

SUBJECT: DISTRIBUTION AND DISPLAY OF LIBRARY PROMOTIONAL PUBLICATIONS
EFFECTIVE: APRIL 28, 2016 **SUPERSEDES: 8/2011**

1. PURPOSE:

- A. 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.

2. POLICY:

- A. 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.
- B. Library promotional publications are created, distributed and displayed in compliance with *Hillsborough County Board of County Commissioners Board Policy Section Number 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.*
- C. Library promotional publications are distributed and displayed on a space available basis at all branches and departments.
- D. Library promotional publications are distributed and displayed only while timely and in good condition.
- E. 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.
- F. Customer concerns or complaints about library promotional publications will be handled in the following manner:
 - (1) The customer should first seek resolution from the branch or department supervisor.
 - (2) 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 fifteen (15) days after the initial complaint to the branch or department supervisor.
 - (3) The Director or his designee appoints a panel of three (3) 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 their decision within fifteen (15) days of receipt of the customer's letter of complaint.

- (4) Within seven (7) days of receipt of the review panel's decision, the customer may send a letter of appeal to the Director. The Director has seven (7) days to review the panel's decision and respond to the customer in writing.
- (5) Within seven (7) 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.

3. PROCEDURE:

A. Production of Library Promotional Publications

- (1) Library Administration and the Library Development team have the primary responsibility for production and printing of library-created promotional publications.
- (2) Branch or Department staff may request production of signs, posters, bibliographies, bookmarks, or other handouts. Requests must be approved by the Regional Manager before being submitted to Library Administration or the Library Development team for production. Requests for production must allow sufficient lead-time to meet the internal production schedule.
- (3) 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.
- (4) 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.
- (5) Library promotional publications may not be hand-lettered or handmade.

B. Purchase of Library Promotional Publications

- (1) Library Administration has the primary responsibility for purchase of commercially produced library promotional publications.
- (2) Branch or department supervisors must submit requests for purchase of commercially produced library promotional publications to their Regional Manager for pre-approval.

C. Display of Library Promotional Publications

- (1) 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.
- (2) 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 *LS 506 Facilities Use, Appearance and Maintenance* and *LS1110 Distribution and Display of Community Information Publications*.
- (3) 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.
- (4) 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.

4. AUTHORITY:

Pursuant to Section 5(1) of [Chapter 84-443](#), Laws of Florida, the Library Board has the duty and the responsibility, among others, to serve in a recommending capacity to the Director of Library Services and to the County Administrator in respect to all matters pertaining to the public library.

Approved:

Andrew Breidenbaugh, Director