

TODA INSTITUTE
For Global Peace and Policy Research
Dialogue of Civilizations for World Citizenship

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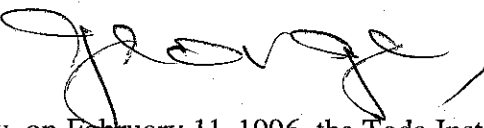
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Honda Building, 3-10-18, Kita-Aoyama, Minato-ku, Tokyo 107, JAPAN
Tel.: 813-5469-0321; Fax: 813-5469-0320

April 20, 1996

Professor George Gerbner
University City Science Center-- One East
3624 Market Street
Philadelphia, PA 19104

Dear Professor Gerbner:


As you may know, on February 11, 1996, the Toda Institute for Peace and Policy Research was founded in Tokyo. Attached please find a copy of the Institute's Mission Statement for your information. The Board of Directors has honored me by asking me to serve as the first Director of the Institute. I have accepted this position with a deep sense of social responsibility and understanding that the Institute's lofty goals cannot be achieved without the support of global citizens such as yourself.

Since we know of your own worthy contributions to the cause of world peace, it gives me great pleasure therefore to cordially invite you to join us as a member of the International Advisory Council of the Institute. Because we are trying to build a global network of peace scholars and peacemakers, we would be also grateful if you could nominate any distinguished colleagues you wish for membership, particularly from Asia, Africa, and Latin America, areas currently underrepresented on the Council.

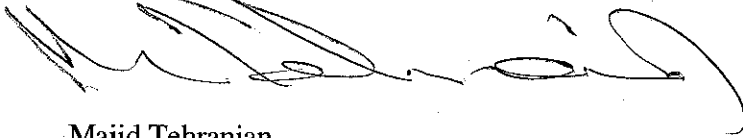
While the Board of Directors has fiduciary responsibilities, the Council will advise the Board and myself on the research program. Since Council members will be located around the world, a series of regional consultation meetings are planned to provide opportunities for the members to visit together, to review the Director's report on past activities and future programs, and to consider their own role in current and future projects. Such meetings have been scheduled for this year to take place in Cambridge (USA), Hiroshima, Tokyo, Tehran, Honolulu, and concurrently with the International Peace Research Association's conference on July 8-12, 1996, in Brisbane, Australia.

As a Council Member, your responsibilities will include (1) attendance at such meetings whenever possible, (2) review of the Director's reports, and (3) advice to the Institute Board and Director on the program. From time to time, the latter function may involve review of research proposals, manuscripts for publication, or travel to particular meetings. These specific services will be compensated by an honorarium and the reimbursement of whatever expenses incurred. Otherwise, your membership on the Council will be honorary and without compensation. Instead of building up a large bureaucracy at any particular center, we are planning to have a few small offices, such as those in Tokyo, Honolulu, and Cambridge (USA), acting as "bridges of

dialogue," connecting the Council members and field researchers via computer networking and teleconferences as well as in face-to-face meetings.

Would you be kind enough to fill out and send us the response form below. Looking forward to the pleasure of working with you on a unique venture in peace studies and peacemaking. With warmest regards.

In peace,

A handwritten signature in black ink, appearing to read 'Majid Tehranian', written in a cursive style.

Majid Tehranian
Professor of International Communication, University of Hawaii
Research Affiliate, Center for International Affairs, Harvard University
Director, Toda Institute for Global Peace and Policy Research

Encls.: Mission Statement
 Response Form

MT:sb

TODA INSTITUTE
For Global Peace and Policy Research
Dialogue of Civilizations for World Citizenship

Mission Statement

The Toda Institute for Global Peace and Policy Research is a new kind of institute for a new kind of world, a world endowed with expanding channels of communication, yet sorely in need of dialogue. Globalization of the world economies, societies, and cultures is producing serious risks of clashing civilizations, but also opportunities for dialogue among civilizations. The Institute brings peace researchers, policymakers, and community activists into communication and collaboration on selected projects in conflict resolution. These three epistemic communities often are divided by different perceptions and actions in conflict situations. All three communities are needed, however, for understanding conflicts and possible remedies. In an effort to incorporate research into policy, planning, and implementation processes, the Toda Institute fosters dialogue among all three types of stakeholders by bringing them into interdisciplinary, transnational, collaborative, learning communities. It provides research, educational, and advisory services on policy issues that critically affect the world community. Projects will result in research, publications, and recommendations that can contribute to the resolution of world conflicts. Interpersonal as well as telecommunication networks will be fully employed to organize international workshops, conferences, executive seminars, and youth leadership development programs building for a more just and peaceful world.

The Toda Institute is an independent, nonpartisan, and nonprofit organization committed to the pursuit of peace with peaceful means and a complete abolition of war as an instrument of policy. In cooperation with other peace organizations that resist injustice and resolve conflict, the Institute aims at maximizing the efforts of people of peace of all colors and creeds everywhere. In helping to promote peace initiatives at national, regional, and international levels, the Institute encourages and proposes concrete strategies that can be translated into action. For the next few years, the Institute will focus on an international dialogue on four major themes, including (1) World Security and Global Governance, (2) Human Rights and Global Ethics, (3) Social Justice and the Global Economy, (4) Cultural Identity and Global Citizenship.

The Toda Institute honors the life and work of Josei Toda, the second President of Soka Gakkai (The Society for Value Creation). The Society is a lay Buddhist organization that subscribes to the teachings of Nichiren, the 13th century monk and scholar. The Society was established in 1930 by Tsunesaburo Makiguchi, a Japanese teacher and educational philosopher who, because of his pacifist beliefs, was imprisoned during the Second World War, where he died. Josei Toda was a staunch antimilitarist, whose uncompromising declaration against nuclear weapons in 1957 became and remains the driving force for peace, justice, and education in the Soka Gakkai International movement. The Institute, which will work for what Mr. Toda called "Global Transnationalism," was founded by Daisaku Ikeda, President of Soka Gakkai International, on February 11, 1996, the 96th anniversary of Toda's birthday. Ikeda is a prolific author and philosopher whose dialogues with world leaders and annual peace proposals have received international recognition.

The Institute will serve the principles of protection of all human life, safeguard of all of the natural environment, and harmonious development of all human communities, for which Josei Toda stood. At the threshold of a new millennium, many new as well as old problems and conflicts plague the world. The end of the Cold War resolved some conflicts but unleashed others. Despite efforts of the United Nations and others, testing and proliferation of nuclear, biological, and chemical weapons continue. The arms trade has taken on new dimensions. Military expenditures, even among poorer nations, have increased. The arms race has now spread to all regions of the world, augmenting the danger of conflict among ethnic groups within and between states. Nonviolent intervention and peacemaking are not yet sufficiently developed instruments to be effective in settling disputes. At the same time, the specters of hunger, destitution, forced migration, ethnic cleansing, and homelessness haunt even advanced nations. The next century dawns with limited prospects on the horizon for achieving a truly peaceful and cooperative international order. The Toda Institute hopes to contribute toward building a practical and durable world peace in the twenty-first century.

RESPONSE FORM

Toda Institute for Global Peace and Policy Research
396 Harvard Street, 3rd Floor
Cambridge, MA 02138-3924
Fax #: 617-491-1169

Yes, I accept your invitation to be a member of the International Advisory Council.

No, I regret that I cannot accept your invitation, but please keep me informed.

My Curriculum Vitae is enclosed.

Name _____

Title & Affiliation _____

Address _____

Tel.: _____ Fax: _____

Email: _____

Nomination for Council Membership:

Name _____

Title & Affiliation _____

Address _____

Nominee's Brief Biography: _____

Signature _____ Date _____

Toda Institute for Global Peace and Policy Research
Fax 617 491 1169

I am pleased to accept your invitation to be a member of the
International Advisory Council

CV attached

George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, Cultural Indicators Project
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220 Home: 234 Golf View Rd.
Tel/fax/answ 215 387 5202 Ardmore, PA 19003-1002
Fax only 215 387 1560 Tel only 610 642 7479
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Brief biography

George Gerbner was Dean of the The Annenberg School for
Communication, University of Pennsylvania from 1964 through
1989. Since that time he has been an independent researcher
and teacher. In 1969 he initiated and continues to direct
the Cultural Indicators research project, the annual
monitoring and analysis of television and other media. In
1991 he founded and continues as chair the Cultural
Environment Movement, a coalition of over 150 organizations
in all states of the U.S. and 57 other countries. He was
executive editor of the quarterly *Journal of Communication*
and chair of the editorial board of the *International
Encyclopedia of Communication*.



May 7, 1996