

CITY OF COPPELL

LIBRARY OPERATING PROCEDURE

Administration 105	Issue Date: 03/01/2005
Promotional Guidelines	Revision Date: 02/09/2023

Purpose:

The purpose of promoting events and activities at the Cozby Library and Community Commons is to:

- Advance the mission of the Library by increasing awareness of its services.
- Promote and support the activities of the Coppel City Council, City Boards and Commissions, and City Departments.
- Provide opportunities, as space permits, for distributing information and/or announcements of an educational, cultural, informational, or religious nature from non-profit organizations that serve the Coppel community.

To ensure fair and orderly use, the following guidelines apply to non-profit organizations that wish to promote and distribute information to visitors of the Library. The Library, Friends of the Coppel Library, and the City of Coppel are largely exempt from these guidelines.

General:

- Opportunities to distribute promotional information and/or announcements may be made available to:
 - Non-profit organizations (see above),
 - Governmental, tax-supported units serving City of Coppel residents,
 - City of Coppel Home Owners' Associations on file in the Planning and/or City Secretary's Departments.
- The Library will only distribute promotional information and/or announcements from organizations described above in the form of printed materials.
- Materials permitted under these guidelines may only be distributed in the Library's designated Promotional Display area. Permission will not be granted to post materials in other areas of the Library such as doors, walls, sidewalks, and/or windows.

- Permission will not be granted to promote on the Library’s digital signage, events calendar, social media accounts, or any other means of designated City communication.
- Permission will not be granted to promote by face-to-face solicitation of visitors to the Library, including, but not limited to, petitioning, handing out literature, and/or setting up a table/booth.
- Boxes and/or receptacles, which solicit donations, shall be permitted only in connection to donation drives sponsored by: the Library; the City, or any of its departments or divisions; City Council; a Board or Commission of the City; or a local service organization that has received funding from the City in the current fiscal year.
- Distribution of materials does not constitute or imply endorsement of any group, its policies, or activities by the City of Coppell or by the Library.

Promotional Display Area:

- The Library’s designated Promotional Display area is located in the lobby.
- Organizations who wish to distribute information must provide their own printed materials which must fit in the space allowed. Brochures should be sized no larger than 4” x 9” and fliers sized no larger than 9” x 12”.
- Permission to distribute will not be granted to:
 - Anonymous notices or those that do not clearly indicate the identification of the individual, group, or agency involved.
 - Materials that falsely assert or imply sponsorship, endorsement, or involvement on the part of the Library; the City, or any of its departments, divisions, or employees; or any of the City elected or appointed bodies or officials (including City Council and City Boards and Commissions).
 - Materials that use logos or branding of the Library, the City, or any other City departments or divisions without permission.
 - Announcements and/or advertisements of a commercial or personal nature, such as want ads, lost & found notices, or business opportunities.
 - Materials that endorse and/or oppose political candidates, parties, or advocacy of issues pertaining to a public election ballot.
 - It is important to remember that the Texas Election Code prohibits the use of political subdivision resources to produce or distribute political advertising in connection with an election. Information is available from the Texas Ethics Commission by phone at (512) 463-5800 or on the commission's web site

at <https://www.ethics.state.tx.us>.

- Materials soliciting the signing of a petition or letter.
- Newspapers and magazines.
- The Library assumes no responsibility for preservation or protection of promotional materials.
- Materials will be removed:
 - If they do not follow the guidelines for distribution listed above.
 - If tattered, worn, or in otherwise poor condition.
 - After 30 days or the date of the event, whichever comes first.
 - As space requires.
- Upon removal, promotional materials will be discarded; they will not be returned to any individual or agency.
- The Library reserves the right to limit size and/or quantity of items as well as the frequency of display.
- Library staff will check the designated areas on an ongoing basis to ensure that materials are removed in a timely and appropriate manner.

Violations of Guidelines:

- Failure to abide by these guidelines or the Library staff's instruction may result in revocation of Library privileges, expulsion from the Library, issue of criminal trespass warning, or criminal prosecution.