



## **RESPONSIBLE REPORTING with Jasmuheen**

I was guided to write this article after having to deal with a backlash of criticism regarding a person now living on prana who has been doing a lot of media work - a role, which thankfully I have now retired from. I love being able to decline such invitations particularly from the mainstream print media and everyday I feel more and more like Greta Garbo who said 'I won't be alone' – at least when it comes to the global mainstream press. I loved to read the words in a recent article by a well known New York journalist (that again failed to consider the power of Divine Love) that said something like 'the Australian Guru of Alpha, Jasmuheen, declined to be interviewed' and with such a controversial subject as prana power, silence for me has become more empowering. All the data has been gathered and presented and now only awaits respectful acceptance. Time of course will, as usual, be our champion. None the less, those of you inspired, or pre-programmed, to tackle the media re holistic educational matters, may find this article helpful.

After 7 years of making myself available to do newspaper, magazine, radio and television interviews and documentaries, it's great to have completed my assignment in this field and to have gone into semi retirement re the global mainstream press.

In late 1999, I made the decision to no longer do any print media and to only do live radio and TV, as I was disappointed with the media circus that was made around something that had occurred as the result of a very sacred spiritual initiation and I was also tired of the mis-education and blatant misrepresentation that often occurs within the mainstream press. The final straw came after I had spent two hours with an intelligent reporter, obligingly providing in-depth credible research and painstakingly ensuring all angles were responsibly covered, only to find her article full of factual errors – over 20 to be exact. I remember thinking 'I know she's not stupid' so the only conclusion that I could draw was that she had set out deliberately to misinform the public – hence my decision to no longer support public mis-education in this way. Thus I restricted my media work to supportive journalists open to metaphysics who operated with higher levels of integrity and to all of them I extend my heartfelt thanks.

So a thousand or so interviews later, after reaching over 800 million people since 1996, I can consider myself to be well informed enough to offer a few insights. I do so knowing that our job as metaphysicians is holistic education. We all now know that all fear is bred through ignorance and that for some of us this may mean that part of our work to dispel this, may mean time spent with the global media.

So let's begin:

- 1) For the more esoteric connected I recommended the employment of an Angel Marketing and Media Team, together with the employment of a Holy One to oversee your media connections. This is a great time management tool and saves us wasting or mis-directing energy. My Public Relations Media Agent is St Germain who agreed only to send me switched on reporters. (Unfortunately, I forgot to ask for switched on editors as well.)

- 2) Be aware of the 'slash and burn' technique common with mainstream print media. By this I mean you can spend wonderful interview time with an aware reporter only to find that although they may deliver a balanced, well researched article, that their editor will literally slash it to pieces for the sake of sensationalism and consequently 'burn' you, making what you say in your interview appear far fetched and/or incomprehensible as credible references and research that you have provided is deleted. The same editor is likely to run a catchy sensationalistic and misleading title to draw attention and boost sales. Journalistic integrity, among these ones, is a low priority.
- 3) Be aware that while we naively assume that all articles bought from another newspaper will be confirmed for story and reporting accuracy before going to print, this is not necessarily so. I have experienced top credible magazines buying and printing ill-informed factually incorrect articles from the tabloid newspapers, who as many of us are aware, often fail to check their facts as they usually opt for the sensationalistic to sell copy instead. Money from sales is a higher priority for many of these tabloids, rather than providing correct intelligent and factual reporting.
- 4) Hence my recommendation: Steer clear of the tabloids! Also before agreeing to do any media interviews check their journalistic integrity and credibility re reporting.
- 5) Examine your own integrity. Why do you want to be involved in the media? Do you harbour a secret desire for fame and fortune? How well do you know your material? Are you living what you are preaching? Is your experience 100% based in truth? Many journalists are trained to trip you, to always look for falsehood, and to expose fraud and deeper hidden motives for what they may see is your seeking to be well known. It is absolutely imperative that you stand tall and act in integrity and have 100% belief in yourself, in your product or proposal. Any schisms in your field will be targeted and manipulated.
- 6) When dealing with less than friendly media, never match aggression with aggression, as it will turn the public away. During my time with bringing Divine power and its ability to nourish our cells and our souls, to the global stage, I encountered countless angry and/or aggressive medical practitioners, psychiatrists, nutritionists and even fellow metaphysicians who would go into total attack mode – sitting forward in their seats, accusing, finger pointing, shaking fists, raising their voices etc. To be able to sit there quietly and answer accusations with loving patience, and provide well-researched back up material will always be in your favour, particularly when dealing with controversial subjects. The viewing audience will be impressed with your calm and mastery in this adverse situation, particularly if you have trained yourself to radiate enough love to touch the viewing audience in their homes. Remember, people learn only 7% of what you say, 93% of how they learn is gathered through your tone of voice, physical movements, and body language.
- 7) Make sure you are well plugged into the Divine Channels and can radiate the perfect voltage of love and wisdom in all situations. Always act like a true Master with intelligence, respect and honour, regardless of how your interviewer and the supporting panel may be treating you and your research proposal or product. This takes training particularly in the field of meditation, which allows you to always act rather than react when goaded.
- 8) If doing a promotion for an event make sure it is also educational in some way by providing a free tool or practical, beneficial research for the audience. Also

- ensure the interview will be published or go to air prior to the event you are promoting. Obviously, I am not talking about paid advertising here.
- 9) If possible, ask to proof read, for factual representation, any article before it goes to press. However, with mainstream media very rarely is the interview subject granted any editing rights.
  - 10) Make sure any contract you sign is checked by your lawyer and operates under the terms you agreed to. Don't be rushed into making any decisions, always check all angles and options.
  - 11) Be aware of the impact of your media work on the global game. If you do not follow the previous points you can be jeopardising the credible work of your colleagues, particularly those who have spent years perhaps applying the previous points. This is particularly relevant to controversial subjects such as pranic healing or pranic nourishment, and other energy healing modalities, as we are challenging conventional beliefs and many of us have spent many years setting up very particular educational systems to bridge the metaphysical and mainstream worlds, and hence invite all to support this by being very aware of what is shared here.
  - 12) Be aware that if your research threatens those who worship the God of money, that even if you do all of the above you may still be portrayed in a negative light. Lifestyles that act as preventative medicine programs will deprive the medical profession of their livelihood, just as much as being free from the need to take nourishment from physical food will upset the billion dollar food industry, the medical industry, the pharmaceutical industry, and anyone who has not experienced the benefits of Divine Power and its ability to heal (Reiki, Pranic Healing etc) or to guide (clairvoyance, clairsaudience), or most controversial to nourish and love us.
  - 13) Consequently, some times, at best, all you can expect when dealing with mainstream media is to plant a few seeds in fertile minds, hence the more credibility you can offer, the better. So do not be attached to the outcome of your holistic educational work. The right ones will be magnetised to you, those ready will hear. Those who do not hear are either not ready or they are not part of your work stream.
  - 14) Remember, Spirit and DOW power and the C.N.N. will always ensure the message is heard via the right channels. The innernet is incorruptible so use it.
  - 15) Always give credit where credit is due. If you have developed certain abilities after studying someone's work and applying their tools and techniques always credit that person's research. For example, in the field of Sacred Sexuality and Taoists practices, one of the world's leading researchers is Mantak Chia, for pranic healing it is Choa Kok Sui, for in-depth research into the phenomenal capabilities of the human body, Michael Murphy's book *The Future of the Body* offers great credibility. Similarly, Dr. Deepak Chopra is the leading researcher in understanding the mind/body connection.
  - 16) Similarly if someone sends you an important piece of information that aids your work, credit him or her and thank him or her where appropriate. Cross promotion and respectful acknowledgement is part of the new game of unity and needs to be encouraged and supported as Divine etiquette.
  - 17) Choose the media that will best advantage you and your research product or your proposal. For example, spiritual or holistic programs usually provide less bias, more open coverage although they too may often engage the services of a professional to add credibility to their show. For example, both mainstream

and esoteric media have often consulted with doctors and nutritionists for their opinion regarding living on light, which unless the practitioner meditates and is familiar with chi or pranic research, is basically a waste of time. All traditional nutritional research only applies to a person who is anchored in Beta/Alpha brain wave patterns, and for a meditator living an holistic life and operating from the Theta/Delta brain wave pattern, our ability to access levels and types of energy unavailable to the mass populace is something not yet understood by mainstream researchers.

- 18) Be well prepared and well informed. Live your life as a Master. Always act impeccably and never lie or stretch the truth. Then no matter what anyone says or does you will always have a clear conscience.
- 19) Lastly, dealing with mainstream global media with a controversial topic is not for the naïve or the faint hearted. Having supposedly a reputable TV, radio or magazine twist or misrepresent facts to suit themselves, or even lie to suit their own hidden agendas, can be heartbreaking and confusing.
- 20) Remember, not everyone will rejoice in what you have discovered via your experience and research, especially not those whose money machines are threatened or who have something to lose. Not everyone in the world wants to create a planet where the Gods of fame, money, sex or power are kept in their proper perspective, or a planet where the power goes back to the people. For example, saying that God is everywhere including within us and that we can go direct to experience God via the divine inner plane channels will threaten the hierarchy of priest power and the foundation of many churches, just as much as new energy sources of cheap sustainable power, will (and do) threaten the existing energy barons with their fossil fuel monopolies, just as preventative holistic medicine programs threaten some traditional medical factions whose livelihoods depend on people remaining in the cycle of illness and disease.
- 21) Not everyone in this world has pure agendas, and while we may have been trained to see God in all beings, it is naïve for us to think that we can deliver new and better ways of existing in this world and not be challenged, particularly when we are public in our work.
- 22) So, our last word of advice for those involved in the global media game, is: don't even to go there unless you are well informed and have both courage and a pure, pure heart.