

October 9, 2022

Hi Family,

Below is my update for October 2022.

PR Sub-Committee Meetings

- I attended the Unified PR-Sub-Committee on September 19th.
- I also attended the regional PR sub-committee meeting on September 17th.

PO Box

- I have provided mail to Chair and Treasure.

Community Outreach Events

- There were members from the Unified PR sub-committee at VA Pride Fest, which was held on September 24th.
- No community outreach events are scheduled for the remainder of the year

Web Site

- For the month of September, we had 882 users visit our web site
- Out of the 882 visitors, 548 were new users.
- We are in process of cleaning up the web-site - removing files from old events, etc. There is also discussion around redesigning the web-site as the last major revamp was in 2016.

Phone Line

- For September we had 10 calls with volunteer lookups, 20 calls with meeting look ups, and 0 missed calls
- The Phone Line Learning day has been planned. Below are the details:
 - Date: Saturday, October 15th
 - Time: 10:30 AM - 12:00 PM
 - Location: Richmond Public Library, 101 E. Franklin St, Gellman Room
 - Please begin announcing this in your meetings.

Social Media

- A reminder that the Unified PR Sub-Committee has a position open for a Social Media Coordinator. The Social Media Coordinator will identify and maintain the Unified Public Relations Social networking sites to post upcoming and current NA events to help carry our message to NA members about various events and other pertinent NA information.
- I am attaching a full description below. Please attend the Unified PR Sub-committee meeting if you are interested. The next meeting will be on Monday, October 17th at 6:00 PM on Zoom. Meeting details are posted under 'Events' on the website.

Comcast PSAs

- We received a bill for \$334 from Comcast for PSAs. I paid that this morning. I have reached out to Tri-Cities and Richmond area to advise them of their share for reimbursement:
 - Richmond: \$133.60
 - Tri-Cities: \$66.80

Email

- I have updated the website to send all PR inquiries to ndanaprchair@gmail.com

Ad-Hoc SubCommittee Meeting

- In my last report I mentioned that I would begin crafting policy to present for accounts that PR is involved in and folding those into the PR Policy Guide. I was not able to make any progress on this effort due to work demands over the past month. I have, however, updated point of contact to “New Dominion Area PR Chair”, along with sign on tied to PR email address ndanaprchair@gmail.com

PR Policy Guide

- No progress on this effort this past month

Meeting Lists

- We have meeting list here (400 in total).

Money Matters

- I'll be needing a check for \$225.02, which includes August and October, unless one for August has already been written.
 - August Meeting Lists: \$70.60
 - October Meeting Lists: \$154.42

Lastly, there have been recent changes in my job which require me to travel during the week. As such, I was not able to make progress on some of the goals that I had set - namely PR Policy. At present, I'm not sure if these demands will continue or subside in the next few weeks. Should they continue, I will not be able to attend Unified PR Subcommittee meetings and my availability will be greatly reduced. I want to let the area body know about this so that you are fully aware of how much time I can spend towards this position. I will provide the body an update on my availability at next ASC.

In Loving Service,

John M

Social Media Coordinator

Purpose:

- 1) The Social Media Coordinator will identify and maintain the Unified Public Relations Social networking sites to post upcoming and current NA events to help carry our message to NA members about various events and other pertinent NA information.
 - a. Post information received at the Public Relations Subcommittee meetings on NA related events, workshops, or service opportunities, as announced in NA meetings
 - b. Post about new literature or a look at existing literature.
 - c. Do not post pictures of individuals. Keep photos restricted to NA approved artwork, flyers, literature, and memes.
 - d. For contact information use service title and email address with approved method of contact e. Disable comment option
 - e. Must brief the subcommittee monthly of all changes and updates to our social media outlets rules and regulations
 - f. Develop best practices and share with the subcommittee before posting to NA worldwide.

- g. Always consider the quality and correctness of the content and focus less on quantity.
- h. Be creative in posts but get the point across succinctly, with few words
- i. Be aware of the graphics used in a particular post, be aware of its size so that it shows up correctly.
- j. Remember to post “how to find a meeting” or “how to visit our website”
- k. Post once per day per account
- l. Must provide the subcommittee with a written report each meeting.