



Whitby Public Library

Posting and Distribution of Materials Policy

Policy Type:	Public
Authority/Created:	Library Board
Date Created:	June 21, 1995
Date Reviewed:	September 17, 2025

Purpose

As a community service, the Whitby Public Library offers designated spaces and channels (e.g. information bulletin boards, brochures, digital signage, online spaces, etc.) for posters and notices of importance and interest to the community. Space permitting, promotional brochures and flyers for non-profit organizations may also be posted. In accordance with the Canadian Federation of Library Associations' Statement on Intellectual Freedom and Libraries, the Library believes that it is important to provide access to a wide variety of community information, in accordance with the requirements detailed in this policy.

Materials Acceptable for Posting or Distribution

The following materials are acceptable for posting or distribution:

- Materials of local interest, occurring in Durham Region, from non-profit or community-based cultural organizations, the Town of Whitby, and its agencies or boards

- Publicity materials for programs sponsored by non-profit and/or local community organizations
- Publicity for educational courses and programs conducted by non-profit organizations or professional associations, except advertisements for individual teachers (e.g. music teachers, dance teachers, tutors, etc.)
- Information of a non-profit cultural or recreational nature, such as concerts, theatre, art gallery exhibitions, conservation authority programs, etc.
- Materials from municipal, regional, provincial, and federal governments or agencies
- Materials for the purposes of fundraising by the Library, the Town of Whitby, and the Royal Canadian Legion's Poppy Campaign

Materials Not Acceptable for Posting or Distribution

The following materials are not acceptable for posting or distribution:

- Materials that are primarily devoted to the sale, advertising, solicitation, or promotion of commercial products or services
- Material that advocates a particular political, religious, or philosophic position
- Materials primarily political in nature including election campaign materials
- Petitions, surveys, and pledge forms
- Contests unless offered through non-profit or government organizations
- Content from groups whose actions or intentions undermine the wellbeing of other groups
- Materials that contravene the Ontario Human Rights Code, the Charter of Rights, the Criminal Code of Canada, federal or provincial laws and regulations, municipal by-laws, and/or Library policies
- Materials that may be of a libelous or defamatory nature
- Personal ads, including lost pet posters, and notices of items for sale or rent

- Materials that invite participation in medical research, including trials or testing
- Posters with tear-away segments
- Materials missing essential information such as the sponsor or organization's name, publication ownership, date, time, fee, or place
- Materials poorly produced or difficult to understand

Conditions

The following conditions apply for all materials posted or distributed:

- Posting of materials does not imply Library endorsement of any group, organization, or view
- All materials must be submitted to Library staff for approval
- All requests to display or distribute materials will be handled in a fair and consistent manner
- The Library will display and distribute materials in appropriate spaces for a limited time subject to space availability
- At their sole discretion, the Library may remove approved postings at any time and without prior notification to the supplier
- The Library reserves the right to determine the appropriate medium for display, whether in-branch on community boards, on digital screens, or online
- All materials become the property of the Library and the Library reserves the right to dispose of the items as it sees fit, and is not responsible for the maintenance or return of any material
- Any material not reviewed and approved by Library staff will be removed and discarded
- Materials in languages other than English may require additional information in English about the content, event, or organization
- The acceptance of materials may be subject to a maximum size when available space is limited
- The Library does not prepare, print, or provide supplies for posters or flyers

- Priority is given to the display or distribution of materials from the Library, Library partners, and the Town of Whitby
- 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
- Decisions to refuse display or distribution of materials may be appealed in writing to the CEO and Chief Librarian