Toronto Public Library
Advertising Review Working Group (ARWG)

Terms of Reference

1. Mandate

- The mandate of the Advertising Review Working Group (ARWG) is to review advertising material ~~that may not be~~ to determine whether advertising is consistent with the Library's Advertising Policy (the Policy) for placement within Library channels. Such advertising material may be sent to the ARWG at two points:
  - before advertisement posting, ~~in response to a complaint or inquiry by an advertiser or when Library staff are uncertain about the advertisement's consistency~~ in the event that an advertiser disagrees with the decision of a third party company or Library staff that their advertising is inconsistent with the Policy; and
  - subsequent to an advertisement being posted, in response to a complaint or inquiry by the public;
- ~~In reviewing advertising materials for the Library, the ARWG will consider whether the advertising material in question is consistent with the Library's Advertising Policy. The ARWG may choose to approve or not approve advertisements that it has been asked to review. The ARWG will act as the final arbiter in all matters relating to advertising acceptance in the circumstances identified above.~~ The Working Group will make recommendations to the Library Board on all matters related to Library advertising acceptance or removal. The Working Group will report its activities and recommendations to the Board. Working Group decisions are not binding on the Board.
- The ARWG may also provide informal advice to staff on the suitability of potential advertisers and advertising opportunities.

2. Membership

The Working Group~~ARWG~~ consists of five members~~:~~

- ~~two (2) Board members;~~
- ~~three (3) Library staff members~~. A minimum of three (3) members is required for quorum.

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~~3. Roles and Responsibilities~~

~~Advertising Contractor(s) (if any):~~

- ~~handle the sale and display of advertising on Library property, as assigned;~~
- ~~screen advertisements for compliance with all applicable legal requirements, including Board policies;~~
- ~~forward advertisements that may not be consistent with the Policy, and/or requests for appeal by advertisers, to Library staff for further review.~~

~~Library Staff:~~

- ~~handle the sale and display of advertising on Library property, as assigned;~~
- ~~screen advertisements for compliance with all applicable legal requirements, including Board policies;~~
- ~~review advertising material that may not be consistent with the Policy submitted by advertising contractors, directly by advertisers (in the case where Library staff handle the sale and display of advertising), or by the public, to assess consistency with the Policy;~~
- ~~if, after review, is unsure of whether or not the advertising material is consistent with the Policy, send the material, to the ARWG for final review and send to ARWG for review as requested by advertisers or the public;~~
- ~~advise the ARWG, the advertisers/advertising contractor(s), and the public (where applicable) of the review outcome;~~
- ~~document and record all decisions made by the ARWG.~~

~~Advertising Review Working Group:~~

- ~~each member reviews advertising material submitted by Library staff and makes a decision about advertising acceptance (approved or not approved);~~
- ~~each member advises Library staff of decision.~~

~~4. Review Procedures~~

- ~~ARWG reviews advertising material on an as-needed basis, when materials that may not be consistent with the Policy are brought forward by Library staff;~~
- ~~Reviews can be initiated by advertising contractors, advertisers, Library staff or members of the public;~~
- ~~The review process will be conducted by email. Library staff will send the relevant advertising material to the ARWG by email for final adjudication. The email will include:~~
  - ~~issues/concerns with the advertising campaign;~~
  - ~~copy of the advertisement(s) to be reviewed;~~
- ~~Each ARWG member does a final review and makes a decision about advertising acceptance (approved or not approved);~~
- ~~Each ARWG member advises Library staff of his or her decision by email within two (2) business days of receipt of email requesting review;~~
- ~~Final decisions are made by majority vote. In the event of a tie, the advertisement is not approved;~~
- ~~An ARWG member who is also a Board member will designate another Board member to carry out his or her ARWG responsibilities when he or she is absent. An AWRG member who is Library staff will designate another member of Library staff at the same employment level to carry out his or her ARWG responsibilities when he or she is absent.~~

3. Chair

- The ARWG will elect the Chair at its first meeting

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4. Agenda and Minutes

- Notice of the meeting will be forwarded at least three (3) clear days in advance of the meeting;
- The agenda and minutes of ARWG meetings will be kept in accordance with the Board Procedural By-law;
- Minutes of meetings will be approved at the subsequent meetings of the ARWG;
- Minutes of the last meeting of the ARWG as constituted will be approved at the first meeting of the new ARWG, when membership is confirmed.

5. Schedule of Meetings and Timeframe

- The Working Group will meet on an as-needed basis;
- All members of the Library Board will be notified of, and may attend, all ARWG meetings

6. Procedural Rules

- The Working Group's rules are the same as the rules that apply to Board meetings, except that:
  - there is no time limit for meetings; and
  - the rules of Informal Consideration will apply, that is:
    - a motion does not need to be seconded;
    - the number of times a Member may speak is not limited;
    - no Member may speak more than once until every Member who wishes to speak has spoken
- Final decisions are made by majority vote. In the event of a tie, the advertisement is not approved.

7. Public and Closed Sessions

- All meetings of the Working Group are open to the public. A meeting or part of a meeting may be closed to the public if the subject is a confidential matter in accordance with Section 24 of the Library Board Procedural By-law;
- Before holding a meeting or a part of a meeting that is closed to the public, the Chair shall state by resolution the fact of the holding of the closed meeting, and the general nature of the matter to be considered at the closed meeting;
- No person will disclose the deliberations or discussions that occurred at a closed meeting unless the Board has authorized that disclosure.

Date: April 23~~January 21~~, 2013