

Section 1: Purpose

This policy sets out how Grey Highlands Public Library in partnership with the South Grey Museum and other potential partners will offer Cultural Channel time to the local community that reflects the diverse values of the Grey Highlands community. The Grey Highlands Public Library's Cultural Channel Policy:

- Explains how the Culture Channel responds to the vision, mission and goals of the Grey Highlands Public Library;
- Outlines expectations for members of the public and staff for participation in the channel;
- Provides a service standard for response and posting of submissions;
- Sets out guidelines for use and participation in order to minimize risks.

The policy sets out protocols and provides guidance to Grey Highlands Public Library (GHPL) employees, and South Grey Museum employees, authorized external contributors, and members of the public who engage in the Library's cultural channel by outlining requirements and parameters for content, roles, responsibilities, legal obligations for contributors and a risk management strategy for the Library and museum.

Section 2: Definition

The Cultural Channel is defined as the Cable Channel, digital channel number 251, owned by Markdale Cable, and maintained by the Grey Highlands Public Library (GHPL) which enables the library, museum, municipality, cultural groups, and individuals to share information and events. The Grey Highlands Public Library's Cultural Channel Policy applies to the content on the Cultural Channel, digital channel number 251.

Section 3: Principles

In the administration of the cultural channel, Grey Highlands Public Library is committed to:

- Maintain the highest levels of accuracy, objectivity, and impartiality in the information that we communicate through the channel.
- Respond to questions and concerns as quickly as possible within a defined service standard.
- Respect the privacy and anonymity of those with whom we communicate.
- Respect freedom of speech and difference of opinion while protecting staff and users from offensive, abusive, or otherwise inappropriate speech.

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- Provide accessible and inclusive services within the service standard and parameters defined by the Channel.
 - Provide a service goal of excellence that meets community need.

The following is expected from those who contribute to, and view the channel:

- Provide information and content without copyright limitations for public use and distribution through the Channel.
- Adhere to all levels of government legislation including the Ontario Human Rights Code and Accessibility for Ontarians with Disabilities Act.
- Reflect the community cultural intent of the Channel with incidental commercial or sponsorship content only.
- Show courtesy and respect to GHPL and museum staff and other contributors/users.
- Understand the potential for high volumes of content – so there may be limited viewing or posting time and duration at the discretion of the Channel administrators.

Section 4: Policy

The Grey Highlands Public Library regards the Cultural Channel in the same way as its other information resources in accordance with its mission of enriching the community by providing and developing comprehensive public library and information services to Grey Highlands' residents and visitors, creating the library as the community's place to connect, explore and learn.

The Grey Highlands Public Library Cultural Channel will serve to advance the Library's core strategies:

- Promote strong community service
- Grow the electronic digital service
- Increase programming services
- Advocate public library service
- Contribute to an integrated approach to cultural service in the Municipality of Grey Highlands

Additionally, the Channel will reflect the South Grey Museum's statement of purpose to promote culture, welcome and engage residents and visitors to learn and share stories from local heritage as expressed through its collections and to encourage interest and future creative interpretation of history in the South Grey community.

Content Posted by the Library and Museum

All content contributed by, or on behalf of, the Library/and or Museum to its cultural channel, remains the property of the Library and/or Museum. In order to reproduce this content, you require permission from the Library, except that you are permitted to:

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- View the information and use it to inform or inspire creative interpretation or other means of sharing the information in newly original form.
 - Download and print copies of the content for your personal, educational and/or non-commercial purposes (as content may be available online).
 - Place links on your own websites or on social media to online Channel content to direct viewers to the original source of the information.

Where permission is granted for use, credit will be given in a form suitable to, and arranged by the Library or Museum.

Due to the ephemeral nature of digital content, GHPL will develop a local archive plan for selected images and video (where applicable and advisable) in order to ensure the preservation of data:

Content Posted by the Public

Contributors are responsible for the content submitted to the Cultural Channel. All content provided by contributors for inclusion on the Cultural Channel may be used and reproduced as the Library, Museum or Municipality sees fit. The Library or Museum may solicit specific types of content to showcase online, and the Library may determine, in its sole and unfettered discretion, which of such content will be showcased.

The content submitted remains the contributor's property, but by submitting it, you give the Library, Museum and Municipality perpetual license to use, reproduce, publish, display, distribute, transmit, modify, adapt and create derivative works of, such content without payment of any compensation to you. The contributor also waives any moral rights to any content submitted. The license continues even if the relevant Channel or connected online resource or social media channel use is discontinued.

It is the responsibility of contributors to ensure that they have the right to contribute the material and they will bear full responsibility if they infringe the rights of anyone else in such material. Further, if an infringement is identified, the content will be removed immediately from the Channel and associated uses.

In addition to the general rules respecting the use of the library, the Grey Highlands Public Library prohibits the use of the Cultural Channel for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or the Library Board to any person. For example, the Ontario Human Rights Code prohibits certain forms of discrimination and harassment of other individuals or groups, and the Criminal Code of Canada includes prohibitions against child pornography, obscenity, hate literature, sedition and literature for illicit drug use. An example of civil liability is the law of libel and slander. No effort has been made to be exhaustive in giving the above examples. Users are reminded that ignorance of the law is not an excuse. Submission to the GHPL Cultural Channel is conditional on the user's agreement to observe this policy. By continuing

to use and contribute to the Channel, the user indicates agreement to all requirements of this policy. Content to the Cultural Channel is accepted, provided:

- The information is of a community cultural nature, reflecting the intent and purposes of the Library, Museum, Municipality and/or local cultural groups and individuals.
- The content is contemporaneous to current events within a specific time period (ie. Events will be promoted within a 6 week time frame prior to the event)
- The content is not meant as a commercial promotion for business profit purposes – advertising space is available on the regular community channel through the cable provider.
- It is significantly different and does not compete with content provided through the regular community channel by the cable provider.
- The content is formatted within set submission parameters to meet size and ratio requirements for proper viewing on the Channel.

And the content does not contain:

- Obscene or racist content,
- Personal attacks, insults, or threatening language,
- Potentially libelous statements,
- Plagiarized material,
- Non-incident commercial promotions,
- Private, personal information published without consent
- Advertisements promoting political or religious beliefs or convictions; and/or commercial purposes or organized political activity.

All submissions will be regularly screened by library employees. In the event that an issue or an incident occurs, GHPL will investigate the matter and take appropriate action, which may include one or more of the following:

- Removing the submission from the channel;
- Barring the contributor from submitting any content to the channel;
- Issuing a response, correction, or apology;
- Pursuing legal advice and/or action; and/or
- Reviewing incidents to determine if preventive measures or the Library's response could be improved.

By submitting content, the contributor agrees to indemnify GHPL and its officers and employees from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content. The Library does not accept any responsibility for any content that appears on the Channel that does not originate from Grey Highlands Public Library employees or authorized external contributors.

As with more traditional resources, the Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of this resource.

Section 5: Right to Appeal

A person has a right to appeal content that has been accepted or rejected for the Cultural Channel, in writing, to the Grey Highlands Public Library.

The person is entitled to appeal once using the appeal process described below.

Criteria for Considering Appeals

GHPL will use the following criteria when determining whether to grant an appeal:

- The person's reasons for appealing; and/or
- Whether the reason for accepting/rejecting content were applied in accordance with the provisions of this Policy.

How to Appeal

Contact Grey Highlands Public Library to submit an appeal.

The person may appeal by using a form available on the Grey Highlands Public Library website or by writing a letter with the following information:

- Name,
- Address where he or she can be contacted and phone number,
- Content being appealed,
- Reason for appeal.

The person may appeal to the Grey Highlands Public Library CEO at (519) 924-2241 who will then respond in a timely manner.

If the decision of the CEO is contested, the appeal may then go to the Grey Highlands Public Library Board. The person will be informed of the Board's decision in a timely manner. The decision of the Library Board will be considered to be final.

The content will then be added or removed from the Cultural Channel within a reasonable amount of time, based upon the final decision.

Section 6: Service Standard

In addition to commitments and requirements as noted elsewhere in this policy, the GHPL and SGM further commit to providing a quality of service standard which:

- Responds in a timely manner to requests
- Removes content once the event is passed or stale
- Reviews content and requests any needed edits to contributions within a reasonable timeline to facilitate appropriate posting duration
- Offers one-time training (under the project grant) to groups or individuals seeking to create content for submission
- Makes available instructions and templates to guide contributors on creating submissions

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- Assists Grey Highlands cultural groups and individuals in the creation of appropriate content as staff time allows,
 - Seeks out and develops partnerships within the community to facilitate contributions to reflect the community culture.

Section 7: Risk Management

Channels have potential risks. This policy, along with guidelines and training for staff, are intended to prevent incidents or problems that may occur when posting content.

The Library will engage in best practices for managing the Cultural Channel, including but not limited to:

- Designating appropriate staff resources to manage channel;
- Developing a strategic and business plan to help achieve successful management and sustainability of the cultural channel;
- Requiring approval for submissions;
- Creating guidelines and best practices to guide employees in the effective and appropriate use of the cultural channel;
- Monitoring the cultural channel regularly to assess relevance and adherence to guidelines;
- Training staff prior to use of GHPL's official cultural channel;
- Evaluating the success and sustainability of the cultural channel.

GHPL will never use information shared through the cultural channel for commercial purposes nor will it share this information with third-parties. Personal data will be saved only to ensure service delivery and only within the existing legal framework. We will not share personal data with other institutions unless required by law.

If any user does not agree to these terms, they are not to use the service, as violation of the terms can lead to legal liability.

Adapted from: Greater Sudbury Public Library's Social Media Policy; Toronto Public Library's Online and Social Media Policy; Toronto Public Library's Display and Distribution of Information to the Public Library Policy, and Laura Solomon's "Social Media Like You Mean It" presentation, 2014.

Legislation

Federal Legislation - Copyright Act (R.S., 1985, c. C-42) as amended.

Provincial Legislation - Ontario Human Rights Code (R.S.O. 1990, c. H. 19, s. 5 (1) as amended.

Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M. 56 as amended.

Accessibility for Ontarians with Disabilities Act (AODA) S.O. 2005

“Display and Distribution of Information to the Public : Library Policies & Terms of Use : Toronto Public Library.” *Toronto Public Library*. Toronto Public Library, 2015. Web. 21 May 2015. <http://www.torontopubliclibrary.ca/terms-of-use/library-policies/displaying-and-distributing-information.jsp>

“Online and Social Media Policy: Library Policies & Terms of Use : Toronto Public Library.” *Toronto Public Library*. Toronto Public Library, 2015. Web. 14 May 2015. <http://www.torontopubliclibrary.ca/terms-of-use/library-policies/online-and-social-media-policy.jsp>

“Social Media Policy – Sudbury Library.” *Greater Sudbury Public Library*. Greater Sudbury Public Library, 2015. Web. 14 May 2015. <http://www.sudburylibraries.ca/en/aboutus/SocialMediaPolicy.asp>

Solomon, Laura. *Social Media Like You Mean It*. Bradford West Gwillimbury Public Library, Bradford West Gwillimbury, ON. 16 May 2014.