

Vishwa Hindu Parishad of America (VHPA)

MEDIA AND PUBLIC COMMUNICATIONS POLICY

Policy Title	Media and Public Communications Policy
Policy Owner	Executive Board / Office of the General Secretary
Approval Authority	Executive Board of Vishwa Hindu Parishad of America

Applies To: All national officers, Governing Council members, chapter officers, members acting in an official capacity, employees, volunteers, spokespersons, and authorized representatives of VHPA.

1. Purpose

The purpose of this Media and Public Communications Policy is to protect the reputation, credibility, legal interests, and organizational integrity of Vishwa Hindu Parishad of America ("VHPA") by ensuring that all communications with the media and all official public statements are accurate, consistent, timely, properly authorized, and aligned with VHPA's mission, values, and governance standards.

As a national nonprofit organization, VHPA has a responsibility to communicate with the public in a coordinated and professional manner. Centralized oversight of media and public communications helps reduce the risk of unauthorized statements, misinformation, inconsistent messaging, reputational harm, legal exposure, and public confusion regarding VHPA's positions or activities.

2. Scope

This Policy applies to all forms of public-facing communication made on behalf of, in the name of, or in a manner that could reasonably be understood to represent VHPA, including communications relating to VHPA at the national, regional, or chapter level; VHPA programs, events, projects, campaigns, seva activities, and services; current or former officers, leaders, employees, volunteers, members, or representatives acting in their organizational capacity; and VHPA chapters, affiliates, partners, collaborators, or associated entities where the communication may affect VHPA's interests, legal position, or reputation.

This Policy applies to all individuals serving VHPA in any official or representative capacity, including but not limited to national officers, Executive Board members, Governing Council members, chapter officers and chapter representatives, employees, volunteers, designated spokespersons, individuals authorized to manage VHPA communication channels, and any member or affiliate who may reasonably be perceived as speaking on behalf of VHPA.

3. Definitions

3.1 Media

"Media" includes all traditional, digital, and emerging communication outlets, including but not limited to newspapers, magazines, journals, newsletters, television, radio, streaming platforms,

websites, blogs, podcasts, online news outlets, social media platforms, message boards, public forums, letters to the editor, opinion pieces, bylined articles, interviews, public commentary, press releases, and in-person interactions with journalists, reporters, editors, bloggers, content creators, documentarians, or commentators at conferences, meetings, public programs, and events.

3.2 Media Inquiry

A “Media Inquiry” means any request from a member of the media or public communications outlet for comment, response, clarification, interview, statement, background information, confirmation, or organizational position concerning VHPA or any matter relating to VHPA.

3.3 Official Communication

“Official Communication” means any statement, message, publication, social media post, video, audio recording, article, press release, public response, or other communication issued in the name of VHPA, using VHPA titles, branding, logos, organizational identity, or otherwise appearing to represent VHPA.

3.4 Authorized Spokesperson

An “Authorized Spokesperson” is an individual expressly designated by VHPA leadership or the VHPA Media Relations Team to speak or communicate on behalf of VHPA with the media or public.

3.5 VHPA Media Relations Team

The “VHPA Media Relations Team” means the individuals designated by VHPA to oversee and approve media engagement and official public communications on behalf of the organization.

4. Policy Statement

It is the policy of VHPA that all media inquiries, media responses, press engagement, and official public communications concerning VHPA shall be centrally managed through the VHPA Media Relations Team.

No person shall speak, write, post, publish, record, broadcast, or otherwise communicate on behalf of VHPA to the media or public unless that person has received prior authorization from the VHPA Media Relations Team or has been otherwise expressly designated as an Authorized Spokesperson.

VHPA requires centralized review and coordination of public communications in order to preserve message accuracy and consistency; protect confidential, sensitive, strategic, and legally significant information; reduce legal, regulatory, reputational, and operational risk; ensure alignment with VHPA’s mission, governance, and public positions; and present a unified and responsible public voice on behalf of the organization.

5. Authorized Media Relations Team

The following individuals shall serve as the VHPA Media Relations Team unless revised by formal action of VHPA leadership:

Name	Role
Shyam Tiwari	Main Spokesperson

Amitabh Mittal	General Secretary
Tejal Shah	President

The VHPA Media Relations Team shall have authority to review, approve, prepare, coordinate, or delegate official responses to media inquiries and public statements on behalf of VHPA.

6. Procedures

Any person receiving a Media Inquiry by phone, email, direct message, social media, text message, or in person shall refrain from providing substantive comment or off-the-record remarks; refrain from confirming facts, positions, decisions, or internal matters on behalf of VHPA; politely state that VHPA media matters are handled through its designated Media Relations Team; and promptly forward the inquiry to the VHPA Media Relations Team.

All official VHPA statements, press releases, public responses, talking points, interview participation, and public-facing written or recorded materials concerning VHPA shall be reviewed and approved through the VHPA Media Relations Team prior to release, unless otherwise expressly exempted by written authorization.

VHPA chapters shall not independently issue statements to the media or publish public communications regarding VHPA matters without prior review and approval from the VHPA Media Relations Team, unless a chapter representative has been specifically authorized for that purpose.

If media representatives appear at VHPA conferences, events, public programs, or chapter activities, organizers and participants shall refer all media interaction to the Authorized Spokesperson or to the VHPA Media Relations Team.

7. Enforcement

Compliance with this Policy is mandatory.

Any violation of this Policy, including unauthorized communication with the media or unauthorized public posting on behalf of VHPA, may result in corrective or disciplinary action as determined by VHPA leadership, the Executive Board, or other authorized governing body. Such action may include revocation of communication authority, removal from spokesperson or leadership responsibilities, directive for retraction, correction, or deletion of unauthorized communications, internal disciplinary review, and any other remedial or governance action deemed appropriate under VHPA's governing documents and policies.

VHPA reserves the right to take such action as may be necessary to protect its legal rights, reputation, and organizational interests in the event of noncompliance.

8. Interpretation and Amendment

The Executive Board of VHPA shall have ultimate authority to interpret, administer, and amend this Policy.

VHPA may revise this Policy from time to time in order to address changing legal, communications, governance, operational, or reputational needs.

9. Acknowledgment

All persons serving in positions covered by this Policy may be required to acknowledge that they have received, read, understood, and agreed to comply with this Media and Public Communications Policy.

Effective Date	_____
Approved By	Executive Board of VHPA