

SGI-USA QUARTERLY FOCUS—PUBLICATIONS PROMOTION
THE ‘WORLD TRIBUNE’: LIFELINE OF SGI-USA
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Thank you so much for your efforts in our recent annual contribution activity! Because of your dedication, it was a great success.

As you know, in the months of June, July and August, our organization shifts its focus to the promotion of our publications, the *World Tribune* and *Living Buddhism* magazine. I want to share some thoughts on what each of us can do to make this activity a success and further solidify the *World Tribune* as the lifeline of the SGI-USA.

SGI President Ikeda has said: “Reading is a privilege only human beings have. Through reading, we come into contact with hundreds and thousands of lives and commune with sages and philosophers from as long as two millennia ago” (*Faith into Action*, p. 61). For me, the *World Tribune* is a critical source of such nourishment.

The word *promotion* means to put into motion, take action. When each of us who spreads this philosophy in America is proactive and promotes our newspaper to fellow members, we accomplish many goals for ourselves and for others:

- We ensure the arrival of life-to-life encouragement to our homes every week.
- We know that when we cannot be with a friend—who may be feeling stuck, depressed, confused or isolated—he or she will have a resource, nourishment for their lives.
- We support the development of the one newspaper that conveys Buddhist philosophy, guidance for living from President Ikeda and life experiences of great hope and inspiration.
- We strengthen the bridge—the direct link—between the members and President Ikeda.
- In reading the *World Tribune*, we find gems from sages of the past and present, and we are able to use this wisdom to advance our lives today.

For example, on page 7 of the April 13 *World Tribune*, President Ikeda says: “When we chant and exert ourselves for kosen-rufu, we can block devils or negative, destructive forces from ‘entering’ our lives and allow the positive, protective forces of the universe to ‘enter’ instead. Please chant with strong conviction, as if calling, ‘Brahma, Shakra and the gods of the Sun and the Moon, “enter” my life and put your power to work!’ The ultimate essence of faith in the Mystic Law is to manifest the Daishonin’s life within ourselves. We can then fight with the same strength as the Daishonin. When we do so, we will never be defeated, no matter what hardships we encounter. We will not be unhappy. We will not fail to win. We will not fail to become happy. This is the quintessence of faith.”

I just had to share this with you. This is the kind of gem that we find on every page of the *World Tribune*. What could be better than a publication that is, in effect, a direct connection with a teacher like President Ikeda, who constantly reminds us of our personal power, our innate wisdom, our incredible potential?

I frequently ask members if they are reading the publications, because I have noticed that often people who feel overwhelmed are not getting the kind of nourishment they offer. I carry subscription envelopes with me to make it easy for them to subscribe. Imagine if each of us helped just one person to do this! That would be one more person reading President Ikeda’s guidance, one more person empowered with information and

encouragement to spread our movement for peace.

This is our goal through these three months and beyond: Each leader in the SGI-USA — from the group to national level — promotes at least one subscription to the *World Tribune*. From the earliest days of my practice, and when I first took leadership, I learned that this was a fundamental responsibility of a leader in our organization. It is one of the most vital ways that we can care for our members.

Let's also cultivate some proactive thinking. Consider, for example, our upcoming activities this summer. We have many rehearsals toward our family youth festivals. We have the festivals themselves, with many in attendance. We have our district meetings, world peace gongyo meetings, and so on—many events where we can set up a subscription table.

The main thing is that we are proactive as leaders. When we understand that one of the greatest things we can do is to help another human being practice Buddhism and receive benefit, and the role that reading our publications plays in this, then we will naturally speak with confidence in encouraging others to subscribe.

And read to their heart's content.