

NEW ERA LESSONS FROM 'THE NEW HUMAN REVOLUTION'

The following is excerpted from *The New Human Revolution*, volume 8. Shin'ichi Yamamoto discusses creating a newspaper for the American organization and English readers worldwide.

Shortly before their plane landed in New Delhi, Shin'ichi turned to Masaki who was sitting in the seat next to him and said, "By the way, what sort of names do American newspapers have?"

Masaki quickly realized that that President Yamamoto must have been pondering a name for the American organization's newspaper.

In fact, the evening of the day they had arrived in Australia Shin'ichi had said to Masaki, "Mr. Masaki, I think it's about time we create a newspaper for America, too. If there were only members who read Japanese, then the *Seikyo Shimbun* might suffice; but lately there have been more and more members joining in America who cannot read Japanese. And I think that trend will become stronger from here on. In addition, it signifies the development of our worldwide movement to spread the Daishonin's Buddhism.

"Considering the future, too, from this perspective, I think we need an English publication. It will be all right to include a Japanese section, but it should fundamentally be an English paper. And with this publication, we can begin our struggle to explain with the written word the teachings of Buddhism in America."

At that time, Masaki had set his mind on publishing an organizational newspaper, but the intense schedule of their trip had left him little time to think about it further.

Masaki responded: "Yes, in America we have such famous papers as the *New York Times*, the *Washington Post* and the *Chicago Tribune*."

"What is the meaning of the word *Tribune*," Shin'ichi inquired.

"It originally meant guardians of ancient Rome who were sworn to protect the common people from the nobility. I think it was chosen as the name of a newspaper because it signifies a voice that advocates justice and protects the people."

"Is that so?" Shin'ichi said, Tribune would be a good name then. Since our objective is to build world peace and protect the happiness of humankind, what about calling our American newspaper the *World Tribune*?"

"Yes, I will definitely do that!" Masaki's face as he spoke was flush with excitement.

World Tribune was a wonderful name, and he was particularly moved to learn that President Yamamoto had been continually considering a name for an American publication throughout the trip.

"From here on, the United States will be all the more important. If, when an American magazine ran a negative article about the Gakkai a while ago, the local members could have quickly responded with an article in their own English-language paper, I think it could have been very effective in helping transform public opinion.

Title: Lessons From The New Human Revolution

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

Author: Daisaku Ikeda

Keywords: Daisaku Human Ikeda Lessons Publications Revolution Tribune World

"Two years ago in Japan, we began publishing *The Seikyo News*, but this was intended as an overseas edition of the *Seikyo Shimbun*. What will be important from now on is not simply the communication of information from Japan, but a newspaper that is compiled and edited by local members, that includes their own experiences and articles, and that appeals to the people of that country. If we seriously intend to make Buddhism accessible to American society, then there is a limit to what we can accomplish by simply translating Japanese material."

"In that case, what should we do about an editorial staff?" Masaki asked.

"You will be the editor, and the other current Headquarters staff members will function as the editorial staff. If there are any members who are knowledgeable about newspaper production, you can enlist their help, too."

"Even in the case of the *Seikyo Shimbun*, the first editor, for all practical purposes, was President Toda. Mr. Toda personally wrote a serialized novel, commentaries and a column called "To the Point." No matter where you looked, the paper was overflowing with the Gakkai spirit. We have to create the same kind of newspaper in the United States!"

"Yes!" Masaki responded with enthusiasm.

Shin'ichi then said with even greater emphasis: "It is very significant that we decided on the name *World Tribune* while flying over India, a land so closely connected to Shakyamuni Buddha. It is an omen that Buddhism is about to spread throughout the world."

After returning to the United States, Masaki began making preparations for the production of an organizational newspaper. The first issue of the English-language paper *World Tribune* was published on Aug. 15, 1964. This semi-monthly, tabloid-size, four-page paper was the first Gakkai newspaper to be published outside of Japan.