

Preamble The Royal Ontario Museum (ROM) is committed to effective communication that will promote public awareness, understanding, and appreciation of the institution. Communication is a critical component of the daily operation of the ROM and of the optimal performance of *employees* and *volunteers*.

Policy The ROM encourages accurate and respectful communication with members of the public and among employees and volunteers. The ROM will strive for the dissemination of information through all appropriate media and for consistency, accuracy, and objectivity in all its communications.

*External
Communication* In all dealings with the public on behalf of the ROM, employees and volunteers will

- Be respectful and courteous.
- Respond appropriately to all correspondence and inquiries.
- Present the programs and policies of the ROM in a positive light.

A senior manager must approve any external communication, in any medium, that expresses an official institutional message on behalf of the ROM. The above statement applies to all employees and volunteers with the exception of trustees, to which the provisions of the Board Governance policy will apply.

Media Relations The ROM seeks to ensure that it is represented accurately, consistently, and positively in the media at all times. Senior management is responsible for developing media protocol practices and designating appropriate individuals as spokespersons. Unless authorized to act as spokespersons on behalf of the ROM, employees or volunteers will refer media inquiries to the Media Relations department.

*Internal
Communications* In internal communications all appropriate means will be used to disclose relevant information to employees and volunteers at the direction of the Director & CEO, the Deputy Director, Operations, and their designates. Board policies and management practices will be readily available to all employees and volunteers. Appropriate employees and volunteers will be consulted and/or informed of any changes to the above. ROM employees and volunteers will accept responsibility for keeping themselves informed about these policies and practices.

Relations with colleagues should always be courteous. Employees and volunteers will treat others with respect, tact, and courtesy, both internally and when representing the ROM.

Confidentiality Employees and volunteers will comply with the Canadian Museum Association's Ethics Guidelines, with respect to confidentiality, including the non-disclosure of the following:

- Information relating to personnel matters.
- Matters under negotiation or litigation.
- Confidential information about ROM donors or members.
- Any other information to which they have access only by virtue of their employment or volunteer placement, where disclosure would be contrary to the best interests of the ROM.

Employees and volunteers will not reveal to unauthorized persons information that may infringe on the right to privacy of others.

Law Employees and volunteers will comply with all relevant legislation, including the Freedom of Information and the Protection of Privacy Act, and the French Services Language Act, and the Public Service of Ontario Act (~~2007~~) **(2006)** (PSOA).

Explanation of Terms *employee*: an individual who fills a position approved by the Director & CEO and who receives monetary compensation. ROM employees include senior management, supervisory and exempt staff, unionized employees, and individuals employed by the ROM for a limited duration.

volunteer: a term that applies to all individuals who provide their time and service to an activity that supports the objectives of the ROM and is authorized and sponsored by the ROM for which they are not paid by the ROM. Volunteers include, but are not limited to, volunteers in the Department of Museum Volunteers and the ROM Reproductions Association, trustees, research associates, departmental associates, field associates, curators emeritus, post-secondary or graduate students working in a curatorial department or in the field, and secondary-school students working on a cooperative-education term on Museum premises or volunteering in the Hands-on Discovery galleries.

Date June 21, 2001

Amended August 29, 2002.
December 6, 2007
December 11, 2008
March 4, 2010 Revisions appear in **bold and underlined** text

Approval

Chair of the Board
MONITORING

Director & CEO

Adherence to Policy

Board: The Governance Committee will periodically review management's adherence to the policy.

Management: The Director & CEO, and the Deputy Director, Operations will be responsible for ensuring that the Governance Committee has all the relevant information for determining adherence.

Policy Review

<i>Method</i>	Internal Report
<i>Responsibility</i>	Governance Committee
<i>Minimum Frequency</i>	Biennially
