

EDITORIAL: The Greatest Paper in the World

By DAVE McNEILL

Managing Editor

I am continually inspired and challenged by SGI President Ikeda's vision of the *World Tribune*. His 1994 message for the paper's 30th anniversary is replete with phrases that make me, the editorial staff and the volunteer correspondents and photographers pause and reflect on our efforts thus far. His message urges in part that the *World Tribune*:

- explore the inner universe of the human being,
- become the eyes, ears, voice and heart of his American friends,
- nurture global citizens,
- revitalize the glorious tradition of American democracy,
- cultivate a peaceful future,
- send a message of courage and hope, and
- take as our theme strictness toward the Law and tolerance toward humanity.

In *The New Human Revolution*, too, speaking about the mission of our sister publication in Japan, the *Seikyo Shimbun*, he writes that the organization's newspaper should be a textbook of faith as well as address the concerns of society and provide answers based on Buddhist thought.

Newspapers are alive, it's been said, and since they are living things they must change and grow — or die. Without a constant search for excellence, a newspaper may just as well wrap fish.

To keep from falling into any ruts — and in honor of July 3, the Day of Mentor and Disciple — we've changed a few things. We have a new logo and a new look for the front page, including an easier-to-read index of what's inside. On page 2 each week, you'll find our study page. An expanded letters and Perspective space now anchors the inside back cover. Editorials, when we have them, will be signed, so you'll know exactly who's talking. In coming weeks, you'll notice more changes. Please let us know what you think.

We're also looking for other ways to serve our readership. We're in production of a searchable CD-ROM containing all 1997 issues of the *World Tribune* and *Living Buddhism*, and we're in the discussion stages for a *World Tribune* web site. We realize that in this age of instant information, we can't be left behind (for much longer, anyway).

These changes don't change the fact that the *World Tribune* will always be dedicated to kosen-rufu — full of clear explanations of Buddhist philosophy, inspiring guidance from President Ikeda, powerful experiences of faith, and informative reports on your activities, etc.

At the same time, we want to become better at reaching the broader SGI-USA community, including our friends of the SGI who may not practice Buddhism. Through inclusive, invigorating language, as well as insightful articles on general topics of interest, we hope to become a better tool to spread the life-affirming and hope-filled message of Nichiren Daishonin's Buddhism to society as a whole. As President Ikeda writes in *The New Human Revolution*, "It is important to express the universal philosophy of Buddhism — which upholds the equality of all people — in a way that is fresh and easy to grasp and that accords with society and our modern age. We have to discuss Buddhism in terms that are accessible and comprehensible to all people" (vol. 1, p. 216).

To accomplish these things, we need your help. Whether it be through a letter or e-mail (my personal e-mail address is dmcneill@sgi-usa.org), an experience, Perspective or news report, we rely on your contributions. Volunteer bureau chiefs in each region welcome your involvement. You can also, of course, contact us directly. This is your newspaper. Together we can make it, as President Ikeda envisions, "the greatest newspaper in the world."

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