



# HOMM

## EMPLOYEE HANDBOOK

# WHO IS HOM

The Heidt of Media [AKA HOM] is a growing all-in-one digital marketing agency headquartered in Addison, TX. The digital universe can be overwhelming; We focus on fixing that.

From social media management, content creation, commercials... to blogs, beautiful websites, and so much more! We are a powerhouse in the digital marketing and social media space. With our one-of-a-kind story and diverse services, we are driving the change in the marketing industry.

## OUR MISSION

To use our creativity, imagination, and skills to create media that goes beyond the trends with our clients always at the epicenter of our passion and purpose.

Together we empower, engage, and encourage our clients to reach new heights with authenticity, connectivity, and relationships across the globe.

## WHO WE ARE

### **HOMIES AT HEART**

Barrier Breakers

Authentic Learners

Go-Getters

Team Players

Uniquely Us

Work Hard - Play Hard

# HOMIES AT HEART

## **Barrier Breakers**

We constantly strive for self-awareness and understanding. We break barriers and take chances to lead the pack of the ever-changing digital world.

## **Authentic Learners**

First we listen; then we react. This enhances understanding and shows us you can be coached. We value respect, integrity, transparency, and doing what we say we're going to do.

## **Go-Getters**

Don't wait for someone else. The Heidt of Media is a fast paced, growing, and evolving company. We can't hold your hand all the time because we want you to take chances and bring new, innovative thinking to our team.

## **Team Players**

Teamwork is the foundation of the company. Being a team player means respecting one another, listening to one's ideas, and being ready to lend a hand in order to ensure quality work is done. The Heidt of Media does not compete with one another, but instead, works together in an open and comfortable environment.

## **Uniquely Us**

Come as you are. The Heidt of Media values every background and experience. Be daring, be bold, be beautiful. Create things that make an impact. Every great company will have the imprint of the people who build it. Put YOU in everything you do.

## **Work Hard - Play Hard**

We play hard when we win, but we work harder to guarantee we win. We value work-life balance and strive to ensure that we celebrate and build lifelong relationships with each other and clients.

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# INTRODUCTION

## **Employee Handbook**

This Employee Handbook ("Handbook") is designed to summarize certain personnel policies and benefits of The Heidt of Media (the "Company" or "HOM"), of 4950 Keller Springs Rd #430, Addison, TX 75001, and to acquaint employees with many of the rules concerning employment with the Company. This Handbook applies to all employees, contractors, interns, and third parties contracted by The Heidt of Media and compliance with the Company's policies is a condition of employment. This Handbook supersedes all previous employment policies, written and oral, express and implied. The Company reserves the right to modify, rescind, delete, or add to the provisions of this Handbook from time to time in its sole and absolute discretion. This Employee Handbook is not a binding contract between the Company and its employees, nor is it intended to alter the at-will employment relationship between the Company and its employees. The Company reserves the right to interpret the policies in this Handbook and to deviate from them when, in its discretion, it determines it is appropriate.

# INTRODUCTION

## Changes in Policy

Since our business is constantly changing, HOM expressly reserves the right to revise, modify, delete, or add to any and all policies, procedures, work rules, or benefits stated in this handbook or in any other document, except for the policy of at-will employment as described below. No oral statements or representations can in any way alter the provisions of this Handbook. Nothing in this employee handbook or in any other document, including benefit plan descriptions, creates or is intended to create a promise or representation of continued employment for any employee. Any changes to your at-will employment status, described below, must be in writing and must be signed by the Company.

If you are uncertain about any policy or procedure, please check with your supervisor via email [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com).

## Employment-At-Will

Employment with the Company is on an at-will basis, unless otherwise specified in a written employment agreement. You are free to resign at any time, for any reason, with or without notice. Similarly, the Company is free to conclude the employment relationship at any time for any lawful reason, with or without cause, and with or without notice.

Nothing in this Handbook will limit the right of either party to terminate an at-will employment. No section of this Handbook is meant to be construed, nor should be construed, as establishing anything other than an employment-at-will relationship. This Handbook does not limit leadership's discretion to make personnel decisions such as reassignment, change of wages and benefits, demotion, etc. No person other than the CEO, President, or CFO has the authority to enter into an agreement for employment for any specified period of time or to make an agreement for employment other than at-will terms. Only the CEO, President, or CFO of the Company has the authority to make any such agreement, which is only binding if it is in writing and signed by the President of the Company.

# EMPLOYMENT

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# EMPLOYMENT

## Employee Classifications

The following terms are used to describe employees and their employment status:

**Exempt Employees** - Employees whose positions meet specific tests established by the Federal Labor Standards Act ("FLSA") and Texas state law. In general, exempt employees are those engaged in executive, managerial, high-level administrative and professional jobs who are paid a fixed salary and perform certain duties. In addition, certain commissioned sales employees and highly paid computer professionals are exempt. Exempt employees are not subject to the minimum wage and overtime laws.

**Nonexempt Employees** - Employees whose positions do not meet specific tests established by the FLSA and Texas state law. All employees who are covered by the federal or state minimum wage and overtime laws are considered nonexempt. Employees working in nonexempt jobs are entitled to be paid at least the minimum wage per hour and a premium for overtime.

**Full-Time Employees** - Employees who are not temporary employees, independent contractors, or independent consultants and who are regularly scheduled to work a schedule of 40 hours per work week.

**Part-Time Employees** - Employees who are not temporary employees, independent contractors, or independent consultants and who are regularly scheduled to work less than 40 hours per work week.

**Temporary Employees** - Employees who are hired as interim replacements to temporarily supplement the workforce or to assist in the completion of a specific project. Employment assignments in this category are of limited duration and the temporary employee can be let go before the end of the defined period. Short term assignments generally are periods of three (3) months or less, however, such assignments may be extended. All Temporary employees are at-will regardless of the anticipated duration of the assignment (see Employment-at-Will Policy). Temporary employees retain that status unless and until notified in writing of a change.

**Independent Contractor or Consultant** - These individuals are not employees of the Company and are self-employed. An independent contractor or consultant is engaged to perform a task according to his/her own methods and is subject to control and direction only as to the results to be accomplished. Independent contractors or consultants are not entitled to benefits.

Each employee will be advised of his or her status at the time of hire and any change in status. Regardless of the employee's status, the employee is employed at-will and the employment relationship can be terminated by the Company or the employee at any time, with or without cause and with or without notice.

# EMPLOYMENT

## **Work Eligibility**

Within three business days of your first day of work, you must complete federal Form I-9 and show us documentation proving your identity and your eligibility to work in the United States. The federal government requires this.

If you have worked for The Heidt of Media previously, you need only provide this information if it has been more than three years since you last completed an I-9 Form for us or if your current I-9 Form is no longer valid.

All offers of employment are contingent on verification of your right to work in the United States. If an Employee is unable to produce the required documentation or a receipt or letter requesting the appropriate documentation within three days of hire, employment will be terminated. If you have not submitted the original documents to replace the receipt/letter within 90 days of hire, employment will be terminated.

## **New Hire Period**

Employees who are newly hired by the Company will be classified as a “new hire,” and the first 90 days of employment will be on a trial basis. Employees job performance will be evaluated throughout the initial probationary new hire period to ensure that job requirements are met.

During the new hire period, if leadership feels that job duties are not being performed satisfactorily, employment may be terminated without notice or prior performance coaching.

# EMPLOYMENT

## **Working Conditions:**

Working conditions are intended to describe the environment in which HOM employees typically operate. The Heidt of Media conducts business primarily in an office setting, however, some work may be required at a wide variety of locations indoors and outdoors, where employees may, occasionally, from time to time be subject to:

- extreme weather conditions, such as humidity, heat, or cold;
- excessive noise;
- slippery and uneven walking surfaces;
- working around machinery with moving parts;
- working around moving objects or vehicles;
- working around moving machinery/heavy equipment;
- working in close proximity to others;
- exposure to offensive odors;

## **Physical Activities & Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the Company. Continuously requires vision, hearing, twisting, and communicating with others. Frequently requires standing, fine dexterity, sitting, and handling. Occasionally requires walking/moving, lifting, carrying, reaching, kneeling, pushing/pulling, bending, climbing and crouching.

As such, employees at HOM:

- Must be able to occasionally ascend and descend ladders, scaffolds, stairs and work in confined spaces and in proximity to loud equipment.
- Must be able to lift and carry or otherwise move 30 pounds regularly.
- Must be able to respond quickly to sounds.
- Must be able to occasionally move safely over or work briefly on uneven terrain or in confined spaces.
- Must be able to see and respond to dangerous situations.
- Must be able to safely climb ladders occasionally while carrying up to 30 pounds.
- Must be able to occasionally wear personal protective gear most of the day.
- Must be able to occasionally work in hot or cold environments and on concrete floors.
- Must be able to occasionally traverse irregular and steep terrain.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The information in this description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

# EMPLOYMENT

## **Job Duties**

Your Supervisor will explain your job duties and your expected performance standards. Your job responsibilities and duties may change at any time during your employment with HOM. From time to time, you may be asked to work on special projects, or to assist with other work necessary or important to the operation of your department or the Company. In some cases, the operational needs of the Company may require a change of an Employee's regular workday and/or workweek hours. Your cooperation and assistance in performing additional work or working a different schedule is appreciated and expected. The Company reserves the right, at any time, with or without notice, to alter or change job duties, reassign or transfer job positions, or assign additional job responsibilities.

## **Job Descriptions**

The following descriptions for employee roles at The Heidt of Media are subject to change at any time and are not meant to be a complete list of duties and responsibilities associated with each position.

# EMPLOYMENT

## **Account Executive / Digital Strategist**

Communicate with clients to understand their vision and upcoming business goals.

Research, identify, and develop a plan with steps to achieve the Client goals and solve Client problems. Develop ongoing campaigns and benchmarks that are inline with the current Client goals, brand personalities, trends, and account strategies.

Determine the appropriate delivery strategy, timeline, and executable elements and discuss expectations with Clients. Communicate the strategy, goal, vision, executable tasks, and timeline to the Creative Team, including Social Media Managers and Creative Assistants.

Oversee and approve the execution of ongoing projects, digital campaigns, and content across platforms on behalf of multiple Clients.

Predict and identify viable avenues of underutilized marketing potential and turn them into executable tasks for the Creative Team to further our ongoing digital strategies.

Communicate, collaborate, and approve suggestions, ideas, content, and executable elements of the digital strategy from Social Media Managers and the Creative Team. Work alongside the creative team to produce, design, and create supporting visuals (i.e. pictures, videos and graphics) as needed for upcoming campaigns.

Create and present reports, case studies, and visuals that accurately reflect the plan, execution, results, and analytics of ongoing campaigns.

Maintain the internal organizational infrastructure and process management systems in order to track project progress and team efficiency.

# EMPLOYMENT

## **Social Media Managers**

Coordinate and execute all aspects of digital campaigns and content across platforms on behalf of multiple clients.

Develop an ongoing content calendar that is inline with the current brand personalities, trends, and account strategies.

Communicate the upcoming content strategy to the Digital Strategist, including copywriting and ideas for approval before creative development.

Predict avenues of underutilized marketing potential and present them to the Digital Strategist.

Facilitate the creation and execution of supporting mass email and marketing communications, blogs, analytic reports, and other supporting tasks as directed by Clients and Leadership.

Work alongside the creative team to design and create supporting visuals (i.e. pictures, videos and graphics) for upcoming content.

Finalize all digital communications, posts, content, and tasks prior to submitting for approval to Digital Strategist and Leadership.

Clearly communicate the upcoming content calendar with Clients for final approval prior to execution.

Executing the ongoing content calendar and digital strategy, by scheduling, posting, and engaging on social media on behalf of multiple clients.

Check and respond to notifications on behalf of multiple clients on all social media and digital platforms. Make lasting relationships for clients with their direct and targeted digital communities. Grow their accounts and create meaningful relationships.

Communicate responses, questions, and outreach with the creative team and Clients.

Maintain the internal organizational infrastructure and process management systems in order to track project progress and team efficiency.

# EMPLOYMENT

## **Creative Assistant**

Execute day-to-day tasks to assist the Creative Teams:

Check and respond to notifications on behalf of multiple clients on all social media and digital platforms. Make lasting relationships for clients with their direct and targeted digital communities. Grow their accounts and create meaningful relationships.

Communicate responses, questions, and outreach with the Social Media Manager and Clients.

Communicate the upcoming content suggestions, including copywriting and ideas for approval before creative development. Predict avenues of underutilized marketing potential and present them to the dedicated Social Media Manager.

Facilitate research, copywriting, organization, and assist with the creation and execution of supporting mass email and marketing communications, blogs, analytic reports, and other supporting tasks as directed by Social Media Managers, Clients, and Leadership.

Work alongside the creative team to design and create supporting visuals (i.e. pictures, videos and graphics) for upcoming content.

Executing the ongoing content calendar and digital strategy, by scheduling, posting, and engaging on social media on behalf of multiple clients.

Update Client Documentation and maintain internal organizational structure.

# EMPLOYMENT

## **Equal Employment Opportunity & Americans with Disabilities Act**

It is the policy of the Company to provide equal employment opportunities to all employees and employment applicants without regard to unlawful considerations of race, religion, creed, color, national origin, sex, pregnancy, sexual orientation, gender identity, age, ancestry, physical or mental disability, genetic information, marital status or any other classification protected by applicable local, state or federal laws. This policy prohibits unlawful discrimination based on the perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics. This policy applies to all aspects of employment, including, but not limited to, hiring, job assignment, working conditions, compensation, promotion, benefits, scheduling, training, discipline and termination.

The Company expects all employees to support our equal employment opportunity policy, and to take all steps necessary to maintain a workplace free from unlawful discrimination and harassment and to accommodate others in line with this policy to the fullest extent required by law. For example, the Company will make reasonable accommodations for employees' observance of religious holidays and practices unless the accommodation would cause an undue hardship on the Company's operations. If you desire a religious accommodation, you are required to make the request in writing to your manager as far in advance as possible. You are expected to strive to find co-workers who can assist in the accommodation (e.g. trade shifts) and cooperate with the Company in seeking and evaluating alternatives.

Moreover, in compliance with the Americans with Disabilities Act (ADA), the Company provides reasonable accommodations to qualified individuals with disabilities to the fullest extent required by law. The Company may require medical certification of both the disability and the need for accommodation. Keep in mind that the Company can only seek to accommodate the known physical or mental limitations of an otherwise qualified individual. Therefore, it is your responsibility to come forward if you are in need of an accommodation. The Company will engage in an interactive process with the employee to identify possible accommodations, if any will help the applicant or employee perform the job.

# EMPLOYMENT

## **Employment of Minors**

The FLSA's child labor provisions, which the Company strictly adheres to, are designed to protect the educational opportunities of youth and prohibit their employment in jobs that are detrimental to their health and safety. Generally speaking, the FLSA sets the minimum age for employment (14 years for non-agricultural jobs), restricts the hours youth under the age of 16 may work, and prohibits youth under the age of 18 from being employed in hazardous occupations. In addition, the FLSA establishes subminimum wage standards for certain employees who are less than 20 years of age, full-time students, student learners, apprentices, and workers with disabilities. Employers generally must have authorization from the U.S. Department of Labor's Wage and Hour Division (WHD) in order to pay sub-minimum wage rates.

## **Employment of Relatives**

The Company recognizes that the employment of relatives in certain circumstances, such as when they will work in the same department, supervise or manage the other, or have access to confidential or sensitive information regarding the other, can cause problems related to supervision, safety, security or morale, or create conflicts of interest that materially and substantially disrupt the Company's operations. When the Company determines any of these problems will be present, it will decline to hire an individual to work in the same department as a relative. Relatives subject to this policy include: father, mother, sister, brother, current spouse or domestic partner, child (natural, foster, or adopted), current mother-in-law, current father-in-law, grandparent, or grandchild.

If present employees become relatives during employment, the Company should be notified so that we may determine whether a problem involving supervision, safety, security or morale, or a conflict of interest that would materially and substantially disrupt the Company's operations exists. If the Company determines that such a problem exists, the Company will take appropriate steps to resolve the problem, which may include reassignment of one relative (if feasible) or asking for the resignation of one of the relatives.

# EMPLOYMENT

## Personnel Records

HOM maintains a personnel file and payroll records for each employee as required by law. Personnel files and payroll records are the property of the Company and may not be removed from Company premises without written authorization. Because personnel files and payroll records are confidential, access to the records is restricted. Generally, only those who have a legitimate reason to review information in an employee's file are allowed to do so. Disclosure of personnel information to outside sources will be limited. However, the Company will cooperate with requests from authorized law enforcement or local, state, or federal agencies conducting official investigations and as otherwise legally required.

Employees may contact a Human Resources representative via email [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com) to request a time to review their payroll records and/or personnel file. With reasonable advance notice, an employee may review his or her own records in the Company's offices during regular business hours and in the presence of an individual appointed by the Company to maintain the records. No copies of documents in your file may be made, with the exception of documents that you have previously signed. You may add your comments to any disputed item in the file.

By policy, the Company will provide only the former or present employee's dates of employment and position(s) held with the Company. Compensation information may also be verified if written authorization is provided by the employee.

## Immigration Law Compliance

In compliance with the Immigration Reform and Control Act of 1986, each new employee, as a condition of employment, must complete the Employment Eligibility Verification Form I-9 on the date of hire and present documentation establishing identity and employment eligibility within three business days of date of hire. Former employees who are rehired must also complete an I-9 form if they have not completed an I-9 form with the Company within the past three years, or if their previous I-9 form is no longer retained or valid. You may raise questions or complaints about immigration law compliance without fear of reprisal.

# WORK & WAGES

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Payroll Deductions  
Remote Work

# WORK & WAGES

## Hours of Operation

The operating days and hours of The Heidt of Media are Monday through Friday, 8:00AM to 5:00PM CST. All employees are expected to be at work during these hours except during lunch.

All employees are allowed a 1 hour unpaid lunch break from 12:00PM - 1:00PM daily.

A member of the leadership team must be on site at all times during the normal hours of business operation. Unless extreme circumstances prevent otherwise. With the exception of Lunch, in-person meetings, or productions.

Occasionally, Employees may be required to participate in Client meetings, Photo and/or Video Shoots outside of normal business hours. The Company will make every effort to provide advance notice for attendance requirements after hours, or to discuss arrangements with Employees, but there may be instances, however, when no notice is possible.

## Pay Periods and Paydays

Employees are paid on a bi-weekly basis. All employees will be paid every other Friday. All employees are paid by check or direct deposit on the above-mentioned payday. It is company policy NOT to give loans or payroll advances to employees.

## Overtime

Exempt employees are paid a fixed salary, and due to the nature of their work, are not eligible to receive overtime pay.

Nonexempt employees will be paid in accordance with federal and Texas state law. All overtime work by non-exempt employees must be authorized in advance by their manager. Only hours actually worked will be used to calculate overtime pay.

## Direct Deposit

All employees are encouraged, but not required, to use direct deposit and have their paychecks deposited into a bank account of an accredited participating bank or credit union.

# WORK & WAGES

## Giving Notice

Occasionally employees resign their position with HOM to pursue other interests. It is accepted business practice and common courtesy to provide leadership a two-week notice, at minimum, so that a replacement can be found and the business is not unduly disrupted. Vacation-eligible employees must give a two-week notice in order to receive payment for any unused accrued vacation time unless otherwise required by state law. Employees will be required to work during the two-week notice period unless notified otherwise by a member of leadership. Vacation or personal days may not be used in lieu of giving a two-week notice. HOM reserves the right to immediately accept resignations upon submission.

## Lunch and Break Periods

Employees are allowed a **1 hour unpaid lunch** daily.

All rest and meal periods will be in accordance with Texas state law.

To the extent Texas state law does not require rest and meal breaks, nonexempt employees will be provided a 10-minute rest break for every four hour period of work. This time is counted and paid as time worked. Nonexempt employees scheduled to work more than a five hour period will be provided a 30-minute unpaid meal period.

Occasionally, the scheduled employee lunch break may be interrupted or rescheduled to accommodate meetings, productions, and/or previously scheduled events or arrangements. Employees should check scheduled events with the team and by referencing the calendar prior to taking their 1 hour lunch.

Employees are allowed the flexibility to take their 1 hour lunch break during the hours of 11:00AM -1:30PM, unless scheduled events prevent otherwise. Generally, all employees should aim to take their 1 hour unpaid lunch break from **12:00PM - 1:00PM** daily.

Employees cannot accrue break time.

This policy is intended to allow flexibility in scheduling, allow a scheduled window for team related lunch activities, and reduce calendar conflicts.

*Please see the attendance policy for more information and good practices.*

# WORK & WAGES

## Time Cards

Nonexempt employees are required to keep an accurate and complete record of their attendance and hours worked. Time cards are official business records and may not be altered without the employee's supervisor's approval and may not be falsified in any way.

Time cards can be submitted on a weekly basis via the Employee Portal. Weekly hours worked must be submitted no more than 3 business days following the conclusion of the work week.

Here is a direct link to submit a timecard:

<https://heidtofmedia.com/weekly-time-sheet-submission/>

## Wage Garnishment

A garnishment is a court order requiring an employer to remit part of an employee's wages to a third party to satisfy a just debt. Once the Company receives the legal papers ordering a garnishment, we are required by law to continue making deductions from your check until we have withheld the full amount or until we receive legal papers from the court to stop the garnishment. Even if you have already paid the debt, we still need the legal papers to stop the garnishment.

## Payroll Deductions

Various payroll deductions are made each payday to comply with federal and state laws pertaining to taxes and insurance.

Deductions will be made for the following: Federal and State Income Tax Withholding, Social Security, Medicare, State Disability Insurance & Family Temporary Disability Insurance, and other items designated by you or required by law (including a valid court order). You can adjust your federal and state income tax withholding by completing the proper federal or state form and submitting it to Accounting or Human Resources. At the start of each calendar year, you will be supplied with your Wage and Tax Statement (W-2) form for the prior year. This statement summarizes your income and deductions for the year.

This policy is continued on the following page.

# WORK & WAGES

## **Payroll Deductions [continued]**

Aside from the Federal and State required payroll deductions, The Heidt of Media may deduct money from my pay from time to time for reasons that fall into the following categories:

1. my share of the premiums for the Company's group medical/dental plan;
2. any contributions I may make into a retirement or pension plan sponsored, controlled, or managed by the Company;
3. the value of merchandise or services that I purchase or have purchased for personal, non-business reasons using my employee charge account or credit card, an account or credit card assigned to another employee, or a general company account or credit card, regardless of whether such purchase was authorized, and if there is a balance remaining when I leave the Company, the balance of such store credit or charges;
4. if I receive an overpayment of wages for any reason, repayment to the Company of such overpayments (the deduction for such a repayment will equal the entire amount of the overpayment, unless the Company and I agree in writing to a series of smaller deductions in specified amounts);
5. the cost to the Company of personal long-distance calls I may make, or messages I may send, using Company phones (landlines or cell phones) or Company accounts, of personal faxes sent by me using Company equipment or Company accounts, or of non-work related access to the Internet or other computer networks by me using Company equipment or Company accounts;
6. the cost of repairing or replacing any Company supplies, materials, equipment, money, or other property that I may damage (other than normal wear and tear), lose, fail to return, or take without appropriate authorization from the Company during my employment;
7. the cost of Company uniforms and of cleaning the uniforms;
8. administrative fees in connection with court-ordered garnishments or legally-required wage attachments of my pay, limited in extent to the amount or amounts allowed under applicable laws;
9. if I take paid vacation or sick leave in advance of the date I would normally be entitled to it and I separate from the Company before accruing time to cover such advance leave, the value of such leave taken in advance that is not so covered;
10. the value of any time off for absences to which paid leave is not applied; and
11. if my employer pays any insurance premiums or retirement system contributions ("payments") on my behalf that I would normally make under the applicable Company benefit plan, the amount of such payments made by the Company, such payments being an advance of future wages payable to me.

Employees are required to acknowledge the Payroll Deductions and provide authorization of such.

# WORK & WAGES

## **Remote Work**

Remote work allows employees to work at home, on the road or in a satellite location for all or part of their workweek. The Company considers remote work to be a viable, flexible work option when both the employee and the job are suited to such an arrangement. Remote work may be appropriate for some employees and jobs, but not for others. Remote work is not an entitlement, it is not a companywide benefit, and it in no way changes the terms and conditions of employment with The Heidt of Media.

Remote work options are available 1 day per week for eligible employees. Eligible Employees can schedule their remote work days with leadership on Mondays or Fridays only.

### **Remote Work: Eligibility**

Remote work and hybrid work options are not available on days with scheduled in-person meetings, events, or productions.

Employees are eligible to participate in the flexible work arrangement schedule after 6 month of employment.

### **Remote Work: Approval**

Eligible employees can submit remote work requests before to 4:00PM on the business day prior to the requested remote work day.

In unforeseen circumstances, where a request cannot be submitted on the prior business day, supervisors must receive request for remote work a minimum of 1 hour prior to the start of business.

- Example: Text, Call or Email no later than 7:00AM on the day of the requested remote work.

Excessive abuse of this policy may subject the employee to disciplinary action, up to and including termination.

Temporary flexible and remote work opportunities may be approved and available at any point, including prior to the 6 month eligibility period, due to circumstances such as incimate weather conditions, etc. These arrangements are determined and approved by the leadership team on an as-needed basis only, with no expectation of ongoing continuance.

# WORK & WAGES

## **Remote Work: Approval [continued]**

Any remote work arrangement made will be on a trial basis and may be discontinued at will and at any time at the request of either the employee or The Heidt of Media. All informal remote arrangements are made on a case-by-case basis, focusing first on the business needs of the organization.

Other informal, short-term arrangements may be made for employees on family or medical leave to the extent practical for the employee and the organization and with the consent of the employee's health care provider, if appropriate. These arrangements are approved on an as-needed basis only, with no expectation of ongoing continuance.

## **Remote Work: Equipment Requirements**

Employees are not entitled to additional pay, supplemental pay, nor reimburse for any equipment that may be needed to work from home. In order to be approved for remote and hybrid work options, employees must certify that they have access to the following equipment that allows them to perform their job at a similarly productive level than if they were at the office:

- Employees must have access to high speed internet, access to internal communications (such as Slack, Asana, Google Drive, Gmail, etc), working files, and programs essential to all work activities.
  - High speed internet is means having access to 40 mbps upload speed and 40 mbps download speed at a **minimum**.

## **Remote Work: Performance**

Consistent with the organization's expectations of performance, attendance, and information security for employees working at the office, remote employees will be expected to ensure their productivity, attentiveness, the protection of proprietary company and client information, and certify that all essential job duties and functions are accessible from their home office.

Ongoing employee eligibility for remote work is contingent upon your productivity and general work behaviors. All remote employees must:

- Meet equipment requirements.
- Be visible online in Slack during working hours.
- Participate in Morning meetings virtually (with audio and video).
- Be responsive to requests from the team, leadership, and clients.
- Make actionable progress in Asana, and in a timely manner.
- Provide an end of day summary of completed tasks and/or task progress.

Violation of this policy in part or in full may subject the employee to disciplinary action, up to and including termination.

# TIME OFF

Paid Time Off

Holidays

Personal Holidays

Sick Time

Annual Calendar

Family and Medical Leave

Bereavement

Workers' Compensation Leave

Jury Duty

Voting Time

# TIME OFF

## **Paid Time Off**

HOM recognizes that frequent time off is essential to maintain employee morale, and work life balance. The Company has constructed a series of applications for employees to utilize time off in a variety of ways while also maintaining the importance of regular attendance that is crucial to maintain business operations.

For all vacation, family, planned leaves, and time off, employees are required to submit a request at least 14 days in advance. In the case of emergencies, employees should submit the request as soon as they become aware of the need for leave.

All time off must be approved by Company leadership or your supervisor. Employees cannot take off more than 5 days at a time without prior approval from Company Leadership or your supervisor

If, during a leave, an employee accepts another job, engages in other employment or consulting outside of the Company, or applies for unemployment insurance benefits, the employee may be considered to have voluntarily resigned from employment with the Company.

All requests for time off will be considered in light of their effect on the Company and its work requirements, as determined by Company leadership, which reserves the right to approve or deny such requests in its sole discretion, unless otherwise required by law.

For disability-related leave requests, the Company will engage in an interactive process with the employee to determine if a leave is the most appropriate accommodation.

The employee must provide a certification from his or her health care provider to the Company to support a leave for medical reasons. Failure to provide the required certification to the Company in a timely manner will result in delay or denial of leave.

While the Company will make a reasonable effort to return the employee to his or her former position or a comparable position following an approved leave of absence, there is no guarantee that the employee will be reinstated to his or her position, or any position, except as required by law.

Employees can submit requests for time off via the Time Off Request form located on the Employee Portal.

<https://heidtofmedia.com/employee-portal/>

# TIME OFF

## Paid Time Off

Eligible full time employees are entitled to a total of 27 days of paid time off, which includes (13 days) Paid Holidays, (2) Personal Holidays, and (12 days) Vacation Days per year.

During your initial year of employment, you earn vacation days in accordance with your start date.

Paid time off for eligible employees are allotted 12 Vacations Days per calendar year, beginning January 1 annually. Vacation Days are encouraged to use 6 vacation days per 6 month period — the 6 month periods are semiannually, January 1 to June 30, and July 1 to December 31.

Employees must use paid time off each calendar year, observed January 1 to December 31 annually. Employees with unused paid time off at the end of the year are allowed to carry over a maximum 5 days of paid time off into the new calendar year.

Time off requests must be made at least 14 days in advance of any planned time off, paid and unpaid, with the exception of sick days.

Employees cannot take off more than 5 days at a time without prior approval from Company Leadership or your supervisor.

Employees must request time off through the appropriate form on the Heidt of Media Employee Portal. Please note that time off requests are **not** automatically granted, and are subject to review and approval by the leadership team.

Here is a quick link to the time off request form:

<https://heidtofmedia.com/employee-portal/>

Reasons for denial of time off requests are not required, but can vary depending on time of year, current workload, upcoming agendas, and amount of employees requesting time off at any given time. Please allow for sufficient time for request review accordingly.

Additionally, Employees with tenure have the ability to acquire additional paid time off. The total vacation days for tenured employees is structured as follows:

- 2 years, 14 total paid vacation days annually.
- 3 years, 15 total paid vacation days annually.
- 5 years, 17 total paid vacation days annually.
- 7 years, 19 total paid vacation days annually.
- 10 years, 22 total paid vacation days annually.

# TIME OFF

## Holidays

The Heidt of Media observes the following paid holidays each year for full-time salaried Employees

New Year's Day	January 1 (or the closest business day)
Martin Luther King Jr. Day	Third Monday in January
Presidents Day	Third Monday in February
Easter Monday	Monday following Easter
Memorial Day	Last Monday in May
Independence Day	July 4 (or the closest business day)
Labor Day	First Monday in September
Thanksgiving Day	Fourth Thursday in November
Day After Thanksgiving	Fourth Friday in November
Christmas Eve	December 24 (or the closest business day)
Christmas Day	December 25 (or the closest business day)
Day After Christmas	December 26 (or the closest business day)
New Years Eve	December 31 (or the closest business day)

The Company will grant paid holiday time off to all eligible full time employees. Holiday pay for regular full time employees will be calculated based on the employee's base pay rate (as of the date of the holiday) times the number of hours the employee would otherwise have worked on that day.

# TIME OFF

## Personal Holidays

Personal holiday time allows you to observe holidays that are not included in HOM's observed holiday schedule but that have personal significance to you based on recognized religious, cultural, patriotic, community, or diversity observances.

Examples of such personal holidays include: birthday, wedding anniversary, Rosh Hashanah, Good Friday, Eid al-Fitr, Cesar Chavez Day, Chinese New Year, Kwanzaa, Armenian Genocide Remembrance Day, World Alzheimer's Day, ADA Awareness Day, and National Coming Out Day.

HOM provides up to 2 days to employees, to be used for two personal holidays. You can take a personal holiday at any time within the current calendar year with prior approval of your supervisor.

Personal Holidays are separate and distinct from Vacation Days and do not accrue or roll over.

Employees who wish to use a personal holiday must provide advance notice of at least 30 days and obtain approval from their supervisor.

Employees can submit a request via the Employee Portal using the "Time Off Request Form" and select "Personal Holiday" as the nature of their request.

Here is a quick link to the Time Off Request Form:  
<https://heidtofmedia.com/time-off-request/>

## Sick Time

You are eligible to use sick time off after your first day of employment.

We don't offer a bank of sick days nor do we ask you to track your sick days. However if you're unexpectedly away from work due to illness or injury for more than 3 consecutive work days, you'll transition from sick time to personal leave, or paid time off in the form of vacation days, unless remote work is a viable option. HOM does not pay out for unused sick time upon resignation or termination.

Your manager will check in with you if you're consistently taking 2+ unplanned sick days per month. Excessive use of sick time may result in disciplinary action, including and up to termination. If you have a medical condition you know will take you away from work regularly, please work with your supervisor for accommodations.

# TIME OFF

## Annual Calendars

### 2022 Calendar:

Friday 1/3/2022

Friday 4/15/2022

Monday 4/18/2022

Monday 5/30/2022

Monday 7/4/2022

Friday 9/2/2022

Monday 9/5/2022

Wednesday 11/23/2022

Thursday 11/24/2022

Friday 11/25/2022

Friday 12/23/2022

Monday 12/26/2022

Friday 12/30/2022

New Years Day Off

Good Friday Off

Easter Monday Off

Memorial Day Off

July 4th Off

Long Weekend ½ Day Off

Labor Day Off

Thanksgiving ½ Day Off

Thanksgiving Off

Black Friday Off

Christmas Eve Eve Off

Off

New Years Eve Off

### 2023 Calendar:

Monday 1/2/2023

Monday 1/16/2023

Monday 2/20/2023

Monday 4/10/2023

Monday 5/29/2023

Tuesday 7/4/2023

Monday 9/4/2023

Thursday 11/23/2023

Friday 11/24/2023

Friday 12/22/2023

Monday 12/25/2023

Tuesday 12/26/2023

Friday 12/29/2023

New Years Day Off

Martin Luther King Jr. Day

Presidents' Day

Easter Monday Off

Memorial Day Off

July 4th Off

Labor Day Off

Thanksgiving Off

Black Friday Off

Christmas Off

Christmas Off

Christmas Off

New Years Eve Off

The 2024 calendar and paid holidays will be released prior to July 1, 2023.

## Family and Medical Leave

Because of the Company's small size, we are not required to comply with the federal Family and Medical Leave Act ("FMLA"). However, we recognize that our employees may occasionally need to take unpaid leave to care for a new child, to care for a seriously ill family member, to handle an employee's own medical issues, or to handle issues relating to a family member's military service, possibly including caring for a family member who is injured while serving in the military.

An employee, who has been employed for at least 12 months and for at least 1,250 hours of service during the previous 12 months, may be granted *8 weeks of paid, and an option for an additional 4 weeks of unpaid* leave for one or more of the following reasons:

- Birth of son/daughter and in order to care for such son/daughter.
- Placement of son/daughter with the employee for adoption or foster care.

In addition, an employee, who has been employed for at least 12 months and for at least 1,250 hours of service during the previous 12 months, may be granted *unpaid* leave for one or more of the following reasons:

- To care for a spouse, son, daughter or parent who has a serious health condition.
- A serious health condition that renders the employee incapable of performing the functions of his or her position.

A total of 12 work weeks of leave during any 12-month period may be granted under this policy. Such leave must be taken on a sustained or uninterrupted basis, except that intermittent leave may be taken for serious health care of the employee, child, spouse or parent. You must provide as much prior notice as reasonably possible

If you anticipate that you might need time off to deal with family and medical issues, please speak with your supervisor. We will consider every request on a case-by-case basis.

# TIME OFF

## **Bereavement**

In the event of a death in the immediate family, employees may have up to three working days, with pay, at their regular straight time rate or base salary, to handle family affairs and attend the funeral. Arrangements should be made with your supervisor in a timely manner.

For the purpose of this policy, "Immediate family" is defined as: your spouse, children, parents, grandparents, siblings, parents-in-law, aunts, uncles, nieces, nephews.

## **Workers' Compensation Leave**

Any employee who is unable to work due to a work related injury or illness and who is eligible for Workers' Compensation benefits will be provided an unpaid leave for the period required. The first 12 weeks will be treated concurrently as a family and medical leave under the federal Family Medical Leave Act ("FMLA") for employees eligible for FMLA leave.

## **Jury Duty**

U.S. citizens have a civic obligation to provide jury duty service when called. Employees are entitled up to one working day, with pay, at their regular straight time or base salary for jury duty.

The employee must bring in the jury duty notice as soon as it is received so that appropriate arrangements can be made to cover his or her duties. Employees are required to call in or report for work on those days or parts of days when their presence in court is not required.

## **Voting Time**

Employees who are registered voters and who lack two consecutive non-work hour opportunities when polls are open to vote in any local, state, and national election may take time (one half day) off to vote with pay for this purpose.

# CONDUCT

Standards of Conduct

Anti-Harassment and Discrimination

Attendance

Dress Code

Internet, Email and Computer Use Policy

Social Media Policy

Cell Phone Policy

# CONDUCT

## Standards of Conduct

Every organization must have certain standards of conduct to guide the behavior of employees. Although there is no possible way to identify every rule of conduct, the following is an illustrative list (not intended to be comprehensive or to limit the Company's right to impose discipline for any other conduct it deems inappropriate). Keep in mind that these standards of conduct apply to all employees whenever they are on Company property and/or conducting Company business (on or off Company property). Engaging in any conduct the Company deems inappropriate may result in disciplinary action, up to and including termination.

- Dishonesty;
- Falsification of Company records;
- Unauthorized use or possession of property that belongs to the Company, a coworker, or of the public;
- Possession or control of illegal drugs, weapons, explosives, or other dangerous or unauthorized materials;
- Fighting, engaging in threats of violence or violence, use of vulgar or abusive language, horseplay, practical jokes or other disorderly conduct that may endanger others or damage property;
- Insubordination, failure to perform assigned duties or failure to comply with the Company's health, safety or other rules;
- Unauthorized or careless use of the Company's materials, equipment or property;
- Unauthorized and/or excessive absenteeism or tardiness;
- Lack of teamwork, poor communication, unsatisfactory performance, unprofessional conduct, or conduct improper for the workplace;
- Sexual or other illegal harassment or discrimination;
- Unauthorized use or disclosure of the Company's confidential information;
- Violation of any Company policy.

If you would like to report another employee for violating a policy please do so via the Employee Incident Report on the Employee Portal:  
<https://heidtofmedia.com/employee-incident-report/>

If you have a complaint, comment, or suggestion, please submit it via the Suggestion Box on the Employee Portal:  
<https://heidtofmedia.com/suggestion-box/>

# CONDUCT

## **Anti-Harassment and Discrimination**

HOM prides itself in being an inclusive and safe environment and therefore is committed to providing a work environment free of sexual or any form of unlawful harassment or discrimination.

Harassment or unlawful discrimination against individuals on the basis of race, religion, creed, color, national origin, sex, pregnancy, sexual orientation, gender identity, age, ancestry, physical or mental disability, genetic information, marital status or any other classification protected by local, state or federal laws is illegal and prohibited by Company policy.

Such conduct by or towards any employee, contract worker, customer, vendor or anyone else who does business with the Company will not be tolerated. Any employee or contract worker who violates this policy will be subject to disciplinary action, up to and including termination of his or her employment or engagement. To the extent a customer, vendor or other person with whom the Company does business engages in unlawful harassment or discrimination, the Company will take appropriate corrective action.

### **Prohibited Conduct:**

Prohibited harassment or discrimination includes any verbal, physical or visual conduct based on sex, race, age, national origin, disability or any other legally protected basis if:

- a. submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or engagement;
- b. submission to or rejection of such conduct by an individual is used as a basis for decisions concerning that individual's employment or engagement; or
- c. it creates a hostile or offensive work environment.

Prohibited harassment includes (but is not limited to) unwelcome sexual advances, requests for sexual favors and lewd, vulgar or obscene remarks, jokes, posters or cartoons, and any unwelcome touching, pinching or other physical contact. Other forms of unlawful harassment discrimination may include racial epithets, slurs and derogatory remarks, stereotypes, jokes, posters or cartoons based on race, national origin, age, disability, marital status or other legally protected categories. Prohibited harassment might also be transmitted using the Company's electronic communications system, or through other online conduct.

# CONDUCT

## **Complaint Procedure:**

Employees or contract workers who feel that they have been harassed or discriminated against, or who witness any harassment or discrimination by an employee, contract worker, customer, vendor or anyone else who does business with the Company, should immediately report such conduct to their supervisor or any other member of leadership.

Do not allow an inappropriate situation to continue by not reporting it, regardless of who is creating the situation. No employee, contract worker, customer, vendor or other person who does business with this organization is exempt from the prohibitions in this policy. In response to every complaint, the Company will conduct an investigation which may involve interviewing witnesses if warranted and, if improper conduct is found, take appropriate corrective action.

To the extent that an employee or contract worker is not satisfied with the Company's handling of a harassment or discrimination complaint, he or she may also contact the appropriate state or federal enforcement agency for legal relief.

Report employee violations or file a complaint regarding an employee using the Employee Incident Report Form located on the Employee Portal: <https://heidtofmedia.com/employee-incident-report/>

Submit a comment, complaint, suggestion, or other comment via the Suggestion Box located on the Employee Portal: <https://heidtofmedia.com/suggestion-box/>

# CONDUCT

## **Attendance**

Punctuality and regular attendance are essential to the successful operation of the Company's business. In an organization such as ours, where the smooth flow of work depends on the cooperation and coordination of many people, the absence or lateness of one person can delay and interfere with the work of others and place a burden on them. HOM maintains attendance records and your attendance and punctuality are considered with other factors when performance appraisals and/or salary reviews are made.

It is the company's policy to continue regular operations despite inclement weather conditions. All employees are expected to arrive at their regularly scheduled time.

If conditions are such that you will be late, contact your supervisor immediately.

If for any reason you are unable to report for work as scheduled, or need to leave work for any reason during the workday, the employee must contact their supervisor immediately to obtain approval.

Employees are expected to report to work in a timely manner and prior to scheduled events and meetings.

- 15 minutes prior to the start of any virtual meetings.
- 30 minutes prior to the start of any in-person meetings at The Heidt of Media office.
- 30 minutes prior to the designated travel time of any in-person meetings that may take place outside of The Heidt of Media office.

Excessive absenteeism or tardiness may subject the employee to disciplinary action, up to and including termination.

## **Notice of Absence or Tardiness**

Under some circumstances, absence or tardiness on your part may be excused, but only if you give proper notice of such a problem before the start of your shift. The Company needs advance notice of attendance problems so that other arrangements can be made to cover your absence.

"Proper notice" means that you call, text, or email the Company personally to notify your supervisor or another member of leadership about the problem, unless a verifiable emergency makes it impossible for you to do so. It is not sufficient to call in and leave a message with someone who is not on the leadership team. If you fail to give proper notice in advance, you may be subject to disciplinary action, up to and possibly including termination.

If you are absent without notice for two days in a row, you will be considered as having abandoned your job, and the Company will process your work separation as a voluntary resignation on your part.

# CONDUCT

## Dress Code

What we wear to work is a reflection of the pride we have in our Company, in what we do, and in ourselves. Although dress code requirements will vary according to job responsibilities, we ask that your appearance at all times show discretion, good taste, and appropriateness for the safe performance of your job.

Employees are expected to dress neatly, appropriately, and in a manner consistent with the nature of our business and the type of work performed. Employees who report to work inappropriately dressed may be asked to leave the workplace until they are properly dressed or groomed.

The Heidt of Media's dress code policy is designed to help us all provide a consistent appearance to our customers and colleagues. Our appearance reflects on ourselves and the company. The goal is to be sure that we maintain a positive appearance and not to offend customers, clients, or colleagues.

### Shoe Guidelines:

Employees are always expected to wear close-toed shoes unless the day's tasks require otherwise.

If an employee chooses to wear sandals or open toed shoes, they must have an easily accessible pair of close-toed shoes at the office for them to change into should the day's tasks require them to do so.

Failure to bring or wear close-toed shoes will result in an initial warning, and missing out on activities that require close-toes shoes. Repeated violations or violations that have major repercussions may result in disciplinary action being taken up to and including termination.

### Clothing Guidelines:

Employees should not wear any clothing that could make colleagues or clients uncomfortable. This includes, but is not limited to, revealing clothing, inappropriate or offensive slogans, statements, images, or graphics that could cause offense regarding subjects such as religion, sexuality, politics, age, ethnicity, disability, and gender identity.

- Clothing that is too revealing includes, short crop tops, and revealing tank tops and short shorts, dresses, or skirts should not come up higher than mid-thigh.

On days where there are no in-person client meetings or other scheduled events, Employees are expected to dress in casual clothes while still maintaining a semi-professional appearance, unless the day's tasks require otherwise.

On days where there are client meetings, Employees are expected to dress in business casual attire, unless the day's tasks require otherwise.

# CONDUCT

## **Grooming and Hygiene Guidelines:**

Employees are expected to be well-groomed and well-kept, with appropriate facial hair and hairstyles, as well as a clean appearance with washed clothes that are not visibly frayed or in bad condition.

We also expect employees to have reasonable hygiene standards. Employees should regularly bathe or shower, maintain good oral hygiene, and ensure that they use deodorant to minimize body odor and breath odor.

If an odor is caused by a medical condition, please bring this to the attention of leadership.

Clothing and grooming styles dictated by religion or ethnicity are exempt.

## **Dress Code Violations:**

Managers or supervisors are expected to inform employees when they are violating the dress code. Employees in violation are expected to immediately correct the issue, and may be asked to leave the workplace until they are properly dressed or groomed.

Under such circumstances, you will be asked to clock out and return in acceptable attire. Consult your Supervisor if you have questions as to what constitutes appropriate appearance.

Where necessary, reasonable accommodation may be made to a person with a disability.

Employees who violate dress code standards may be subject to appropriate disciplinary action. Repeated violations or violations that have major repercussions may result in disciplinary action being taken up to and including termination.

Clothing and grooming styles dictated by religion or ethnicity are exempt.

# CONDUCT

## **Internet, Email and Computer Use Policy**

The Company uses various forms of electronic communication including, but not limited to: computers, email, telephones, voicemail, instant message, text message, Internet, cell phones and smartphones (hereafter referred to as "electronic communications"). The electronic communications, including all software, databases, hardware, and digital files, remain the sole property of the Company and are to be used only for Company business and not for personal use.

The following rules apply to all forms of electronic communications and media that are: (1) accessed on or from Company premises; (2) accessed using the Company computer or telecommunications equipment, or via Company-paid access methods; (4) on behalf of clients and customers of the Company; and/or (3) used in a manner which identifies the Company. The following list is not exhaustive and the Company may implement additional rules from time to time.

1. Electronic communication and media may not be used in any manner that would be discriminatory, harassing, or obscene, or for any other purpose that is illegal, against Company policy, or not in the best interest of the Company. Employees who misuse electronic communications and engage in defamation, copyright or trademark infringement, misappropriation of trade secrets, discrimination, harassment, or related actions will be subject to discipline, up to and including termination.
2. Employees may not install personal software on Company computer systems without prior written request and written approval by an acting supervisor.
3. Employee's own electronic media may be used during work hours for the purposes of the Company's social media or other related services. Personal use of electronic communications and devices are allowed during breaks, under the condition that tasks are completed in a timely manner and the employee is not distracted from the Company's responsibilities. All other company policies, including the Company's no tolerance for discrimination, harassment, or retaliation in the workplace apply.

# CONDUCT

## Internet, Email and Computer Use Policy [continued]

4. All electronic information created by any employee on Company premises or transmitted to Company property using any means of electronic communication is the property of the Company and remains the property of the Company. You should not assume that any electronic communications are private or confidential and should transmit personal sensitive information in other ways. Personal passwords may be used for purposes of security, but the use of a personal password does not affect the Company's ownership of the electronic information. The Company will override all personal passwords if necessary for any reason.
5. The Company reserves the right to access and review electronic files, messages, internet use, blogs, "tweets", instant messages, text messages, email, voice mail, and other digital archives, and to monitor the use of electronic communications as necessary to ensure that no misuse or violation of Company policy or any law occurs. All such information may be used and/or disclosed to others, in accordance with business needs and the law. The Company reserves the right to keep a record of all passwords and codes used and/or may be able to override any such password system.
6. Employees are not permitted to access the electronic communications of other employees or third parties unless directed to do so by Company management. No employee may install or use anonymous email transmission programs or encryption of email communications.
7. Employees who use devices on which information may be received and/or stored including but not limited to cell phones, cordless phones, portable computers, fax machines, and voicemail communications are required to use these methods in strict compliance with the Confidentiality section of this Handbook. These communications tools should not be used for communicating confidential or sensitive information or any trade secrets.
8. Access to the Internet, websites, and other types of Company-paid computer access are to be used for Company-related business only. Any information about The Heidt of Media, its products or services, or other types of information that will appear in the electronic media about the Company must be approved before the information is placed on any electronic information resource that is accessible to others.

# CONDUCT

## **Social Media Policy**

The Heidt of Media is committed to utilizing social media to enhance its profile and reputation, to listen and respond to customer opinions and feedback, and to drive revenue, loyalty and advocacy for the Company and it's clients. We encourage employees to support our activities through their personal social networking channels while adhering to the guidelines outlined in this section.

For the purpose of this section, social media and networking refers to the use of web-based and mobile applications for social interaction and the exchange of user-generated content. Social media channels can include, but are not limited to: Facebook, Twitter, LinkedIn, TikTok, Reddit, YouTube, blogs, review sites, forums, online communities and any similar online platforms.

Employees are expected to conduct themselves in a professional manner and to respect the views and opinions of others. The Company and its employees are committed to conducting ourselves in accordance with best industry practices in social networking, to being responsible citizens and community members, to listening and responding to feedback, and to communicating in a courteous and professional manner. Behavior and content that may be deemed disrespectful, dishonest, offensive, harassing or damaging to the company's interests or reputation are not permitted. The use of social media channels on company time for personal purposes is not allowed.

Any social media contacts, including "followers" or "friends," that are acquired through accounts (including but not limited to email addresses, blogs, Twitter, Facebook, YouTube, LinkedIn, or other social media networks) created on behalf of the Company will be the property of the Company.

Employees must not disclose private or confidential information about the Company, its employees, clients, suppliers or customers on social networks. Employees must respect trademarks, copyrights, intellectual property and proprietary information. No third-party content should be published without prior permission from the owner.

The Company maintains the right to monitor company-related employee activity on all social networks. Violation of policy guidelines is grounds for discipline, up to and including termination.

# CONDUCT

## **Cell Phone Policy**

The use of personal cell phones at work is allowed for purposes of engaging, interacting, and completing job and client specific tasks. Use of personal cell phones for personal purposes is discouraged during work hours because it can interfere with work and be disruptive to others. Employees who bring personal cell phones to work are expected to be mindful of personal use, and respectful of other employees by keeping the ringer shut off, music muted or a low level, and/or placed on vibrate mode when they are in the office, and to keep personal cell phone use confined to breaks and meal periods. Personal phone conversations should be had away from areas where other employees are working, and should never disrupt client meetings. When cell phone use interferes with the satisfactory performance of an employee's duties or disturbs others, the privilege of using a personal cell phone at work may be taken away and other disciplinary action, up to and including termination, may be imposed.

The Company may provide cell phone allowances to employees in certain positions in an effort to improve efficiency and effectiveness. When cell phones are used for Company business, employees must comply with all Company policies governing conduct, including our policies prohibiting discrimination, harassment, and violence in the workplace. When using the cell phone in a public place, please remember to maintain the confidentiality of any private or confidential business information. As a courtesy to others, please shut cell phones off or place them on vibrate mode during meetings.

# PERFORMANCE

Employee Evaluations  
Discipline, Corrective Actions, and Violations

# PERFORMANCE

## Employee Evaluations

At HOM we communicate to empower, and in order to foster more dialogue between Team Members and Managers the Company will conduct periodic performance reviews. Performance evaluations will be conducted semi-annually.

The frequency and depth of performance evaluations vary depending upon length of service, job position, past performance, changes in job duties, or recurring performance problems. Every effort will be made to perform evaluations on or about your scheduled review date, but be aware that delays may occur.

During your performance evaluations, your Supervisor may review factors such as the quality and quantity of the work you perform, your knowledge of the job, your consistency, your independent work, your teamwork, your communication skills, your creativity, your initiative, your work ethic, attitude, and your attitude toward others.

These categories are rated on a scale of 1 to 4:

- 1 = Unacceptable
- 2 = Needs improvement
- 3 = Meets expectations
- 4 = Exceeds expectations

To calculate your overall rating, we determine the average of all the categories.

$$[ (\text{Sum of all categories}) / (\text{Total number of categories}) ]$$

The performance evaluations are intended to make you aware of your progress, areas for improvement, and objectives or goals for future work performance. Favorable performance evaluations do not guarantee increase in salary or promotions. Salary increases and promotions are solely within the discretion of the Company and depend upon many factors.

Employee evaluations are conducted on a periodic basis depending on your length of time with the Company:

0-90 Days	Monthly
90 days - 1 year	Bi-Monthly
1 year +	Semi-Annually

Employees are expected to sign the Employee Evaluation form at the conclusion of their review to acknowledge receipt of the conversation and feedback.

# PERFORMANCE

## Employee Evaluation Template

EMPLOYEE'S NAME

JOB TITLE

\_\_\_\_\_

\_\_\_\_\_

REVIEW PERIOD

EMPLOYEE SIGNATURE

\_\_\_\_\_

\_\_\_\_\_

	RATING	COMMENTS
PERFORMANCE		
CONSISTENCY		
INDEPENDENT WORK		
TEAMWORK		
COMMUNICATION		
CREATIVITY		
INITIATIVE		
WORK ETHIC		

OVERALL RATING

RECOMMENDATION

\_\_\_\_\_

\_\_\_\_\_

1=UNACCEPTABLE 2=NEEDS IMPROVEMENT 3=MEETS EXPECTATIONS 4=EXCEEDS EXPECTATIONS

# PERFORMANCE

## Discipline

Infringement of any HOM policies, procedures, and rules may warrant disciplinary action. The Company may, at its discretion, utilize whatever form of discipline is deemed appropriate under the circumstances, up to and including termination of employment. The Company's policy of discipline in no way limits or alters the at-will employment relationship.

Discipline may take various forms, including verbal counseling, oral warnings, written violations, probation or probationary periods, suspension, demotion, reassignment or termination. The discipline imposed will depend on the circumstances of each case; therefore, discipline will not necessarily be imposed in any particular sequence.

The disciplinary actions chosen by your supervisor and the leadership team depends on the nature and severity of the policy infringement, timing and frequency of previous issues, employee performance, and other factors relating to general expectations of employee conduct.

If you would like to report another employee for violating a policy please do so via the Employee Incident Report on the Employee Portal:  
<https://heidtofmedia.com/employee-incident-report/>

# PERFORMANCE

## Corrective Actions

<b>Oral Warning</b>	If your performance, work-related conduct, attendance, or punctuality doesn't meet specified requirements, your supervisor may initiate an oral warning that clarifies the need for improvement and is delivered verbally to you or in writing by your supervisor. The informal warning generally contains: The specific areas of performance, work-related conduct, attendance, or punctuality that don't meet the requirements or expectations of your assigned job duties or company policy. Clear notice that if the issue continues, it could lead to a formal Violation or termination of employment.
<b>Violation</b>	If your performance, work-related conduct, attendance, or punctuality doesn't improve or keeps declining after an oral warning — or if the nature of the underlying concern requires more formal action — then your supervisor may document the situation with a formal Violation. A Violation documents the need for improvement will be delivered verbally to you and in writing by your manager. The formal warning generally contains: An explanation of the issue. A definition of the expected level of performance or the identified need to improve work-related conduct or adherence to the attendance and punctuality standards. Clear notice that if the issue continues, it can result in the termination of employment.
<b>Probation or Probationary Periods</b>	A probationary period is defined by a cautionary or highly supervised period of time where an employee is subject to an increase in Employee evaluations. It is not necessarily a product of poor performance or discipline, but can be used as such as determined by leadership and your supervisor.
<b>Demotion</b>	A demotion is a reduction in an employee's rank or job title. A demotion is not necessarily a result of poor performance or discipline, but can be used as such as determined by leadership and your supervisor. A demotion may also lead to the loss of other privileges associated with a more senior rank and/or a reduction in pay or benefits.
<b>Final Notice</b>	Situations that involve a serious policy violation or workplace conduct issue may require corrective action just short of termination of employment. In a situation like this, you may receive a final notice advising you that if a similar action or any other serious policy violation occurs again at any time during your employment with HOM, your employment may be terminated immediately. A final notice will be delivered to you verbally and in writing by your manager. A final notice generally contains: A description of the significant workplace conduct issues or serious one-time policy violation (such as a Code of Ethics violation). A definition of the expectations. Clear notice that if the issue reoccurs, it may result in the termination of employment.

# PERFORMANCE

## Employee Violations

Violation of any HOM policies and rules may warrant disciplinary action. The following is an example of a formal written employee violation:

\_\_\_\_\_  
EMPLOYEE'S NAME

\_\_\_\_\_  
DATE OF VIOLATION

**Type of Violation:**

- Violation or Failure to Observe Work Procedures and Rules
- Tardiness, Absenteeism, Failure to Report to Work
- Under the Influence of and/or Possession of Drugs or Alcohol
- Dishonesty
- Failure to Complete Work Assignment
- Damage or Misuse of Company Property
- Physical or Verbal Assault
- Other (Please specify below)

**Summary of Violation:**

Please include the following: description and evidence of the offense, behavioral expectations, desired results, and consequences if not met. Please attach additional documentation if necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Further misconduct or violation(s) will result in disciplinary action, up to and including immediate termination.

I (The Heidt of Media Employee) have read this 'Employee Violation' and understand it.

\_\_\_\_\_  
EMPLOYEE SIGNATURE

\_\_\_\_\_  
SUPERVISOR SIGNATURE

# BENEFITS

Generally

Social Security Benefits (FICA)

Unemployment Insurance

Health, Dental, and Vision Insurance

# BENEFITS

## General

Aside from those benefits required by state and federal regulations, Heidt of Media also offers additional benefits for its full-time employees. From time to time, benefits may be added or deleted from the benefits package. The Company reserves the right to make such changes.

This Handbook does not contain the complete terms and/or conditions of any of the Company's current benefit plans. It is intended only to provide general explanations. For information regarding employee benefits and services, employees should contact [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com).

## Social Security Benefits (FICA)

During your employment, you and the Company both contribute funds to the Federal government to support the Social Security Program. This program is intended to provide you with retirement benefit payments and medical coverage once you reach retirement age.

FICA is a U.S. federal payroll tax. It stands for the Federal Insurance Contributions Act and is deducted from each paycheck.

## Unemployment Insurance

The company pays a state and federal tax to provide employees with unemployment insurance coverage in the event they become unemployed through no fault of their own or due to circumstances described by law. This insurance is administered by applicable state agencies, who determine eligibility for benefits, the amount of benefits (if any), and duration of benefits.

## Health, Dental, and Vision Insurance

Employees eligible to participate must satisfy the requirements of both paragraphs 1 and 2 below.

1. The employee must be classified as a Full Time Employee, working a minimum of 40 hours per week, to be eligible for the benefits package.
2. The Full Time Employees are eligible for the benefits package once they have been employed for a minimum of **30 days**.

Part Time Employees, Independent Contractors, and Temporary Employees are not eligible for the benefits package at this time.

Health and Dental insurance are provided by Blue Cross Blue Shield through SimplyInsured.

If you have questions regarding your eligibility for these benefits, please contact your supervisor at [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com).

# HEALTH & SAFETY

- Safety
- Safe Driving
- Violence-Free Workplace
- Drug-Free Campus
- Tobacco Free Campus
- In Case of Emergency
- In Case of Fire
- In Case of Tornado
- Incident Reporting
- COVID-19 Prep
- COVID-19 Prevention Policy
- COVID-19 On Site Protocols

# HEALTH & SAFETY

## Safety

The Company is committed to providing a safe workplace. Accordingly, the Company emphasizes "safety first." It is the employee's responsibility to take steps to promote safety in the workplace and work in a safe manner. By remaining safety conscious, employees can protect themselves and their coworkers. Employees are expected to promptly report all unsafe working conditions, accidents and injuries, regardless of how minor, so that any potential hazards can be corrected.

In order to establish consistent efforts to reduce accidents and injuries, and to mitigate the results of those that do occur, all employees must:

Report any emergency, accident, or hazardous situation to a member of leadership immediately. Contact local authorities as necessary.

For non-emergency safety matters, Associates should contact a member of leadership, [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com) or file a report online via the employee portal.

Follow all safety guidelines established for use of equipment, material handling, and emergency procedures; never engage in horseplay or other activity that may endanger the safety of any employee or customer; and use good judgment to avoid accidents and hazardous conditions.

# HEALTH & SAFETY

## Safe Driving

HOM Employees may occasionally be asked to drive their private vehicles to complete local errands on company business or may be required to rent vehicles when on out-of-town visits. The following guidelines apply to Employees when operating vehicles on company business:

Employees driving on company business must possess a valid driver's license and liability insurance. Employees must avoid distractions while driving such as texting, emailing, and other activities that do not promote safety.

Employees must also be aware of, and adhere to, all federal, state, and local laws and regulations regarding vehicle operations and the use of cell phones and other handheld electronic devices when driving on Company business. This policy encompasses the operation of Company vehicles, leased or rented vehicles, or personal vehicles while conducting Company business.

Employees must report any Company-related vehicle accident, theft, or damage to their immediate supervisor and within 5 days after the incident via the Emergency Incident Report located on the Employee Portal. Depending on the severity of the report, further reports may be required by law. <https://heidtofmedia.com/emergency-incident-report/>

## Violence-Free Workplace

HOM intends to provide a safe workplace free from violence. The Company will not tolerate any acts or any threats of violence, direct or indirect, whether serious or said in jest, that occur on Company premises or that are directed at applicants, Employees, or customers. Possession of firearms, knives, explosives, or lethal weapons of any kind while on Company premises, at any Company-sponsored event, or while conducting Company business is prohibited. Prompt remedial action will be taken against any employee who engages in any threatening behavior or commits an act of violence, up to and including termination.

HOM will exercise all available legal rights to ensure the safety of its employees against anyone who engages in violent, threatening, or abusive behavior on Company premises. Employees must report any instances or threats of workplace violence immediately to a supervisor, or a member of leadership.

Report employee violations or file a complaint regarding an employee using the Employee Incident Report Form located on the Employee Portal: <https://heidtofmedia.com/employee-incident-report/>

Submit a comment, complaint, suggestion, or other comment via the Suggestion Box located on the Employee Portal: <https://heidtofmedia.com/suggestion-box/>

# HEALTH & SAFETY

## Drug-Free Campus

The Heidt of Media is committed to providing its employees with a safe and productive work environment. In keeping with this commitment, it maintains a strict policy against the use of alcohol and the unlawful use of drugs in the workplace. Consequently, no employee may consume or possess alcohol, or use, possess, sell, purchase or transfer illegal drugs at any time while on the Company's premises or while using the Company vehicles or equipment, or at any location during work time.

No employee may report to work with illegal drugs (or their metabolites) or alcohol in his or her bodily system. The only exception to this rule is that employees may engage in moderate consumption of alcohol that may be served and/or consumed as part of an authorized Company social or business event.

"Illegal drug" means any drug that is not legally obtainable or that is legally obtainable but has not been legally obtained. It includes prescription drugs not being used for prescribed purposes or by the person to whom it is prescribed or in prescribed amounts. It also includes any substance a person holds out to another as an illegal drug.

Any violation of this policy will result in disciplinary action, up to and including termination.

Any employee who feels he or she has developed an addiction to, dependence upon, or problem with alcohol or drugs, legal or illegal, is strongly encouraged to seek assistance before a violation of this policy occurs. Any employee who requests time off to participate in a rehabilitation program will be reasonably accommodated. However, employees may not avoid disciplinary action, up to and including termination, by entering a rehabilitation program after a violation of this policy is suspected or discovered.

# HEALTH & SAFETY

## Drug Testing

The Company will conduct drug and/or alcohol testing under any of the following circumstances:

- Random Testing
  - Employees may be selected at random for drug and/or alcohol testing at any interval determined by the Company.
- For-Cause Testing
  - The Company may ask an employee to submit to a drug and/or alcohol test at any time it feels that the employee may be under the influence of drugs or alcohol, including, but not limited to, the following circumstances: evidence of drugs or alcohol on or about the employee's person or in the employee's vicinity, unusual conduct on the employee's part that suggests impairment or influence of drugs or alcohol, negative performance patterns, or excessive and unexplained absenteeism or tardiness.
- Post-Accident Testing:
  - Any employee involved in an on-the-job accident or injury under circumstances that suggest possible use or influence of drugs or alcohol in the accident or injury event may be asked to submit to a drug and/or alcohol test. "Involved in an on-the-job accident or injury" means not only the one who was or could have been injured, but also any employee who potentially contributed to the accident or injury event in any way.

If an employee is tested for drugs or alcohol outside of the employment context and the results indicate a violation of this policy, or if an employee refuses a request to submit to testing under this policy, the employee may be subject to appropriate disciplinary action, up to and possibly including termination. In such a case, the employee will be given an opportunity to explain the circumstances prior to any final employment action becoming effective.

# HEALTH & SAFETY

## **Tobacco-Free Campus**

The Heidt of Media maintains a smoke-and tobacco-free office. No smoking or other use of tobacco or similar products (including, but not limited to, cigarettes, e-cigarettes or vaping devices, pipes, cigars, snuff, or chewing tobacco) is permitted at any point during a workday, while on company business, while in transit between work locations or assignments, while at client locations, in any part of a company building or within "50" feet of such buildings, or anywhere on or in company parking areas.

There are no designated smoking areas inside or on Company premises, nor does the Company allow smoking breaks during the workday, i.e., no additional breaks beyond those allowed under the Company's break policy may be taken for the purpose of using tobacco or similar products. If returning from a meal break during which you have used tobacco or similar products, do not leave cigarette butts or other traces of litter or tobacco use on the ground or anywhere else. Dispose of any litter properly in the receptacles provided for that purpose.

Employees may not smell of tobacco smoke during work hours or while on company business. In general, employees should not use or consume any substance, the effects or traces of which could interfere with the employee's presentation of a clean and professional appearance to clients and the public in general.

Employees are expected to follow the Company's smoking or tobacco use in addition to the policies of our clients when working at a client's site.

All employees are expected to abide by this policy while at work, whether on company premises, at a customer's site, or while in transit between work locations or assignments, as well as while the employee is off duty, if the employee is on company premises or in vehicles owned, leased, or rented by the company.

Employees who violate the smoke-and tobacco-free policy may be subject to appropriate disciplinary action. Repeated violations or violations that have major repercussions may result in disciplinary action being taken up to and including termination.

# HEALTH & SAFETY

## In Case of Emergency

Owner - Emily Heidt - 972-835-6420  
Bryce Norniella - 972-679-5964

### For matters relating to the office space:

4950 Keller Springs Rd #430, Addison, Texas 75001  
Kennington Commercial  
Property Manager: David Johnson or Ryan Alexander  
Office: (214) 599-9996  
Email: [david@kenningtoncommercial.com](mailto:david@kenningtoncommercial.com)  
[ryan@kenningtoncommercial.com](mailto:ryan@kenningtoncommercial.com)  
<https://www.kenningtoncommercial.com/>

**For serious or life threatening emergencies, please call 911.**

### Addison, Texas Non-Emergency Contact:

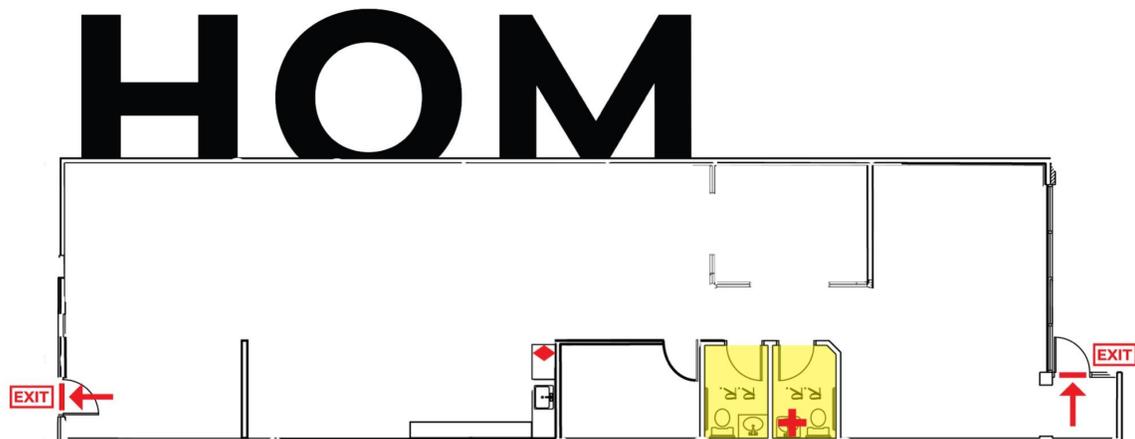
To make a complaint, you may call the Police Department's non-emergency number at **972-450-7156** or visit this website:  
<https://addisontexas.net/police/how-contact-us>

If an injury takes place at work or you are required to call 911, you will be required to file an incident report through the employee portal within 5 days of the incident.

Depending on the severity of the report, further reports may be required by law.

Emergency Incidents Report Form:

<https://heidtofmedia.com/emergency-incident-report/>



### LEGEND

- ◆ Fire Extinguisher
- ⊕ First Aid Kit
- Shelter Areas

# HEALTH & SAFETY

## In Case of Fire

Exits are located at the front and back of the building as noted by the EXIT signs.

A fire extinguisher is located under the sink in the kitchen area. In case of fire at the office, locate the fire extinguisher and use as directed.

### **For serious or life threatening emergencies, please call 911.**

- Contact 911 - and follow their instructions.
- Our Address is 4950 Keller Springs Rd #430, Addison, Texas 75001
- Exit the building immediately. Gather along the sidewalk along Quorum Drive and wait until authorities arrive.

### **Addison, Texas Non-Emergency Contact:**

To make a complaint, you may call the Police Department's non-emergency number at **972-450-7156** or visit this website: <https://addisontexas.net/police/how-contact-us>

If a fire does take place or you are required to call 911, you will be required to file an incident report through the employee portal within 5 days of the incident via the Emergency Incidents Report Form on the Employee Portal: <https://heidtofmedia.com/emergency-incident-report/>

Depending on the severity of the report, further reports may be required by law.

## In Case of Tornado

Even the possibility of a tornado must be taken seriously. Employees and leadership should stay up to date with all extreme weather, and react promptly when local warnings and sirens are active.

Tornado Watch - A tornado watch is a severe weather watch product issued by national weather forecasting agencies when meteorological conditions are favorable for the development of severe thunderstorms capable of producing tornadoes.

Tornado Warning - A tornado warning is a severe weather warning product issued by regional offices of weather forecasting agencies throughout the world to alert the public when a tornado has been reported or indicated by weather radar within the parent severe thunderstorm.

During a tornado warning and active siren, employees should immediately proceed to the nearest emergency shelter location.

# HEALTH & SAFETY

## Incident Reporting Procedures

**Report an emergency or workplace injury via the Emergency Incidents Report Form on the Employee Portal.**

<https://heidtofmedia.com/emergency-incident-report/>

- Must be filed within 5 days of the incident.
- Depending on the severity of the report, further reports may be required by law.

**Report equipment lost, broken or stolen via the Equipment Incident Report Form on the Employee Portal.**

<https://heidtofmedia.com/equipment-incident-report/>

**Report employee violations or file a complaint regarding an employee on the Employee Incident Report Form on the Employee Portal.**

<https://heidtofmedia.com/employee-incident-report/>

# HEALTH & SAFETY

## COVID-19 Prep

The Heidt of Media is committed to providing a safe and healthy workplace for all our Employees and any Clients, Guests, Patrons, etc. To ensure we have a safe and healthy workplace, we have developed the following COVID-19 Preparedness Policies in response to the COVID-19 pandemic. All employees are responsible for implementing these policies and reporting others who are not in compliance. The goal is to mitigate the potential transmission of COVID-19 in our workplace and community, and that requires full cooperation from our employees. These policies follow guidance developed by the Centers for Disease Control and Prevention (CDC) and the Dallas County Health Department.

- 1) Employees should familiarize themselves with the common symptoms of COVID-19 and monitor for those. If any symptoms should develop, employees should stay home, notify their supervisor, and contact their health care provider to seek testing.
- 2) Anyone with a temperature greater than 100.4° F should immediately leave the building, inform their supervisor of their fever, begin quarantining at home, and contact their health care provider to seek testing.
- 3) During times of increased risk, as dictated by local government agencies, the Heidt of Media requires all employees to stay at least six feet apart whenever possible, regardless of if masks are being worn. If physical distancing is not possible, employees should limit the time of the contact and avoid any physical contact.
- 4) Employees should wipe down all workspace surfaces upon leaving at the end of each week with provided materials.
- 5) Employees will follow CDC and Dallas County Guidelines when it comes to current mask policies and enforcement. Please ask your supervisor for a mask if you do not have one.

If an employee is sick or exposed...

- 1) The Heidt of Media has created a process for informing employees if they have been exposed to a person with COVID-19 in the workplace that requires them to quarantine for 14 days since the last exposure.
- 2) If an employee is made aware of an exposure to COVID-19 outside of the workplace (either by the positive individual or the Health Department), they must inform their supervisor and immediately begin quarantining at home.
- 3) The Company has implemented work from home or remote working opportunities and leave policies for those unable to work from home that promotes workers staying at home when they are sick, when household members are sick, or when required by a health care provider or the Health Department to isolate or quarantine themselves or a member of their household.

If you believe you have been exposed to COVID-19 or someone who has tested positive for COVID-19, please contact [admin@heidtofmedia.com](mailto:admin@heidtofmedia.com) or notify your direct supervisor immediately.

# HEALTH & SAFETY

## COVID-19 Prevention Suggestions:

- You should get a COVID-19 vaccine as soon as you can. You may be allowed up to one half day of paid time off, if necessary, to get vaccinated and recover from any side effects.
- Properly wear a face covering over your nose and mouth. Face coverings are simple barriers worn over the face, nose and chin. They work to help prevent your respiratory droplets or large particles from reaching others. Individuals are encouraged to choose higher quality masks so that they are providing a greater measure of protection to themselves as well as those around them. CDC provides general guidance on masks, including face coverings. If you are working outdoors, you may opt not to wear face coverings in many circumstances; however, your employer should support you in safely continuing to wear a face covering if you choose, especially if you work closely with other people.
- Unless you are fully vaccinated and not otherwise at-risk, stay far enough away from other people so that you are not breathing in particles produced by them – generally at least 6 feet (about 2 arm lengths), although this approach by itself is not a guarantee that you will avoid infection, especially in enclosed or poorly ventilated spaces. Ask your employer about possible telework and flexible schedule options at your workplace, and take advantage of such policies if possible. Perform work tasks, hold meetings, and take breaks outdoors when possible.
- Practice good personal hygiene and wash your hands often. Always cover your mouth and nose with a tissue, or the inside of your elbow, when you cough or sneeze, and do not spit.

COVID-19 vaccines are highly effective at keeping you from getting COVID-19. If you are not yet fully vaccinated or are otherwise at risk, optimum protection is provided by using multiple layers of interventions that prevent exposure and infection.

# HEALTH & SAFETY

## COVID-19 On Site Protocols

All of the Company's COVID-19 preparation and prevention policies apply when on duty, regardless of location. All of the CDC and local government rules and regulations apply when on duty, regardless of location.

Additional locations we visit while on duty may have different rules and regulations that employees are expected to abide by, in addition to the ones set by the Company and local government agencies.

In addition to the COVID-19 Prep and COVID-19 Prevention policies, the following rules apply when attending in-person meetings, or on site productions. During times of increased risk, as dictated by local government agencies, the Heidt of Media requires all employees:

- Follow mask and COVID-19 protocols that are equal to or more strict than HOM policies for Prep and Prevention.
- Take and record their personal temperature prior to departure from HOM and upon arrival at the location or destination.
  - Document your temperature and sign next to your recorded temperature using the template below.

## COVID-19 Temperature Log

Full Name	Date and Time	Temperature	Signature

# PRIVACY

Privacy  
Confidentiality  
Photo and Video Release  
Video Surveillance  
Workplace Searches  
Media Inquiries  
Political Neutrality  
Open Door Policy  
No Retaliation

# PRIVACY

## Privacy

The Company is respectful of employee privacy. All employee demographic and personal information will be shared only as required in the normal course of business. Healthcare enrollment information is kept in a separate folder from other human resources forms. Workers' Compensation information is not considered private healthcare information; however, this information will be released only on a need-to-know basis.

The Company does not make or receive any private healthcare information through the course of normal work. If any employee voluntarily shares private healthcare information with a member of leadership, this information will be kept confidential. If applicable, the Company will set up guidelines for employees and leadership to follow to ensure that company employees conform to the requirements of the Health Insurance Portability and Accountability Act (HIPAA).

## Confidentiality

In the course of employment with the Company, employees may have access to "Confidential Information" regarding the Company, which may include its business strategy, future plans, financial information, contracts, suppliers, customers, personnel information or other information that the Company considers proprietary and confidential. Maintaining the confidentiality of this information is vital to the Company's competitive position in the industry and, ultimately, to its ability to achieve financial success and stability. Employees must protect this information by safeguarding it when in use, using it only for the business of the Company and disclosing it only when authorized to do so and to those who have a legitimate business need to know about it. This duty of confidentiality applies whether the employee is on or off the Company's premises, and during and even after the end of the employee's employment with the Company. This duty of confidentiality also applies to communications transmitted by the Company's electronic communications. See also Internet, Email and Computer Use policy, herein.

As a condition of employment with the Company, all employees must sign a Non Disclosure Agreement.

# PRIVACY

## **Photo and Video Release**

As terms of employment, all Employees permit The Heidt of Media and its employees, agents, independent contractors, licensees, successors, and assigns (the "Company's Agents") the full irrevocable right and permission to take pictures, portraits, digital images, or videos in which the Employee may be included (the "Content") and use, reuse, publish, republish, reproduce, edit, alter, and otherwise exploit the Content, in whole or in part and in conjunction with the Employee's name and Company. To be used in, on, or in connection with The Heidt of Media, it's clients, and any reasonable internet use, social media, advertising, fundraising, and publicity in connection therewith (the "Content Use"). Employees grant and assign to the Company and the Company's Agents all right, title, and interest in and to the Content, including, but not limited to, copyright. The Employee understands and agrees that the Content and any associated raw footage or original files shall be the sole property of the Company. For the duration of, and after the conclusion or termination of contracts or employment, the employee shall have no right to dictate Content Use or receive any royalties or other compensation arising from or related to the Content Use.

All HOM employees are required to sign the Employee Photo and Video Release as a condition of their employment.

## **Video Surveillance**

In order to promote the safety of employees and company visitors, as well as the security of its facilities, HOM may conduct video surveillance of any portion of its premises at any time, the only exception being private areas of restrooms, showers, and dressing rooms, and that video cameras will be positioned in appropriate places within and around HOM buildings and used in order to help promote the safety and security of people and property.

HOM reserves the right to utilize, monitor, and record on the Company premises at all times via security cameras located in the building and in working areas for any reason including, security, theft protection, or protection of proprietary information.

All HOM employees are required to sign the Search & Surveillance Acknowledgement as a condition of their employment.

# PRIVACY

## **Workplace Searches**

All offices, desks, file drawers, cabinets, lockers, Company vehicles, and other Company equipment (including but not limited to computers, e-mail and voice mail) and facilities or any area on Company premises are the property of the Company ("Company Property"), and are intended for business use. Employees should have no expectation of privacy with respect to Company property and/or items stored within Company Property or on Company premises. Inspection may be conducted at any time, without notice, at the discretion of the Company.

In addition, when the Company deems appropriate, employees may be required to submit to searches of their personal vehicles, parcels, purses, handbags, backpacks, briefcases, lunch boxes or any other possessions or articles brought on to the Company's premises.

Persons entering the premises who refuse to cooperate in an inspection conducted pursuant to this policy may not be permitted to enter the premises. All employees must cooperate in an inspection; failure to do so is considered a violation and will result in disciplinary action, up to and including termination.

## **Media Inquiries**

Television, newspaper, or radio media may occasionally contact Employees to request interviews about products we sell or to obtain other information about the Company. Employees must contact leadership regarding all media and public relations interview requests. Under no circumstance may an Employee act as a representative of HOM for the purpose of conducting a news media interview or discuss non-public information about the Company without authorization from leadership.

## **Political Neutrality**

Maintenance of individual freedom and our political institutions necessitates broad scale participation by citizens concerning the selection, nomination and election of our public office holders. The Company will not discriminate against any employee because of identification with and support of any lawful political activity. Company employees are entitled to their own personal political position. The Company will not discriminate against employees based on their lawful political activity engaged in outside of work. If you are engaging in political activity, however, you should always make it clear that your actions and opinions are your own and not necessarily those of the Company, and that you are not representing the Company.

Any political activities must be in accordance with subsection social media.

## **Open Door Policy**

This means, literally, that every member of leadership or supervisor's door is open to every employee. The purpose of our open door policy is to encourage open communication, feedback, and discussion about any matter of importance to an employee. Our open door policy means that employees are free to talk with any leader or supervisor at any time about any topic.

If any area of your work is causing you concern, you have the responsibility to address your concern with a supervisor. Whether you have a problem, a complaint, a suggestion, or an observation, your company leadership wants to hear from you. By listening to you, the company is able to improve, to address complaints, and to foster employee understanding of the rationale for practices, processes, and decisions.

Most problems can and should be solved in discussion with your immediate supervisor; this is encouraged as your first effort to solve a problem. But, an open door policy means that you may also discuss your issues and concerns with the next level of leadership. No matter how you approach your problem, complaint, or suggestion, you will find leadership at all levels of the organization willing to listen and to help bring about a solution or a clarification.

By helping to solve problems, leadership benefits by gaining valuable insight into possible problems with existing methods, procedures, and approaches. While there may not be an easy answer or solution to every concern, employees have the opportunity at all times, through the open door policy, to be heard.

## **No Retaliation**

The open door policy includes the assurances that an individual employee who pursues his or her rights to talk to any level of leadership will experience no retaliation or interference from the employee's immediate supervisor. The leadership team should be included as needed.

## **At-Will Employment Agreement and Acknowledgement of Receipt of Employee Handbook**

**Employee:** \_\_\_\_\_

I acknowledge that I have been provided with a copy of the Heidt of Media (the "Company") Employee Handbook, which contains important information on the Company's policies, procedures and benefits, including the policies on Anti-Harassment/Discrimination, Substance Use and Abuse and Confidentiality. I understand that I am responsible for familiarizing myself with the policies in this handbook and agree to comply with all rules applicable to me.

I understand and agree that the policies described in the handbook are intended as a guide only and do not constitute a contract of employment. I specifically understand and agree that the employment relationship between the Company and me is at-will and can be terminated by the Company or me at any time, with or without cause or notice. Furthermore, the Company has the right to modify or alter my position, or impose any form of discipline it deems appropriate at any time. Nothing in this handbook is intended to modify the Company's policy of at-will employment. The at-will employment relationship may not be modified except by a specific written agreement signed by me and an authorized representative of the Company. This is the entire agreement between the Company and me regarding this subject. All prior or contemporaneous inconsistent agreements are superseded.

I understand that the Company reserves the right to make changes to its policies, procedures or benefits at any time at its discretion. However, the at-will employment agreement can be modified only in the manner specified above. I further understand that the Company reserves the right to interpret its policies or to vary its procedures as it deems necessary or appropriate.

I have received the Company Employee Handbook. I have read (or will read) and agree to abide by the policies and procedures contained in the Handbook.

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Emily Heidt, The Heidt of Media LLC, President and Owner

By: \_\_\_\_\_ Date: \_\_\_\_\_

