSPL or its users.

In special cases GSPL may establish formal partnerships with local organizations by means of a partnership agreement. Through such agreements opportunities to publish community information using GSPL's online resources may be provided to partner organizations.

2.3 LED Message Boards and Panel Signs

The primary purpose of GSPL's LED message boards and panel signs (reader boards) is to promote events and services of the Greater Sudbury Public Library, Greater Sudbury Museums, and the City of Greater Sudbury. Events promoted by community organizations that comply with the terms of this policy will also be considered for inclusion.

GSPL accepts messages that:

- Promote an event or initiative sponsored by a registered charity, non-profit organization or government supported agency
- and describe a public educational, recreational or cultural event or initiative
- and is relevant to the local community

All messages must:

- Adhere to the Human Rights Code, federal or provincial laws and regulations, municipal by-laws and/or GSPL policies
- and be presented in either French or English
- and not advocate a particular religious, political or partisan position
- and not promote for-profit business or engage in solicitation

Due to limited availability, messages will be prioritized according to the following criteria:

1. Programs and events organized by community groups in association with GSPL or the City of Greater Sudbury
2. Special or signature events organized by community groups that directly benefit the community

3. Regular meetings or ongoing events organized by community groups

Requests must be submitted using the Request for Electronic Sign Message form. The request must be received no later than 7 days prior to the desired message start date. Messages will be displayed for a maximum of 10 days prior to the program or event date.

All requests will be considered at the discretion of the Manager of Citizen Services (or designate) on a case by case basis as availability permits.

3. Definitions

Not-for-profit: organizations that exist for charitable, educational, cultural or other civic/humanitarian purposes. They often require nominal membership fees and are funded through donations or government grants.