

## National Media Conference-2009 Action Plan

More than 1500 media professionals, academicians and publishers from India and Nepal participated in a 3-day National Media Conference-2009 from 11th to 13th Sept. that concluded here this evening at the Shantivan Complex, Abu Road (Raj.) The theme of the conference was "Promoting Spirituality for Peace & Development - Role of Media".

Organised by Media Wing of Rajyoga Education & Research Foundation and Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya the conference intensely debated all issues relating to media in open sessions, workshops and discussion groups for three days. The following eight point Plan of Action emerged at this conference..

1. Mass media being the most potent instrument of social transformation, more time and space need to be devoted to highlight more of developmental, positive and value based news, views, stories, programs, issues and events and less of glamour, glitter, gossip, crimes, sex, violence, vulgarity, sensuality and sensationalism.
2. There is urgent need for infusion of journalistic ethics, code of conduct and positive values, truth, transparency, tolerance, honesty, integrity and broad approach among media persons which is the need of the hour.
3. An alternative active group in the form of a secular forum consisting of like-minded, socially concerned and value based journalists, opinion leaders, social activists and spiritualists should be formed and turned into a movement for creating and spreading awareness among fellow journalists and media organisations from grassroots level on the need of practising and promoting journalistic ethics & values. Journalistic networking should be extended in terms of active participation in and strengthening of such bodies like Brahma Kumaris organisation, Society of Media Initiative for Values and Global Forum for Public Relations which are working on these lines.
4. Considering the greater level of demands, pressures, challenges, dangers, temptations and threats under which today's media people are working, it has been universally felt to enhance their inner peace, powers, poise, positivity, courage, contentment, creativity and commitment for experiencing and exercising reasonable freedom, fearlessness and fairness in journalistic profession. For this daily practice of spiritual wisdom, rajyoga meditation, core values, simple, positive and healthy life style should be encouraged.
5. There is emergent need for coordinating the efforts of socially responsible and responsive individuals and institutions like the Brahma Kumaris for adopting a culture of positive, proactive, healthy and non violent, communication among people especially in mass media arena. For that, those good intentioned people, professionals and organisations need to have spiritual training on value based, non-violent and decent process of communication and mass communication.
6. Media persons as peace messengers need to be alert, vigilant, agile, positive, proactive, balanced and holistic in their attitude, approach and action for creatively contributing towards making human life, society and environment better.
7. With the change of time, technology and situations, neither media freedom and creativity nor its social responsibility need to be compromised at any cost. While media freedom is essential, its misuse and transgression of limit for selfish gains, need to be contained through proper self regulation and/or legal enactment especially in electronic and internet media which have instant global ramifications.
8. In the field of Public Relations, adoption and application of PR Model of Golden Triangle such as professionalism, ethics and spirituality have been considered highly essential for achieving excellence in PR and other professions so as to serve society with love, truth, justice, integrity and fairplay.