

DEPARTMENT OF MUSEUM VOLUNTEERS
COMMUNICATIONS & MEDIA POLICY

Preamble:

Communications are a critical component of the operation of the Department of Museum Volunteers (DMV) and the performance of its members. The DMV is committed to effective communications that promote awareness, understanding and appreciation of the Royal Ontario Museum (ROM) and DMV programs and activities.

The DMV promotes its activities and programs to its members, ROM staff and the public through various media, which may include printed, video and digital works. DMV publications also inform its members about the DMV's plans and administrative matters.

Policy:

Communications with DMV members, other members of the ROM, the public, employees, other volunteers and representatives of the Press and TV, will be accurate and consistent and will be delivered in a respectful, courteous and sensitive manner. DMV members will familiarize themselves with DMV policies and practices and ROM guidelines in order to respond appropriately to all written or verbal enquiries.

DMV media, including publications, shall reflect the DMV's vision and mission, be accurate and consistent, present programs and initiatives of the DMV and the ROM in a positive light, and conform to the ROM's brand and current style guidelines. Media activities include:

- Information to DMV members about administration of the DMV as a department of the ROM (e.g. DMV Handbook).
- Information about the DMV's plans, activities, programs and achievements (e.g., *First Magnitude*).
- Information that promotes products, programs and activities (e.g., travel and special event brochures).

The President or Section and Committee Chairs, or their designees, will be responsible for the editing, design, adherence to production budgets, marketing and distribution of all media relating to their area of responsibility.

The DMV President or designee will respond on all matters concerning the Department as a whole. Section or Committee Chairs, or their designee, may, following consultation with the DMV President, respond to the public or media on matters within their area of responsibility. Media enquiries concerning non-DMV matters must be referred to the DMV President, who may refer the enquiry to the ROM's Media Relations Department.

Related policies:

DMV Intellectual Property
DMV Privacy
ROM Communications
ROM Intellectual Property
ROM Trade-mark
ROM Publications