



# WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

June 12, 2011

TO ALL CONGREGATIONS

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 centres, 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 Britain and Ireland. This new arrangement was successfully tested in the United States during the last year.

Starting from September 1, 2011, 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, with the exception of magazines needed for route calls, 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,

*Watch Tower B. & J. Society*  
OF BRITAIN

cc: Travelling overseers

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PS to the body of elders:

This letter should **not** be placed on the noticeboard. Before it is read to the congregation, the Service Committee(s) involved should meet and discuss how this arrangement will be organized by discussing chapters 7 and 11 of the new *Literature and Magazine Request Guide* (S-56-E Bi). This has recently been made available on the jw.org website (in the “Documents” tab under the “Document Type Forms”).

In addition, please also consider the following points:

- 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?
- 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.
- We would like to emphasize that for this arrangement to work, publishers need to take only what is needed for the next week's preaching activity and return unused magazines for others to use. It may be necessary to make reminder announcements for the first few months to that effect. Therefore, magazines may initially be depleted quickly until the publishers are accustomed to this new arrangement.