

《金剛菩提海》亮起來！

Bright Prospects for the Future of VBS

白 從金剛菩提海在1970年4月創刊以來，深受佛友支持。有讀者來信說：「這本雜誌最為殊勝，含骨肉的實質。」也有人說：「這是鼓勵知行合一的佛教刊物。」「它的時代意義，除了是佛教在西方發展的重要史蹟來源，更是把大乘佛教的菩薩行願種子深耕於西方，也提供為煩惱所苦的現代人一份淨化身心和成就利人的力量。」因此值逢創刊四十週年，製作此一特刊，希望感恩之際，規劃未來。相信「金剛之聲，任重道遠；正法之光，遍照古今」，正是《金剛菩提海》劃時代的使命。

2006年10月1日，《金剛菩提海》曾召開檢討會議，內容摘要如下：

恆實法師：被一個格式困住，它可能不吸引人。

恆君法師：從1970年4月創刊起，《金剛菩提海》已流通36年，有很多好文章以小書的型式來出版——也就是出一系列的《金剛菩提海》叢書；與教育有關的文章，可以結集成一系列的學校叢書。

易果容：法是活的。建議內容要有禪、淨土等文章——不僅有師父的法，資深老弟子的談話或文章也應該包括在內。現在師父不在了，人們應該去瞭解他的資深弟子。

張福麟：好的相片是能吸引人又令人難忘的。

Ever since VBS was published in April, 1970, it has been strongly supported by Buddhist friends. Some readers wrote us saying, “This magazine is really superior and has actual substance.” Some say, “It is a Buddhist journal that encourages us to integrate study and practice.” “Regarding its meaning in this era, aside from being an important historical source for the development of Buddhism in the West, it serves as beneficial force to purify the bodies and minds of modern people who typically feel stressed and afflicted.” It is the 40th anniversary of this journal. We made this a special issue focusing on gratitude and future planning. I believe, “The sound of vajra will reverberate and shoulder heavy responsibilities. The light of proper Dharma will universally shine through from the past to the present.” This is the mission of VBS demarcating the era.

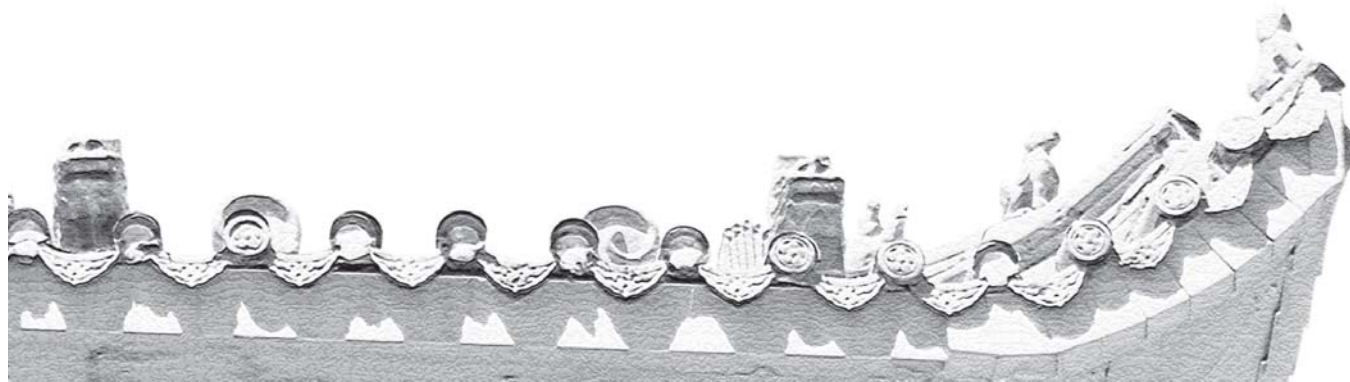
Excerpts from a VBS meeting on October 1, 2006:

DM Sure: When we are stuck in one format, it may not attract people.

DM Jyun : VBS has been in circulation for 36 years, since April 1970, and has many good articles that could easily be published as small books – a VBS series, or perhaps a school series if articles are related to education.

Dr. Epstein : The Dharma is alive. Regarding the suggestions to have articles on Chan, Pure Land, etc. – not only the Ven. Master’s teachings, but senior disciples’ talks/articles should be included. Now that the Master is not here, people should get to know his senior disciples.

Mr. Chang Fulin: Good photos can be eye-catching and impressive.



恒實法師：我是《金剛菩提海》的一個護航人。《金剛菩提海》它在一個穩定的期間，持續地出版了好些年。我們可以考慮把《金剛菩提海》帶給更多人的其他可能性，例如在網上。我個人的網上學報，每個月所吸引的讀者，比訂購《金剛菩提海》的人更多。為了弘揚佛法，上人總是願意在技術上做改革。現今多數人上網來閱讀新聞，而不是閱讀印刷的雜誌。不用做太大的變動，只要通過網路，我們的讀者也許會增加100倍。

朱建和：我們可以把整本雜誌放到網上，或者提早列出一份文章的摘要，人們就能選擇來訂閱雜誌（時代雜誌就是如此做）。

孫果秀：雖然在這時代網路出版是適當的，我們仍然需要為那些沒法上網的人印刷紙本的雜誌；並且留意在末法時期，電腦病毒吃掉檔案而使佛法消失的事情可能會發生。

未來的展望

每期出刊預告

例如作一海報告知大眾：《金剛菩提海》四月號上架了！

設計

目前圖文的比例是1：9，考慮朝圖文並茂方向走。

內容

增闢小小專欄，版面運用活潑但不失穩重。

計劃

在中國大陸同步發行流通。

網上《金剛菩提海》

《金剛菩提海》叢書的編輯與印行

DM Sure: I'm a big defender of VBS. It's in a stable period and has been consistently published for the last several years. We can consider other possibilities for bringing VBS to more people, such as online. My personal online journal gets more readers per month than VBS has subscribers. The Ven. Master was always willing to utilize innovative technology in order to propagate Dharma. Nowadays most people get news online, not in printed magazines. Without much change, by going online we may increase the readership a hundredfold.

Mr. Chu: We can put the whole issue online, or send an abstract of articles ahead of time, and people can then choose to subscribe for the magazine (as done by Time magazine).

Jennifer: Although online publishing is appropriate in this time, we still need printed copies for those with no access to online, and also keeping in mind that the disappearance of Dharma in the Dharma-ending age may happen with a virus wiping out computer files.

LOOKING INTO THE FUTURE

Preview of every issue

For example, making a poster to inform people: the April issue is out!

Design

The ratio of pictures to text is 1:9 now, and will consider to improve in the direction of having both photos and textual content.

Content

Add small columns so that the layout is lively and yet stable.

Planning

Simultaneous publication in China.

VBS on-line

Taking series published in VBS and editing and printing them in book form.

