

## **Answers to Common Subscriptions Questions**

**By DAVE MCNEILL, MANAGING EDITOR**

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The new direct mail subscriptions system for SGI-USA publications, which began last month, is well underway. The system makes it easier than ever for readers across the country to pay for their subscriptions.

Naturally, as with any major change of this sort, there have been some glitches. But the subscriptions staff wants to assure readers that everything is being done to identify and solve the problems, answer people's questions and provide the best service possible. Indeed, many of the problems have already been solved, and the office has added a temporary operator to handle the influx of calls.

Most of the subscribers' questions have to do with understanding the renewal notices that were sent out in February. The subscriptions office staff offers these tips to facilitate the renewal process:

- To renew your subscription, you must use the renewal form sent to you. Calling the 800 number will not speed your renewal, only delay it, as the accounting and computer key-in is all handled off-site.
- If, after you send in your renewal slip, you receive a second notice, simply disregard it.
- The forms available at community centers are only for new subscribers or if you've never received a renewal notice.
- A toll-free number is available to report problems with your current subscription, ask questions or report changes of address 24 hours a day at (800) 835-4558. When leaving a message, please speak slowly and clearly, spell your name and leave a phone number and a detailed message describing the problem.
- The Subscriptions Section e-mail address is: SGI SUBS@aol.com.
- To send a gift subscription, use the new subscribers form available at joint territory offices or community centers. Indicate that it will be a gift subscription; that way you — and not the person receiving the gift — will receive future renewal notices.
- Only four forms of payment are acceptable: check, money order, Visa or Mastercard. Do NOT send cash or use Discover Card or American Express.
- A 24-hour fax line is also available: (310) 260-8970.

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