

PUBLICATIONS PROMOTION FROM GENERAL DIRECTOR ZAITSU

Why do we have an organization newspaper and magazine? I thought this would be a good opportunity to reflect on the essential purpose of our publications by examining the origins of encouragement in the Daishonin's Buddhism.

In Nichiren Daishonin's time, was there anything that served as an organizational newspaper? I believe it was the letters he wrote to his followers. In both form and function, those letters were the starting point of today's publications. In one letter written to Toki Jonin, Nichiren Daishonin writes: "There is very little writing paper here in the province of Sado, and to write to you individually would take too long. However, if even one person fails to hear me, it will cause resentment. Therefore, I want all sincere believers to meet and read this letter together for encouragement" (*The Major Writings of Nichiren Daishonin*, vol. 1, p. 42).

In those days, believers came together to read and study his letters. They were a great source of encouragement directly from the Daishonin himself. I can just imagine the joy and excitement fellow believers must have felt when they gathered to learn that a new letter had arrived. Or the comfort they gained from hearing again the encouragement contained in a letter received previously.

Today, the existing letters written by the Daishonin show his commitment to encourage people on a daily basis. In these letters, we find experiences like Shijo Kingo overcoming his job difficulties. "Letter to Kyo'o" contains the very real drama of parents fighting for their daughter's survival. These features of the Daishonin's writings can be said to be the origins of today's *World Tribune* experiences. In addition, the Daishonin's writings include key points elucidating the limitless depth of Buddhism and human life. Each letter often contains several of these different components — faith guidance and encouragement, experiences or explanations of Buddhist theory that shed light on the mysteries of life.

In many cases, the Daishonin's letters are replies to correspondence he received from believers. His letters to them and their letters to him constituted an ongoing exchange. The encouragement contained in these letters embody the relationship of mentor and disciple, the life-blood of those believers' faith. Engraving them into their lives, despite incredibly difficult situations such as the Atsuhara persecution, these letters inspired people to unite and sustain their faith.

President Toda's most important task in reconstructing the Soka Gakkai after his release from prison was the publication of the study magazine *Daibyakurenge* and the *Seikyo Shimbun* newspaper. From that time, tradition has held that the *Seikyo Shimbun* carries guidance, news and experiences in faith, while the *Daibyakurenge* focuses on in-depth study articles or features views on world affairs from the Buddhist perspective.

Since 1960, President Ikeda has been enacting his firm resolve to accomplish worldwide kosen-rufu. For America, a pivotal turning point came with his encouragement to launch the *World Tribune*. *The New Human Revolution* describes the details of this historic direction that ultimately led to publishing this precious paper on Aug. 15, 1964, thirty-five years ago. Eventually, the *Seikyo Times*, now known as *Living Buddhism*, was launched as well. The *World Tribune* concentrates on faith

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Subject: World Tribune 05/14/99 n.3242 p.9 WT990514p09

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encouragement and experiences while the *Living Buddhism* focuses on articles related to study and Nichiren Daishonin's writings.

Kosen-rufu always advances side by side with the organization's newspaper. Without such a paper, in essence, there is no progress for kosen-rufu. On the other hand, when the contents of the newspaper are deeply absorbed into the believers lives, the organization for kosen-rufu is energized and empowered. The letters written by Nichiren Daishonin to his believers form the foundation of our faith and practice today. In the same way, how we can work together to enhance and develop the publications determine the health and prosperity of our kosen-rufu movement.

As the publisher of both the *World Tribune* and *Living Buddhism*, I want to conclude with my appreciation for the support you are providing in this regard. I sincerely hope all the readers of our publications can work together and make the *World Tribune* and *Living Buddhism* even greater vanguards for world peace in the 21st century.

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