



LS 704 Distribution and Display of Library Promotional Publications

Section: 700-Brand Innovation

Effective: August 2018

Purpose

Library promotional publications are distributed and displayed in public areas of branches and departments to foster awareness of library events and classes, collection resources and services and to promote lifelong learning, an informed citizenry, individual intellectual freedom, enhanced quality of life and broadened horizons for all residents of Hillsborough County in accordance with the Library's mission.

Policy

Library promotional publications include all library or commercially produced newsletters, calendars, pathfinders, bookmarks, flyers, posters, brochures, booklets, etc., intended to promote or inform the public about library events and classes, collection resources, policies and services. Library promotional publications are created, distributed and displayed in compliance with Hillsborough County Board of County Commissioners Board Policy 01.13.00.00 Displays, Posters, Exhibits and Notices at County Facilities; Administrative Directive CO-03, Displays and Exhibitions in County Center and Other County Facilities; Administrative Directive CO-06, Communication and Public Information; and Hillsborough County's Communication Plan.

Library promotional publications are distributed and displayed on a space available basis at all branches and departments only while current and in good condition. Library promotional publications distributed and displayed are limited to publications selected by library staff in accordance with this policy and constitute a non-public forum. Selection will not be made on viewpoint but may be based on the subject matter to be presented.

Customer concerns or complaints about library promotional publications will be handled in the following manner: the customer should first seek resolution from the branch or department supervisor. If unsatisfied with the response of the branch or department supervisor, the customer may send a letter to the Library Director requesting review of the publication. The letter must be received no later than 15 days after the initial complaint to the branch or department supervisor. The Director or his designee appoints a panel of three managers to review the publication and address the customer's complaint. The panel reviews the publication, the customer's letter, and any relevant policies, and informs the customer in writing of the decision within 15 days of receipt of the customer's letter of complaint. Within seven days of

receipt of the review panel's decision, the customer may send a letter of appeal to the Director. The Director has seven days to review the panel's decision and respond to the customer in writing. Within seven days of receipt of the Director's decision, the customer may send a letter of appeal to the Tampa-Hillsborough County Public Library Board. The Library Board reviews the decision at its next regularly scheduled Board meeting and informs the customer of their decision in writing. The decision of the Library Board is final.

Procedure

Library Administration and the Library Development team have the primary responsibility for the production and printing of library-created promotional publications. Branch or Department staff may request production of signs, posters, bibliographies, bookmarks, or other handouts. Requests must be approved by the Regional Manager before submitting to Library Administration or the Library Development team for production. Requests for production must allow sufficient lead-time to meet the internal production schedule. Staff may create fliers and posters to promote library events and classes scheduled at their branch or department. Templates and style guidelines approved by the County's Communications Department must be followed. All drafts must be proofed by the Branch or Department Supervisor and approved by the Regional Manager before posting.

Frequently used operational-directional signs are posted on the library's internal information network. Other branch or department-specific signs must be requested through the Regional Manager, and if approved, developed in a style consistent with the County Communications Department's guidelines. Final drafts must be reviewed and approved by the Regional Manager before posting. Library promotional publications may not be hand lettered or hand made. Library Administration has the primary responsibility for purchase of commercially produced library promotional publications. Branch or department supervisors must submit requests for purchase of commercially produced library promotional publications to their Regional Manager for pre-approval.

Displays of publications must be neatly and professionally displayed on bulletin boards, information kiosks, sign holders, or other display fixtures. The location, style, and quantity of display fixtures provided in any branch or department must be pre-approved by the Regional Manager. Bulletin boards, information kiosks, or other fixtures designated for display and distribution of library promotional publications must be used solely for that purpose. Promotional publications from community groups and organizations are distributed and displayed on separate fixtures in accordance with LS401 Facilities Use, Appearance and Maintenance and LS706 Distribution and Display of Community Information Publications. No temporary mounting of library promotional publications to walls, windows, or furniture using

cellophane tape or any other mounting material that might cause damage is permitted. Posters must be displayed on bulletin boards, display kiosks, or be professionally framed or mounted for hanging on a wall. Posters are not to be displayed on end panels of shelving units.