

WORLD TRIBUNE MAILBOX

A Friend

I would like to briefly share a wonderful experience concerning publication promotion. In my area (Prospect Gardens Chapter and Lefferts-Wingate District), we have been chanting a lot to joyfully promote the *World Tribune* and increase readership. In my district, we have, on occasion, used articles from the *World Tribune* as a basis for our discussion meetings (we have wonderful, always upbeat, meetings).

Two weeks ago, at a recent chanting session for publication representatives, we were asked if we'd like to give a determination. My personal determination was that I wanted everyone to love receiving and reading the *World Tribune* as much as I do (Eek! I said it aloud!). I placed this determination in writing on my altar. (Put your money where your mouth is.)

On the train heading toward the New York Culture Center this past Sunday, I was reading the *World Tribune*. As everywhere, someone was reading over my shoulder. The person exclaimed (he really exclaimed!): "What is that paper? I must have that paper! Where can I buy that paper?" I gave him the address of the New York Culture Center. He pulled out a train map and asked me to circle the stop. "Better yet," I said, "why don't you come with me and let me show you where you can buy this newspaper?"

I let him read the first color issue of the *World Tribune* during our ride. When we reached our destination, I told him about the practice and taught him to say Nam-myoho-renge-kyo. He told me that he was very interested in Buddhism. At 9:00 a.m. he went into the culture center, chanted for one hour and did gongyo with us and stayed for the morning meeting. Guess what? They gave out FREE copies of the Oct. 30 *World Tribune* (the color issue). He connected with the young men's division members at the meeting and they went out for coffee. Before he went out, I got his phone number and I gave him mine and I told him I would give this information to a leader in his area (as we live some distance apart). I have given his info to a really great leader in his area. I know he will be a guest at their November 18 commemorative meeting.

The *World Tribune* has been my non-judgmental friend for 11 years. It has always been there for my problem of the week. Thank you, *World Tribune* staffers, and each and every member who reads this fabulous publication.

Hey, Vincent (man on train): Are you reading this?

— BEV SMITH, Brooklyn, N.Y.

Thanks for the Changes

Thank you for the changes and evolution of the *World Tribune*. The higher grade white paper and the special offer for new subscribers is excellent. I am on the publications committee in Seattle and we are working hard to increase the subscriptions so that members can benefit. These changes will help us reach our members so they can connect to other members all over the U.S. through the *World Tribune*. I also like to encourage members to contribute to the paper themselves because it is THEIR publication and your guidelines for experiences is perfect. Maybe I will even write one myself....

— JANET HEALEY, Seattle

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