



**1.0: Milwaukee Pride, Inc.** This Guide to and Policies of Milwaukee Pride, Inc. (“Policies”) has been adopted by the Board of Directors of Milwaukee Pride, Inc. (“Pride”) to provide all persons associated with Pride (“Volunteers”) core information regarding the organization and to govern Volunteers’ conduct and their relationship to Pride. Pride reserves the right to, at any time, implement event-specific or department-specific policies or procedures, including policies or procedures that are stricter than those set forth in this document, and to amend these Policies.

#### 1.1: Mission Statement and Vision.

**Mission.** Milwaukee Pride cultivates experiences that celebrate the culture, commemorate the history, and promote the health and wellness of LGBTQ+ peoples.

**Vision.** Milwaukee Pride will build an environment where everyone can participate safely, openly, and prosperously by growing partnerships throughout the community that foster the gathering, self-expression, and wellbeing of LGBTQ+ peoples.

1.2. **Nondiscrimination.** Pride is committed to the concept of equality for all people, and Pride shall not discriminate on the basis of age, arrest or conviction record, ancestry, color, creed, disability, family and marital status (including pregnancy), gender (including gender identity and gender expression), military service, national origin, race, sex, or sexual orientation.

1.3. **Harassment Prohibited.** Pride believes that all persons have the right to engage in an environment free from harassment, and Pride does not tolerate harassment. Harassment includes, but is not limited to, unwelcome and unsolicited verbal, graphic, or physical conduct related to any of the attributes enumerated in Section 1.2.

1.4: **PrideFest.** Milwaukee Pride, Inc. is the parent organization of PrideFest Milwaukee. Although PrideFest is the largest event produced by Pride, Pride provides year-round programming and education consistent with its mission. These Policies apply to all Milwaukee-Pride events and Volunteers, including PrideFest.

## **2.0: Communications and Social Media**

2.1.: **Communications Generally.** Pride endeavors to consistently position its brand, message, and image to maintain uniformity across communication channels and preserve the integrity of the Pride brand. Pride’s Policies are designed achieve those goals and to protect Pride from liability resulting from unsanctioned communications. Pride values free expression, and its Policies strike a balance between permitting free expression and discourse on the one hand, and protecting Pride’s brand and reputation, managing its risk and liability, and maintaining a message consistent with its

mission on the other hand. All Volunteer communications in regard to or related to Pride shall comply with Pride's Policies.

2.2: Commercial Media. Commercial media refers to broadcast and print media, such as radio, television, newspapers, magazines and other periodicals, and their digital, online, or Internet-based counterparts. All commercial media communications shall be managed and coordinated by Pride's Communications Director or such other person as designated in writing by Pride's Board of Directors.

Volunteers shall not communicate on behalf of Pride with commercial media (including, without limitation, reporters, producers, hosts and on-air personalities), and they shall refer commercial media inquiries to the Communications Director, or to a member of the Board of Directors if the Communications Director is not readily reachable.

2.3: Social Media. Social media includes Facebook, YouTube, Twitter, LinkedIn, Flickr, Instagram, blogs, wikis or discussion forums, including Wikipedia, and other, similar online, social- or networking-based communication mediums. The mix is constantly changing as new channels emerge. Pride's social-media presence, including social media communications, shall be managed and coordinated by Pride's Communications Director or such other person as designated in writing by Pride's Board of Directors.

No other Volunteer shall engage in social media communications representing that they act on behalf of Pride or that their communication reflects the opinion or position of Pride. Additionally, in every social media communication by a Volunteer that identifies the Volunteer's affiliation with Pride, the Volunteer shall disclose that the communication is solely the Volunteer's, and that Pride has not sanctioned the communication.

Furthermore, Volunteers shall refer to the Social Media Response Flow Chart ("Flow Chart) before engaging in any social media communication that replies to or references another person's or organization's social media communication. If a Volunteer's communication is otherwise permitted pursuant to these Policies, the Flow Chart shall govern whether and in what way the Volunteer may reply to or reference another's social media communication. When in doubt, do not engage in the communication.

2.4: Other Communications. Volunteers may be asked to provide information to others who are not associated with a media entity, such as non-profit foundations that provide financial assistance and grants. Volunteers shall refer all non-media communications to the Communications Director, or to a member of the Board of Directors if the Communications Director is not readily reachable.

2.5. Absolute Prohibitions on Communications. Volunteers shall not engage in communications in regard to or relating to Pride, or persons associated with Pride including, without limitation, other Volunteers, vendors, or community partners, if such communication is demeaning, derogatory, defamatory, unprofessional, divisive, or inflammatory, or if such communication may be construed as an attempt to intimidate or harass any individual or entity affiliated with Pride. When in doubt, do not engage in the communication.

### **3.0 Commitment to Volunteer**

3.1. Time-Commitment. Pride operations and programming are made possible because Volunteers have dedicated their time and expertise to the organization. While Pride understands that Volunteers have other commitments, and that most Volunteers are employed elsewhere on a full-time or part-time basis, Pride cannot reliably operate without dependable Volunteers. Pride shall be open and forthright in disclosing to a prospective volunteer the amount of time Pride expects the prospective volunteer to commit to the position. In return, Pride expects Volunteers to put forth the time necessary to succeed in their role.

3.2. Attendance. Many Volunteers assist Pride on an annual basis, in a limited-capacity role, such as volunteering for one or more shifts during PrideFest. Those Volunteers who commit to volunteer on a specific date and time are expected to be present as agreed. Absent exigent circumstances, any Volunteer who fails to appear for such Volunteer's scheduled shift, or who fails to complete his or her scheduled shift, shall be removed from Pride's volunteer roster and shall be ineligible for any position within Pride for a period of two years.

**4.0 Professional Behavior and Appearance.** Volunteers shall conduct themselves in a respectful, professional manner, consistent with Pride's mission statement and these Policies. Conduct that is inconsistent with Pride's mission statement or Policies are subject to discipline, up to and including removal from Pride.

4.1 Uniform. Volunteers shall wear the uniform provided to them by Pride while on-duty. Additionally, Volunteers are prohibited from altering their uniform in any manner. Volunteers shall also present a clean, professional appearance at all times while on-duty, as well as during any Pride event, regardless of whether the Volunteer is on-duty, if the Volunteer is wearing a Pride uniform or any apparel that represents that the Volunteer is associated with Pride.

4.2 Alcohol and Drugs. Volunteers shall not allow their judgment to be impaired by alcohol or other drugs. Impaired conduct or discretion is unprofessional and dangerous, and Pride does not tolerate the same. Notwithstanding, Pride encourages any Volunteer who suffers from addiction or seeks help regarding alcohol or drug abuse to contact Pride for a referral to counseling services.

**5.0. Conflicts of Interest.** Pride has adopted the following conflicts of interest policy to protect Pride's interest when Pride contemplates entering into a transaction or arrangement that may result in a private benefit to a member of Pride's Board of Directors, an officer, or a member of a committee with decision-making authority.

#### 5.1 Definitions.

- a. Interest Person. Any director, principal officer, or any member of a committee with powers delegated to it by the Board of Directors, who has a financial interest in any transaction or arrangement contemplated or entered into by Pride, is an interested person.
- b. Financial Interest. A person has a financial interest if the person has, directly or indirectly, through business, investment, or family:

- i. An ownership or investment interest in any entity with which Pride has a transaction or arrangement, or with which Pride is negotiating a transaction or arrangement;
- ii. A compensation arrangement with any entity or individual with which Pride has a transaction or arrangement, or with which Pride is negotiating a transaction or arrangement; or
- iii. A potential ownership or investment interest in, or potential compensation arrangement with, any entity or individual with which Pride has a transaction or arrangement, or with which Pride is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration, or any gift, favor, or thing of value that is not insubstantial.

5.2 Disclosure and Determination of Conflict. An interested person shall disclose the existence of the financial interest to the Board of Directors. Not every financial interest is a conflict of interest; a conflict of interest exists only when, after disclosure of a financial interest, the Board of Directors determines by affirmative vote that there exists a conflict of interest. Before calling such a vote, the Board of Directors shall provide the interested person with opportunity to be heard, and thereafter the disinterested directors shall proceed with discussion and call a vote. Only disinterested directors shall be entitled to vote upon the issue.

5.3 Procedures Addressing Conflict. After the Board of Directors determines that there exists a conflict of interest, they shall investigate alternatives to the proposed transaction or arrangement that gave rise to the conflict of interest. The Board of Directors shall determine whether Pride can reasonably obtain a more advantageous transaction or arrangement that would not give rise to a conflict of interest. If a more advantageous, alternative transaction or arrangement is not reasonably obtainable, the Board of Directors shall determine by affirmative vote of disinterested directors whether to proceed with the proposed transaction or arrangement. In making its determination, the Board of Directors shall consider whether the transaction or arrangement is in Pride's best interests, for its own benefit, and whether it is fair and reasonable.

**6.0 Electronic Systems.** Pride may provide certain Volunteers with access to its electronic systems, including, without limitation, email, productivity applications, software, data, and/or devices to access such systems (collectively "Electronic Systems"). Pride's Electronic Systems shall be used only in accordance with the terms set forth in this section.

6.1 Business Use. Pride's Electronic Systems are a business resource. While Pride does not prohibit use of its Electronic Systems for non-Pride purposes, such use of Pride's Electronic Systems shall be reasonable and shall not unduly burden Pride's Electronic Systems.

6.2 Think Before You Email. Volunteers using Pride's Electronic Systems shall conduct themselves in a professional and respectful manner. Unprofessional use by a Volunteer of Pride's Electronic Systems, such as an improper email communication, may be mistakenly ascribed to Pride, resulting in liability to Pride or damage to Pride's reputation, and Pride prohibits such unprofessional conduct.

6.3 Prohibited Uses. The following uses of Pride’s Electronic Systems are prohibited:

- a. Personal advocacy and the advancement of individual views about non-business matters;
- b. Solicitation, including the distribution of information unrelated to Pride’s business or activities;
- c. Transmission, viewing, or downloading of offensive materials such as, without limitation, pornography, racist or ethnic slurs and jokes, or other offensive material that is inconsistent with Pride’s Nondiscrimination Policy in Section 1.3;
- d. Harassment or intimidation;
- e. Unauthorized removal, duplication, damage or alteration of files; and
- f. Use of another person’s login credentials, or sharing your login credentials with any other person.

**7.0 Motor Vehicles and Equipment.** Volunteers who operate motor vehicles or heavy or potentially dangerous equipment shall dedicate their full attention to their use of such vehicle or equipment, and no Volunteer shall operate vehicles or equipment in a manner that may increase the risk of injury to themselves, other persons, or property.

No volunteer shall consume alcohol or non-prescription drugs if the Volunteer is operating, intends to operate, or reasonably expects to operate a motor vehicle or equipment, and no Volunteer shall utilize any electronic device (including cellular telephones) while operating a motor vehicle or equipment, except that devices provided by Pride for use by the Volunteer (two-way radios, for example) shall be permitted.

**8.0 Confidentiality.** A Volunteer, during the entire period the Volunteer is associated with Pride, and during the two-year period following termination of such association for any reason, the Volunteer shall not disclose any Confidential Information to any person or entity. The Volunteer acknowledges and agrees that the provisions herein shall not be construed to be a waiver by Pride of any of its rights to protect specific items of its proprietary information which constitutes a Trade Secret or Confidential Information, and the Volunteer further acknowledges and agrees that any Confidential Information that constitutes a Trade Secret may never be disclosed by the Volunteer without the express written permission of Pride.

8.1 Definitions.

- a. Confidential Information. Confidential Information shall mean any and all non-Trade-Secret or proprietary information (whether written, oral, electronically stored or transmitted, or otherwise) concerning Pride or the products or services offered by Pride which has value to Pride and which is not known to the public. Confidential Information shall include, without limitation:
  - i. All technical information, financial information, products, sales and marketing information, processes, designs, configurations, materials, know-how, discoveries, inventions, idea concepts, specifications, techniques, and devices, and
  - ii. All information contained in the books and records of Pride, and

- iii. All information obtained by a Volunteer by way of a communication between the Volunteer and Pride's Board of Directors, or any of them, or Pride's agents, advisors, or representatives, and
  - iv. Any other information determined by Pride to be confidential and which is identified as such prior to or at the time of disclosure to the Volunteer, or is generally understood to be confidential under customary business practices of similarly situated organizations, whether such information was furnished before or after the date of these Policies.
- b. Information Not Considered Confidential. Notwithstanding the foregoing, no information shall be considered to be Confidential Information which:
- i. Is or becomes generally available to the public, prior to the date of disclosure by Pride to the Volunteer and other than as a result of disclosure by the Volunteer,
  - ii. Is or becomes available to the Volunteer from sources other than Pride or those who owe Pride an obligation of confidentiality,
  - iii. Is acquired or developed by or on behalf of the Volunteer without the use, directly or indirectly, of any information that would otherwise constitute Confidential Information, as can be demonstrated by the Volunteer by written documentation prepared and maintained in the ordinary course.
- c. Trade Secrets. The term "Trade Secret" shall have the meaning set forth under Wisconsin Statute § 134.90.

**9.0 Milwaukee Pride Property.** All books, records, documents, papers, notes, compilations of information, databases, files, correspondence, recordings, stored data (including data or files that exist on any personal computer, smartphone, or other electronic storage device), software, and any physical items, including copies and duplicates, that a Volunteer generates or develops, or which come into the Volunteer's possession or control because of the Volunteer's association with Pride, and which relate to or are a part of Pride's business matters, whether or not containing Confidential Information or Trade Secrets, shall be and remain the sole and exclusive property of Pride ("Organizational Information").

9.1 Copying and Distribution Prohibited. During the Volunteer's association with Pride, and after the end of that association, the Volunteer shall not copy, duplicate, or otherwise reproduce or distribute, or permit copying, duplicating, reproduction or distribution of any Organizational Information without the express written consent of the Board of Directors, or as a part of the Volunteer's performance of the Volunteer's duties to Pride and for the Benefit of Pride.

9.2 Return of Property. Immediately following the end of a Volunteer's association with Pride, the Volunteer shall deliver to Pride any and all originals and copies in the Volunteer's possession, custody, or control of any and all Organizational Information, as well as all Pride equipment and other property. If any Organizational Information is stored or otherwise kept in or on a computer hard drive or other electronic device owned by, or in the possession or control of, the Volunteer (collectively, "Personal Storage Device"), upon the end of the Volunteer's association, the Volunteer will present to Pride for inspection and removal of all Organizational Information stored on any Personal Storage Device.

**10.0 Theft.** Pride does not tolerate any theft, whether it be theft from Pride or theft from a Volunteer or any person or entity associated with Pride. Theft is defined as the act of stealing or wrongfully taking the property of another. This includes, but is not limited to, operating a cash register in a way that results in any item being incorrectly charged or not being charged, consumption of consumable product, such as food and beverage, without payment, use of Pride property for personal purposes in a manner that deprives Pride of the property's benefit, and submitting fabricated or inflated expenses for reimbursement. Pride will prosecute theft to the full extent of the law.

**11.0 Reimbursement.** Pride understands that, from time to time, a Volunteer may personally incur an expense attributable to Pride. Although Pride endeavors to reimburse Volunteers for legitimate and necessary organizational expenses, Pride reserves the right to deny any reimbursement request for any reason or no reason, unless the request was preauthorized by a member of Pride's Board of Directors. No volunteer shall incur, or request reimbursement for, any organizational expense exceeding \$100.00, unless the expense has preapproved, in writing, by a member of Pride's Board of Directors.



# Social Media Response Flow Chart

