

Christian Congregation of Jehovah's Witnesses

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April 19, 2010

TO ALL CONGREGATIONS IN THE UNITED STATES

Re: New method of distributing magazines in the congregation

Dear Brothers:

The *Watchtower* and *Awake!* magazines deserve the widest possible distribution. Many have found great success in offering the magazines in the street work, such as near busy transportation centers, and in business territories. However, even with extra effort to distribute magazines in the territory, many publishers have unused magazines at the end of the month. Therefore, a new arrangement of distributing magazines to publishers is being implemented in all congregations in the United States. This new arrangement was successfully tested for six months in numerous congregations.

Effective immediately, publishers should no longer maintain a personal standing request of magazines in the primary language of their congregation. The magazines will be left out on a counter in the Kingdom Hall at all times. If there are two or more congregations of the same language in the Kingdom Hall auditorium, there will be one combined supply of magazines. In order for this arrangement to be a success, it is important that publishers take only the number of magazines needed for the *current week* of activity in the ministry, not for the entire month. If more magazines are needed in the following weeks, these can be picked up at any time that the publishers have access to the Kingdom Hall. To ensure that all of the magazines that are picked up are used, we are asking that unused magazines in good condition be brought back to the Kingdom Hall. If on rare occasions the congregation runs out of magazines, publishers can use older copies of the magazines, the *Bible Teach* book, or brochures for the remainder of that month. For months in which the magazines are the primary field service offer, additional copies can be requested from the branch office in advance.

Since this arrangement applies only to magazines in the primary language of the congregation, publishers can continue to have a personal standing request of magazines in languages other than the primary language of the congregation and of magazines in audio format. As these are received from the branch office, they will be handed out to the specific publishers who have requested them.

It is the desire of the branch office that congregations have enough magazines to distribute widely throughout their territory while minimizing unused magazines left over at the end of the month. We take this opportunity to send our warm Christian love and greetings.

Your brothers,
*Christian Congregation
of Jehovah's Witnesses*

cc: Traveling overseers

PS to body of elders:

This letter should **not** be posted on the information board. Before it is read to the congregation, the service overseers of each congregation in the Kingdom Hall auditorium should meet to discuss how this arrangement will be organized. If there is only one congregation in your Kingdom Hall, the Congregation Service Committee should meet. The following items should be discussed:

- If there are two or more congregations of the **same language** in the Kingdom Hall auditorium, designate a qualified brother to act as a magazine coordinator for that language. The service overseer of his congregation should review these instructions with him. The magazine coordinator, rather than the magazine servant, would care for the following responsibilities:
 - Verify that supplies of the primary-language magazines have been combined and set out on the counter.
 - Monitor the supply, and replenish with available stock. The magazine servant(s) should automatically assist in replenishing stock and keeping the magazine area well organized and neat. **Please note:** Without proper supervision, the magazine counter may become cluttered.
 - If magazines are left over at the end of the month, discuss with the service overseer whether the requested quantity can be decreased. Those who adjust the magazine quantities on the jw.org Web site are encouraged not to eliminate the bulk quantity for one congregation and increase it for another congregation in order to compensate. For shipment purposes, the bulk quantities for each congregation of the same language should be adjusted equally.
- If there are not two congregations of the same language in the Kingdom Hall auditorium and therefore no magazine coordinator, the individual magazine servant(s) will care for the responsibilities noted above.
- In all cases, the individual magazine servant(s) will be responsible to distribute magazines in languages other than the primary language of the congregation and magazines in audio format to the publishers in his congregation. It would be good for the magazine servant to remain behind the counter to monitor the new arrangement for a few weeks. Thereafter, it is no longer necessary for him to stand behind the magazine counter before and after the meeting.
- While the bulk magazines for congregations with the same language will be combined together on the counter for distribution, the magazines for each congregation will at this time still be shipped separately. Once the various magazine shipments are received, they will then be combined on the counter for all congregations to share. Future adjustments will be made that will simplify this arrangement.
- Review the number of magazines that were left over at the end of previous months. At any time, magazine quantities can be increased or decreased using the jw.org Web site.
- Determine where magazines will be put out in the Kingdom Hall. If there is limited counter space available, shelving or a presentable bookcase can be used. Though the entire supply of magazines need not be set out at one time, the more that is available to the publishers, the better. This is preferable to having small stacks of magazines that are

quickly depleted. It should be noted that magazines placed on the counter may be used by all congregations in the Kingdom Hall auditorium.

- Determine where publishers can drop off unused magazines in the Kingdom Hall. For example, should the publishers return them directly to the magazine distribution location?
- Ensure that publishers receive a personal copy of the magazines as soon as the bulk supply arrives. This can be done by (1) putting the bulk supply of the public edition of *The Watchtower* and the *Awake!* out immediately and leaving it out or (2) putting a small supply of the public edition of *The Watchtower* and the *Awake!* out immediately for personal use and the bulk supply later for the ministry. We recommend that copies of the study edition of *The Watchtower* be handed out to publishers, their children, and regular meeting attenders in a manner similar to what is done with *Our Kingdom Ministry*. Thereafter, the remainder can be left out. As a reminder, the study edition of *The Watchtower* is not offered in our public ministry. However, a copy may be made available to any who request it.
- It may be necessary to make reminder announcements for the first few months that publishers should take only the magazines that are needed for *that week* and that unused magazines should be returned for others to use. Therefore, magazines may initially be depleted quickly until the publishers are accustomed to this new arrangement.