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*** SATHYA SAI BABA CENTRAL COUNCIL OF MALAYSIA ***

GUIDELINES ON THE PROPER USE OF MEDIA FOR MASS COMMUNICATION

Whatever noble service that we do in line with SAI's call to LOVE ALL & SERVE ALL, we must always keep in mind the declaration that Bhagavan Baba has made, which is the essence of all the Ancient Scriptures i.e. **"HELP EVER HURT NEVER"**.

The service, the meditation, the bhajans etc that we do, are all only processes that are designed to help the Human Individuals to evolve and rise from Animal to Human Nature and ultimately to Godhead.

For this to happen, all of us (without exception) have to keep in mind and take to heart the various calls that Bhagavan has made, that differentiate the Demonic, the Animal, the Human and the Divine in Man.

The following are just a few of Swami's constant calls :

- 1) Always speak softly and lovingly (and this includes every means of human communication, verbal, written, by letter, electronic mail or sms)
- 2) Never speak ill of others, especially in their absence.
(Better NEVER SPEAK ILL or Write ILL at all).
- 3) Sathyam Bruyath, Priyam Bruyath, Na Bruyath Sathya Ma Priyam (Speak the TRUTH, Speak with LOVE, NEVER SPEAK AN UNLOVING TRUTH, A TRUTH THAT WILL HURT)
- 4) Purity of Thought, Word and Deed.

Think no Evil, Think what is Good (and likewise See, Speak, Hear & Do NO EVIL and ALWAYS SEE, SPEAK, HEAR AND DO WHAT IS GOOD).

Bhagavan Baba's Eswarama Day Message in the June 2006 issue of Sanathana Saarathi, is a clear message, where the Avathar clearly calls on all of us to stop talking ill of and criticising others. He says, "THIS IS A SIN".

We cannot, as an Organisation, ignore these calls by Bhagavan Baba.

Of late there has been a surge in the use of emails to voice one's opinions and views on sensitive issues. We must be particularly careful when using mass media communications such as the internet; as such communications are often taken out of context and spread uncontrollably, causing massive damage and hurt.

GUIDELINES ON THE PROPER USE OF MEDIA FOR MASS COMMUNICATION

The EXCO of the Sathya Sai Baba Central Council of Malaysia having deliberated on the issue of cyber communication, has come out with the following guidelines:

1. **We should only use the media of mass communication (this includes sending or forwarding of emails en masse as well as short messages via mobile phones) to talk of that which is good and noble.**
2. All members of the Sai Organisation are reminded not to embark on any negative or hurtful discussions or opinions and spread rumours and unnecessary hurtful truths.
3. All Sai Leaders should refrain from making any form of communication whether written or verbal through any media which may cause embarrassment to any individual, group or the Organisation.
4. The EXCO, or a Committee appointed by the EXCO will conduct proper investigations whenever there is a violation of item no. 1 above, and make its recommendations. The EXCO will implement the recommendations as appropriate.
5. If, after due and thorough investigations, an office bearer of the Sathya Sai Organisation is found in violation of item No.1, he/she could be removed from his/her office with immediate effect. In the case of the violator being an ordinary member, his/her membership could be revoked for a certain number of years as deemed fit by the disciplinary committee.
6. Members or devotees who are displeased with someone or certain issues, should air their grievances through the proper channels of communication i.e. via the Centre Chairperson, State Coordinator or Council Members. All such communications should be regarded as strictly confidential.

Please ensure that this message is read out to devotees at all Centers and Bhajan Units so that every one is aware of the importance of proper usage of emails and other electronic means of communication.

Thank you.

Yours In Sai Service


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Bro Billy Fong
President


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Bro G. Reddy
National Secretary