

## SPREADING THE MESSAGE VIA PUBLICATIONS

*The following words were given by SGI-USA YWD Leader Renu Jiandani at the June session of the Central Executive Committee held at the SGI Plaza in Los Angeles.*

Thank you so much for this opportunity to share my determination toward the next quarter. Today, I was appointed Publications Promotion Leader and I feel so appreciative that Mr. Zaitso, Mrs. Clark and Mr. Sasaki have boldly entrusted me with this responsibility. I also feel their tremendous support when they told me that together we will absolutely create a great victory.

Traditionally, it has always been the women's division who consistently promote and encourage members to subscribe and read our publications, the *World Tribune* and *Living Buddhism*. Most youth of the SGI-USA do not have experience in promoting the publications. This will be a new challenge but through this activity, we can learn from the great spirit of the men's and women's division members who have made tremendous efforts to build this organization.

Our goal is to encourage each person in each district to subscribe to the *World Tribune* and *Living Buddhism*, using it as a tool to grow in our practice and study so that we can confidently propagate Nichiren Daishonin's Buddhism.

I'd like to share a brief experience related to promoting the *World Tribune*. A few years ago, one of my friends was struggling in her life and she was pregnant at that time. I encouraged her to practice this Buddhism and she began right away. She had her baby shortly afterward and was unable to attend activities. Even though I was very busy and I could not visit her every day, I encouraged her to subscribe to the *World Tribune*. She did and was so encouraged by reading the *World Tribune* that she kept chanting on her own. A year or so later she decided to receive the Gohonzon. She is a strong member today and her children practice in the Junior High and High School divisions.

I realize the value of encouraging even one person to receive the *World Tribune* so they can strengthen their faith and deepen their understanding of Nichiren Daishonin's Buddhism.

Watching my friend grow and become happy in her life has been a great joy for me and has truly deepened our friendship.

By the beginning of July, each region will receive Publications Promotion Kits for each district in the region. This kit will include: a *World Tribune* poster; bumper stickers for new subscribers and those who promote; a button for the district *World Tribune* promotion rep; special *World Tribune* issues to be used for guests and new subscribers; and subscription envelopes. Also, during the months of July and August, the subscriptions office will provide for each region a weekly report of new subscriptions and renewals processed during the previous week. We hope this service will be of assistance in addition to the lists of current subscribers by district, which have already been sent out to each region.

"A New Era" chapter in *The New Human Revolution* states: "Shortly before their plane landed in New Delhi, Shin'ichi turned to Masaki and asked, 'By the way, what sort of names do American newspapers have?'"

"Masaki responded, '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 trib-

une?’ 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 a 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 paper the *World Tribune*?’

“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.’”

I was so moved when I read that. Having been born in India and now fighting for kosen-rufu in America, I feel a sense of mission to reply to President Ikeda through showing my care for others by sharing with them and encouraging them to subscribe to and read the *World Tribune*. It is a paper that has led me to the Gohonzon and connected me directly to President Ikeda’s words and heart during many difficult times. With appreciation, I’d like to carry this determination in my heart always.

*The following is excerpted from a speech presented by SGI-USA YWD Leader Renu Jiandani at the June 27 kickoff for the SGI-USA Youth Grand Culture Festival to be held this fall in Los Angeles.*

I was so moved when I read in *The New Human Revolution* that President Ikeda came up with the name *World Tribune* for our American paper while he was flying over India over 36 years ago. It has the potential to be a newspaper from America to the world!

In 1996, during his last trip to America, President Ikeda spoke about Gandhi’s movement for independence through nonviolence. As I read this once again, it made me more appreciative about our victory over violence, shakubuku and promoting the *World Tribune* activities toward this fall.

Gandhi’s greatest weapon in his struggle to communicate his ideas to the people was to create his own newspaper! Gandhi believed that a newspaper’s sole purpose is to serve the people. He began to write in prison and tens of millions of Indians waited eagerly to read each installment. The most encouraging part is that it was the youth who spread Gandhi’s message, conveyed to them via the newspaper!

President Ikeda describes: “With newspaper in hand, the youth of India set off and spoke of Gandhi’s spirit of nonviolence. It was through the selfless efforts of these courageous yet unrecognized youth, the spiritual message of Gandhi permeated every corner of Indian society and inspired the people to unite and take action. All of you, my dear friends of America, are spreading the message of Nichiren Daishonin.”

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