

Posters, Pamphlets & Publications GUIDELINES

- ☐ **Management** (applies to directors, senior managers, managers of branches)
- ☐ **Exempt** (applies to exempt personnel)
- ☒ **Operational** (applies to all SPL personnel)

Owner: Director, Public Services

Last Reviewed: 2023-06-08

Last Revised: 2023-06-08

Purpose

These guidelines give direction for displaying timely and relevant posters, pamphlets and publications that align with Saskatoon Public Library's (SPL) mandate.

Guidelines

Posters

Posters and notices should be handled on a regular basis to keep our display spaces fresh and to remove outdated content.

SPL Posters

Posters promoting SPL programs and services should be displayed prominently.

Accepting Posters From Patrons

- SPL focuses on providing access to information about free community events and non-profit organizations. We do not display political propaganda, job advertisements, lost and found notices, posters that promote a business or any other poster that financially benefits the poster owner.
 - Refer posters of a potentially sensitive nature to the Neighbourhood Librarian (NL) or Reference Librarian (RL) for consideration.
- Accept one of each poster per location and don't post more than one poster per event. Posters that are useful to other locations can be shared through your NL or RL, such as when an organizer drops off nine posters at one location for distribution across the system.
- Explain to patrons that we have limited bulletin board space but will do our best to display their poster if it meets our guidelines.
- If the poster clearly does not meet our guidelines, don't accept it. Tell the patron it doesn't meet our guidelines and that we won't post it. This is better than the organization wasting resources by giving us something we don't plan to post.

Posting Priorities

- 1) Events put on by non-profit organizations offering learning or entertainment opportunities that are open to everyone, free to attend and in your location's catchment area.
- 2) Events as described above that are outside your location's catchment area.
- 3) Informational posters by governmental or non-profit entities (e.g. Saskatoon Health Region). If space is limited, limit these to one or two posters at a time from the same organization.
- 4) Performance, cultural or musical events put on by non-profit organizations (e.g. Persephone Theatre, Saskatoon FolkFest, Saskatoon Jazz Festival, etc.).

Guidelines for Posting

- Go through posters on a regular basis to determine posting priorities.
- Remove outdated, worn or ripped posters. For posters with no specific end date or an end date beyond one month, stamp the current date in the lower right corner before posting. After one month, consider removing to make space for newer posters.
- Do not attach posters to painted walls.
- Use push pins to hang posters on bulletin boards.
- Use two-sided removable poster tape to attach posters to hard surfaces; do not use sticky tack, push pins or any other kind of tape.

Pamphlets & Publications

Each location has a designated employee who processes incoming pamphlets and publications and restocks key publications. This person also regularly tidies the display space and removes anything that does not belong.

SPL Publications

Display SPL publications such as the *Strategic Plan*, *Report to the Community* and *Library Guide* prominently.

Accepting Pamphlets & Publications From Patrons

- SPL focuses on providing informational pamphlets and publications from non-profit or community organizations, including partners. We do not display commercial flyers or advertisements, political or government propaganda, religious materials or anything that denigrates or denies the rights of others.
 - Refer pamphlets of a potentially sensitive nature to the NL or RL for consideration.
- Consider whether the topic will be of interest to patrons before displaying it. As with posters, pamphlets that are useful to other locations can be shared through your NL or RL.
- Materials should contain the name of the publishing organization. Except for titles listed below, limit the number of pamphlets and publications from the same organization.
- Explain to patrons that we have limited space but will do our best to display their pamphlet if it meets our guidelines.
- If the pamphlet or publication clearly does not meet our guidelines, don't accept it. Tell the patron it doesn't meet our guidelines and that we won't display or distribute it. This is better than the organization wasting resources by giving us something we don't plan to display.

Guidelines for Displaying

- Check and straighten the display regularly, removing any garbage, crumpled pamphlets or unsolicited materials added without our knowledge or involvement.

- Remove materials after a reasonable amount of time – don't display things indefinitely.

Standard Pamphlets & Publications

In addition to pamphlets and publications provided by patrons, most locations stock these titles on an ongoing basis, depending on space and availability. To restock, contact the publishing organization in advance to order new copies before running out.

- PLEA (Public Legal Education Association of Saskatchewan) pamphlets on various topics.
- Bus schedules for local routes (Saskatoon Transit).
- *Cycling Guide* (City of Saskatoon).
- *Dog & Cat Ownership in Saskatoon* (City of Saskatoon).
- *Housing Handbook* (City of Saskatoon).
- *Leisure Guide* (City of Saskatoon).
- *Discover Canada* (Citizenship and Immigration Canada).
- *Welcome to Canada* (Citizenship and Immigration Canada).
- *Saskatchewan Regional Parks* (Saskatchewan Regional Park Association).
- *Saskatchewan Travel Guide* (Tourism Saskatchewan).
- *Saskatooning: An Explorer's Guide* (Tourism Saskatoon).