

Unified Public Relations 7/20/2026 Meeting Notes

Attendance: Howvard, Richard S, Terrence, Ann V, Donna T, Charles, Norman

The NEZF Public Relations Committee meets the 3rd Tuesday of the Month at 9:00PM on the NEZF PR Zoom ID 831 7026 1043 Password: NEZF

Open Meeting: "GOD, grant us knowledge that we may work according to Your Divine precepts. Instill in us a sense of Your purpose. Make us servants of Your will and grant us a bond of selflessness, that this may truly be Your work, not ours—in order that no addict, anywhere, need die from the horrors of addiction."

Reports:

Newsletter Chair: Newsletter is being discontinued, no one submitted content.

Social Media Coordinator Report: passwords don't work, need help from Robert to transfer accounts or should we start new ones? Zoom meeting with Robert and Devin to get it together.

PhoneLine Coordinator Report: Open Position

Richmond PR Chair: Newsletter Report

Tri-Cities PR Chair:

Phoneline WORKshop July11 was a success, 15-16 people.

Richmond Webservant: Richmond site is current, temporary location was fixed

New Dominion Webservant:

All is provisionally well with the website. On 6/29 an addict brought to my attention that there was no meeting list on the front page of the website. Some quick digging found that our website had been hacked. I bubbled this up to the Unified PR Subcommittee members immediately, and Richard took over and was able to swoop in and save the day. He has implemented strict activity logs on our website.

Monitoring this shows that folks are still trying to get in but have been unsuccessful.

I attended the Phone Line Training hosted by Tri-Cities on 7/11. It was a successful training. Lots of good information was disseminated.

The minutes section of the website is up-to-date. The policy is up-to-date. All events that have been sent my way have been posted. Get your stuff over ASAP so I can get it on the calendar and we don't have things double-booked. Send all flyers to ndanaweb servant@gmail.com. Feel free to text or email with any immediate meeting updates, changes, or closures. My number is 804-539-8998. Let me know if you have any suggestions for improved functionality or see an error so I can get that fixed ASAP!

Public Relations is everyone's responsibility! Let me and/or Richard know if you would like to get involved.

Webservant elections will occur in September. If you are interested in learning to facilitate the website, please get with me ASAP, and please ask around. Rotation of service is important. Let's talk. It's not hard.

Heads up - I will be on vacation starting tomorrow through the next week and am not bringing a computer. I can handle small changes from my phone but please give me 24-48 hours to turn things around. Plan ahead!

Web site stats from Google for 6/14 - 7/11/2026:

30.4k total impressions - how many times a user saw a link to our site in a search

3.79k total clicks - how many times a user clicked through to our site

12.5% average click-through rate

Average position in a search is 9.9

The vast majority of our clicks came from Mobile, while over half of our impressions came from Desktop.

There were over 100 clicks almost every day in this cycle.

The top queries in Google all contain either "rvana" OR "na"

ILS,

James S

New Dominion PR Chair:

1. Secured site against hackers, added audit logging, and a security plug in with Geolocation blocking.
2. Presented "PR is Everyone's Responsibility" Phoneline Training Workshop with other members of the Unified PR Committee at the Phoneline Training Workshop hosted by Tri-Cities. Attendance, discussion, food, fun, and fellowship was great!

Dates and Hosts for Proposed or Planned 2026 Events

<u>Event</u>	<u>Host</u>	<u>Dates</u>
Service Workshop Cookout	NDANA	Sept 26?
RecoveryFest	Unified	September 19, 2026
RCO Introduction to NA	NDANA	TBD
Card Day	Unified	Target: Hospitals/Police/Emergency/RCO Clients
Canva Flyer Workshop	Unified	Aug 8th
PR H&I Workshop	Unified	Nov 14 or 21

Last 30 Day Statistics

Phone Line

105 meeting lookups on the Regional Phone Line, 23 sms meeting lookups.

Total of 52 volunteer lookups, 31 missed, 7 JFT, and 1 SPAD for Region

5 out of 9 Volunteer calls were successfully answered for New Dominion, we called the people who left voicemail back. One call was from Tucker's Pavillion, they would like an H&I meeting in their inpatient wing, which I forwarded to the H&I coordinator.

Old Business:

Open UPR Positions:

Phoneline Coordinator - Phoneline Coordinator:

- a) Update phoneline information with the phoneline provider at the Area, Regional, and World levels when a change occurs.
 - b) Answer questions about the phoneline.
 - c) Contact phoneline volunteers, once quarterly, to determine if they want to remain on the volunteer list and that they are still clean. Determine if the phone number is still working and update the volunteers on matters of continued training and PR issues.
 - d) Keep a list of community services and referrals from outside service groups. (We now use 211 Service)
 - e) Provide a written report at all subcommittee meetings
- Terrence C was elected.

Tri-Cities Hosted Phoneline PR Presentation Workshop: Had 13 attendees. 8 new volunteers. Send request for more information to add them to rotation.

New Business:

Flyers and event calendar: Can we get our flyers on their website? Any NA approved flyer can be put up there? James is not here, last month, Ann requested our calendar export, and James got the reciprocal importing events. Keep other flyers on Regional Event calendars, maybe just conventions. Can we put conventions on a separate page?

Howard was posting events that lasted months like raffles, outside area events should not be put on the calendar.

Donna, whats the harm, but it could be confusion

Norman, it's a lot of convoluting, what do we post? If we are posting from WV and Shenedoah, etc? Lots of events, too much? James is a great worker, he's just promoting NA as a whole. But charity starts at home, most important our areas are taken care of.

Richard talked about unity of purpose

Charles moves we maintain a local calendar, only our 3 area's events as the main calendar. And we can do a separate calendar for outside events. Passed unanimous.

Walk ons:

Ann - Tidewater hacked used a limit login attempts by country etc
PR Training attendee was a problem abusive caller.

Close with Serenity Prayer.