



Programming Policy

Purpose of the Programming Policy

The staff of the Nevins Library offers programs intended to further the Library's mission. The Library functions as an informational, recreational, and cultural resource for the community of Methuen. Programs are a means through which the public can share experiences, explore ideas, appreciate special interests, exchange information, and connect with each other and with the Nevins Library.

Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants. Program topics, speakers and resources are not excluded from programs because of possible controversy. Library programming will reflect a wide range of diverse perspectives and opinions.

In developing and delivering programs, the Library utilizes staff expertise, collections, equipment, and facilities. The following criteria are used in making decisions about program topics, speakers, and accompanying resources:

- Community needs and interests
- Budget and cost of program
- Space required for program
- Presenter background and qualifications in content area
- Relevance/Appropriateness of program to Library's mission
- Staff time

Final decisions on what programs are offered are made by the Library Director or their designee.

At Any Library Sponsored Program

- All programs are open to the public; Methuen residency is not required for attendance.
- Most programs are free. Few programs may charge a small fee to help cover the cost of supplies, presenter, etc. If a program has a fee, that fee and its due date will be displayed as part of the marketing and publicity for the program. Library staff must collect any required fees by the date indicated.
- Programs may be held at the Library, off site at another location, or online (hybrid or virtual)
 - Decisions related to where, when or how the program will be presented will be made by Library staff facilitating the program in consultation with the performer or speaker.
 - Programs may be altered, postponed, or cancelled in extenuating circumstances (weather, unforeseen circumstances for the speaker, etc). Notice of this change will be

communicated to participants as efficiently and timely as possible with the contact information received at registration.

- Professional performers are selected by Library staff.
- Program attendance will not exceed the capacity of its space as determined by the fire code.
 - Program attendance of virtual programs cannot exceed the capacity of the Library's Zoom account.
- Programs may be designed for and limited to a specific audience, age, or grade level, which will be communicated as part of the program's description.
 - Sample age ranges:
 - Children are defined as between 0 and 12 years old
 - Teens are defined as between 13 and 18 years old
 - Adults are defined as 18 years and older
- Decisions concerning an event's appropriate age range, registration, capacity, late arrivals, and allowable walk-ins will be made by the Library staff supervising the program. These decisions should be respected by patrons attending or wishing to attend the program.
- Safety for patrons, staff and presenters is a priority for the Library. Any special and specific health guidelines put forth by local, state or federal governing bodies will be respected.
- Methuen residents may suggest program themes, topics, or presenters using the Program Suggestion Form (Appendix A). All suggestions will be evaluated against the stated criteria for program selection, which means they may not necessarily be implemented automatically.

Registration

- Some events require registration to attend. The purpose of this is:
 - To maintain the correct room capacity
 - To allow staff or the presenter to be prepared for the audience size
- In most cases, registration will begin 4-6 weeks prior to the program. Specialized programs may have a different registration period.
- All registered attendees will receive an emailed reminder about the program 48 hours in advance.
- We request that registered individuals notify the Library as soon as possible if they are unable to attend in order to allow others to attend.
- High-demand or popular programs may have a waitlist once the registration is at capacity.
 - Should space become available, wait-listed patrons will be notified in the order they joined the wait-list.
 - If there is space available at the start of a program, walk-ins may be allowed at the discretion of library staff facilitating the program.

Event Promotion

- The Library can only promote Library-sponsored programs.
- Designated Library staff responsible for Library Marketing and Publicity will adhere to the Library's Branding Guide when creating and distributing promotional materials for Library programs and co-sponsored events. These promotional materials will be shared with the Library's co-sponsoring partner(s) for distribution as they see fit.
- External Graphics must be approved for use by the Digital Communications Manager, Assistant Director or Library Director when being used for collaborative programs.
- Library programs may be promoted by the Library in any or all of the following ways, as appropriate for the program:

Approved by Trustees: April 2, 2024

- Library's Website
- Library's Social Media ie: Facebook page(s), Instagram, X, TikTok, etc
- Library's Monthly Newsletter distributed by email
- Local Media ie: MethuenLife, Eagle Tribune, Methuen Community Studios, Local Radio, City of Methuen's Calendar of Events
- Flyers

Event Management

- Even in the event of preregistration, the Library does not guarantee seating once a program has begun.
- If the event does not have a wait-list, walk-ins may be allowed to fill unclaimed spots at the discretion of Library Staff supervising the program.
- In compliance with the Americans with Disabilities Act (ADA), the Library will make sure seating is available for anyone who needs accommodation.
 - The Library requests at least two weeks notice for any accommodation such as an interpreter, listening devices, etc. Please make any requests by replying to your registration confirmation email, or by calling the Library 978-686-4080.
 - The Library is happy to make reasonable accommodations. All are welcome at Library programs.
- Attendees of all programs are expected to respect Library Staff, Presenters or Speakers, and the other attendees as well as any directions given by Library Staff and Presenters or Speakers.
- Patrons causing a disruption to a library program may be asked to leave, or be muted/removed from Zoom by supervising staff. In cases of extreme disruption, law enforcement may be called to intervene.
- Caregivers are responsible for their children's conduct. Please see Safe Child/Unattended Children Policy.

Program Reconsideration

- Library programs are carefully selected based on the criteria outlined above. However, differences of opinion may arise regarding Library Programming.
- Methuen residents wishing to voice an objection to a Library Program may obtain a Request for Reconsideration Form (Appendix B) from a staff member.
 - Completed requests for reconsideration can be given to any staff member, who will forward it to Library Administration.
 - Requests must be submitted in writing at least 3 weeks prior to the program.
- Library Administration, in collaboration with the Board of Trustees, will convene to address the concern and determine any necessary follow-up steps in alignment with established Library policies and protocols. A written response will be provided at least 2 days before the program.

Sales at Library Programs

- Authors or booksellers may sell their books as part of a library program.
- Programs sponsored by the Friends of the Library may include the sale of merchandise as a fundraiser to benefit the library. The Library may also hold this kind of fundraiser directly.
- Sale of any other products at Library programs is not permitted unless authorized by the Library Director or their designee.

- Library Programs are not used for commercial purposes or the solicitation of business. However, the presenter may leave business cards or create a mailing list for communication with attendees outside the library.

Appendix A: Library Program Suggestion Form



The Trustees of the Nevins Library have established a Programming Policy. This policy includes a procedure for Methuen Residents to suggest themes, topics, or presenters of Library Programs. We often plan events months or even further ahead, and encourage your suggestions. Please complete this form and return it to any staff member, who will forward it to appropriate Library Staff.

Name _____ Date _____

Address _____

City _____ State/Zip _____

Phone _____ Email _____

Do you represent an organization? Yes No Name of Organization _____

Recommended Program Audience:

Preschool Children School Aged Children Teens Adults Senior Citizens

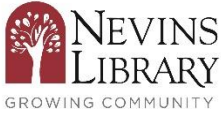
Topic or Theme you'd like to suggest for a library program (be as specific as possible):

Presenter you'd like to suggest for a library program (Name, contact information, credentials, cost if known)

Signature _____

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Appendix B: Request for Reconsideration of Library Program Form



Request for Reconsideration of Library Program Form

***Must be Submitted at least 3 weeks before Program is Scheduled**

The Trustees of the Nevins Library have established a Programming Policy. This policy includes a procedure for Methuen Residents to request reconsideration of Library Programs. Completion of this form is the first step in that procedure. Please complete this form and return it to any staff member, who will forward it to Library Administration.

Name _____ Date _____

Address _____

City _____ State/Zip _____

Phone _____ Email _____

Do you represent an organization? Yes No Name of Organization _____

1. Program on which you are commenting:

2. Date this Program is scheduled to be held: _____

3. Name of Presenter/Performer: _____

4. What brought this program to your attention?

5. Why do you believe this program should be reconsidered? Please be as specific as possible.

6. Have you attended a program by this presenter in the past? Yes _____ No _____

5. Please suggest alternative events that could provide similar information on this topic to support the community:

6. What action are you requesting Library Administration and Trustees consider?

Signature _____