

Unified Public Relations 8/17/2026 Meeting Notes

Attendance: Charles, Richard, James, Terence, Mackenzie, Grayson

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: Serenity Prayer

Reports:

New Dominion PR Chair:

The security plug in did not remove the existing 'dropper' virus that was present on rvana.org since January 1st of 2026. I started at 10am 8/16 to delete the files, and seemed to have made the entire website non-responsive. I had to engage our ISP engineering staff to back out the site to last working backup, which seemed to be July 16th 2026. Please add back all content and changes to rvana.org since then. We are on a clean instance, and the ISP has engaged antivirus that will prevent that virus from installing ever again. Printed 2000 Meeting Business Cards.

Richmond PR Chair: Norman - Announcement - Add Bulletin 31 to new business

Tri-Cities PR Chair: 22nd Day party special events repost it. Continuing to meet and get subcommittee members

Richmond Webservant:

New Dominion Webservant:
Hello,

All is well with the website. I was unable to attend Unified PR last month for personal time conflicts. It was voted there that we only post the 3 unified areas' events on the website. I'm working on a solution for the regional events, but for now, keep an eye on the regional website for things to do outside of our area.

There's been a few instances the past month where I found out about meeting location updates from social media and other places. We have to consider the newcomer. If there is a meeting update, please let me know ASAP. I know sometimes it's late notice for the homegroup members as well. That's okay. I will make sure the update appears on the website ASAP. Social media, word of mouth, etc - none of those work for the addict who's coming to their first meeting. The website is the single source of truth.

My number is 804-539-8998. Call or text me ASAP with meeting updates so we can get them up. Sometimes things slip through the cracks - I forgot to revert a meeting back to its original location last month, but we got it fixed when it was noticed. Help me keep an eye on that, homegroup members.

Send me flyers with NA-approved logos ASAP so I can get them up! Please send them to ndanawebservant@gmail.com. If you need help with a flyer, call me or text me.

Webservant elections will occur next month. One addict has reached out and we are getting together to go over what the position entails this month. If you're interested, please get with me!

Website statistics from Google for 7/12 - 8/8/2026:

4.23k Total Clicks (this went up) - how many times a user clicked through to our site

24.7k Total Impressions (this went down) - how many times a user saw a link to our site in a search

17.1% average click through rate (this went up)

Average position: 10.3 (this went down)

Over 100 clicks - sometimes and often over 150 clicks, but never as much as 200 - on a daily basis this cycle

Searches that return our website all include some combination of the words NA, Richmond, RVA, RVANA, and meeting or meetings

People are using mobile devices (over desktop and tablet) significantly more to access the website

ILS,

James S

Social Media Coordinator Report: Devon A - Started posting on our social media.

PhoneLine Coordinator Report: Terence C - One qualified and willing participant, got her a packet and forwarded email and information.

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

Old Business:

RecoveryFest Table/Cards September 19, 2026 - pay 150 to have a table?!? Bring table chairs and popup. Who can help?

Open UPR Positions: None

New Business:

Discussion of Bulletin 31 - Charles presented an awesome letter to let providers know policy and etiquette.

Meeting Cards

Gender Neutral Readings <https://na.org/gender-neutral-readings/>

Open Forum & Announcements:

Close with Serenity Prayer.