



## Keene Public Library Policies

---

|                                      |                                   |
|--------------------------------------|-----------------------------------|
| <b>Program &amp; Outreach Policy</b> | <b>Adopted: November 14, 2023</b> |
|--------------------------------------|-----------------------------------|

The Keene Public Library is your place for community and learning. The Library offers diverse programs for all ages and abilities in order to give Keene residents further opportunities for life-long learning and enhancement of their quality of life. Further, programming is an integral component of library service that:

- Expands the Library’s role as a community resource
- Introduces Library resources to current and future users
- Expands the visibility of the Library
- Offers opportunities for community connections

Ultimate responsibility for programming rests with the Director, who administers programs under the authority of the Board of Trustees. In turn, the Director delegates primary authority for program management to the Head of Youth and Community Services, who oversees this responsibility with the assistance of all library staff and volunteers.

The Library utilizes collections, services, and facilities, along with staff and volunteer expertise, to develop and deliver programs. Staff use the following criteria in making decisions about program topics, speakers, and accompanying resources:

- Relevance to community needs and interests
- Availability of program space
- Treatment of content for the intended audience
- Presentation quality
- Presenter background/qualifications in the content area
- Budget
- Connections to other community programs, exhibitions, or events
- Relevance to Library collections, resources, exhibits, and programs
- Alignment with the Strategic Plan

The Library draws upon other community resources in developing programs. It seeks partnerships with other community agencies, organizations, educational and cultural institutions, or individuals to create and present co-sponsored public programs. Professional performers and



## Keene Public Library Policies

---

presenters that reflect specialized or unique expertise may be hired for Library programs. Staff who present programs do so as part of their regular job and are not hired as outside contractors for programming. Individuals interested in presenting a Keene Public Library-sponsored event are invited to fill out a [Program Proposal Application](#).

The Library's philosophy of open access to information and ideas extends to programming, and the Library does not knowingly discriminate through its programming. Performers and presenters will not be excluded from consideration because of their origin, background, or views. Library sponsorship of a program does not constitute an endorsement program's content, or the views expressed by participants. Program topics, speakers, and resources will not be excluded from programs because of possible controversy.

Registration may be required for planning purposes or when space is limited. The Library reserves the right to limit programs to Keene residents or Library cardholders. Programs may also be targeted to a specific audience segment. The Library reserves the right to cancel a program. In the event of cancellation, rescheduling is at the discretion of the Library.

The effectiveness of a Library program will be based on various factors, including attendance, audience satisfaction, the attraction of new patrons to the Library, the promotion of other library goals and addressing the needs of a specific target audience.

The Library may offer virtual programs to reach the greatest number of patrons. These programs may include programs that are simultaneously run at the Library and programs that are solely provided virtually. The Library does not guarantee the quality of its virtual programs' audio or visual aspects nor the stability of the internet connection on the side of the patron, the presenter, or the host. Patrons attending virtual events understand and accept that all online activity comes with some degree of risk and agree that the Library is not liable for any damages that may result from attending a virtual event. Patrons attending programs, whether in-person or virtually, are expected to adhere to [Keene Public Library Rules of Behavior](#) while in attendance.

As outlined in the Library's [Photography, Recording and Videography Policy](#), program participants should expect that photographs/videos might be taken at events and used on the Library's social internet sites and websites. Those who do not wish to be photographed should make their wishes known to a staff member.

All Library sponsored programs are free and open to the public. Library sponsored programs are not for commercial, religious, or partisan purposes or the solicitation of business. Items that are pertinent to the programs (i.e., books, musical recordings, etc.) may be sold at Library-sponsored



## Keene Public Library Policies

---

events, such as author talks and musical performances. Purchase of materials will not be required for participation in Library programs. Programs may be held off-site.

Presenters may not promote or solicit particular existing or future products or services during presentations or during the presenter's time in the library. Presenters cannot require the collection of contact information from program attendees. Presenters may provide their contact information so that attendees can voluntarily contact them after the program has concluded.

Library staff will be responsible for press releases and public notification for Library programs. External organizations or individuals partnering with the Library for Library programs must coordinate marketing efforts with Keene Public Library. Keene Public Library reserves the right to revise and edit any copy provided by a program presenter as appropriate for various promotional outlets.

Keene Public Library welcomes expressions of opinion from patrons concerning programming. Concerns about Library programs should be addressed with a staff member. **It is up to parents and guardians, not the Library, to determine if a program or event is appropriate for their own child.** Keene residents may request a program be reviewed for reconsideration by submitting a [Request for Reconsideration Form](#). Requests for review of programs will be considered in the same manner as requests for reconsideration of library materials as outlined in Keene Public Library's [Collection Development Policy](#).

Bringing the Library into the community is one of the best ways for Keene Public Library to reach a broader audience and to engage people that may not otherwise interact with the library. Outreach means looking outside the walls of the Library for ways to serve the community. It might be participating in community events like fairs and parades; or doing pop-up programming such as Storytime in the park or community-wide scavenger hunts. The possibilities are as diverse as the library and community.

Outreach may be held at fee-based events such as Comic-Cons, or at places that are not open to the general public, such as private schools. Interested parties may request a Library Outreach by filling out the [Outreach Request Form](#). The Library may require minimum notice to fill requests. The Library may not be able to accommodate all Outreach requests due to staffing, lack of preparation time or conflicting scheduling.

Events held in public meetings and event rooms of Keene Public Library are not necessarily Library-sponsored programs, as other groups and individuals are free to reserve these rooms when Library activities are not scheduled. Only Library sponsored programs will be listed on Library social media and advertising.