

THE MONTHLY MINUTE

60-second snippets at your fingertips.

Delivered to you by Novitas Communications
Communications. Public Relations. Crisis & Issue Management.

Welcome to the April edition of The Monthly Minute.

This is your curated source for insights, updates, and viewpoints in communications, PR, and crisis & issue management.

April brings wisdom... at least in this edition, it does. In our Perspective Minute we explore one of our case studies and we hear from our newest employee on what she's learned having stepped into the field of PR. Plus, our monthly poll asks, "Would you rather?"

Our Self-Care Minute shows a simple breakdown in the areas of PR, Marketing, and Communications. We also share three simple stress relievers we can do just about anywhere, any time.

We're excited to introduce you to one of our media contacts at Westword Denver, Bennito Kelty. And finally, we'll take a Minute of Fun to dive into the quirkiness of PR.

Remember this month to stop and smell the tulips!
Team Novitas



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Perspective Minute

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- Simple Stress Reducers

Teammate Minute

- Bennito L. Kelty, Staff Writer at Westword

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- The Quirkiness of PR

A Minute to Connect

- Call, email, shout, or visit. We will respond.

SURVEY Minute



Click to respond

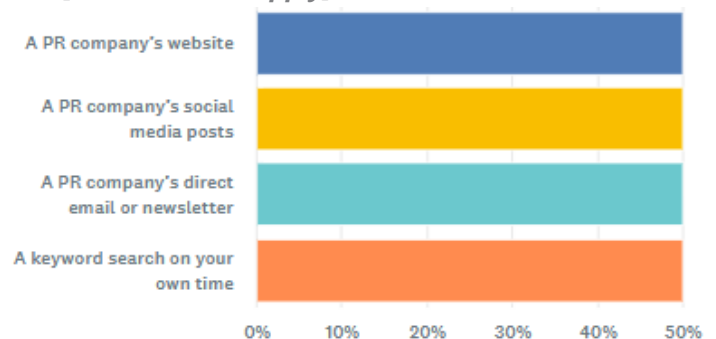
Would you rather manage through a PR crisis or...

1. get a root canal?
2. speak unprepared in front of 1,000 people?
3. delete all your social media content?
4. eat a spider?
5. yes, I'd rather manage through a PR crisis, because I already called Novitas!

Each month we'll pose a question and then in upcoming editions, we'll share the feedback.

Last Month's Results...

How do you prefer to receive business news and insights specific to improving your organization's PR, Crisis, Brand, Comms? [Check all that apply]



In this section, we'll share our perspective – because without perspective, one cannot make fully informed decisions.

A Case Study: Water Conservation Communications Campaign

Novitas has had many success stories over the years. Here is one of our case studies...



Find much more on
our case study by
clicking the link



Challenge

Novitas' challenge was to effectively **increase awareness of, support of, and participation in** community goals and initiatives, events and involvement opportunities related to water conservation, including the proposed solutions.



Solution

In a **two-phased plan**, Novitas created and delivered communications promoting the event through the Metro District's website, weekly email newsletter, mailbox hangers, signs at entrance gates, and road signs encouraging residents to attend.



Results

Novitas generated an incredible shift in perception from 90% "against" to **74% "support"** for conservation efforts - and more than a **67% support** for a bond.

OUR BLOG

Breaking Into PR: Lessons From My First Months in the Industry



THREE minute read.
FOUR months working in PR.
FIVE lessons learned.

[Read the full blog by clicking the link.](#)

Our Novitas teammate, **Clare O'Halloran**, graduated from the University of Denver with a Marketing degree. **She** expected to feel confident in the path ahead - instead, she felt the opposite. The good news - the more she learns, the more intrigued she becomes.

Read more of Clare's insight on her five lessons learned...

1. PR and Marketing Are Related—But Not the Same
2. The "Relations" in Public Relations Really Matters
3. You Will Feel Like You're Bad at Your Job (At First)
4. You Can't Rely Solely on AI and Automation
5. Give Yourself Grace While You Learn

Here, we share insights to help us continue to care for ourselves, so we can strive to be better people – and thrive in our relationships, our business, and our community.

A big part of self-care is continuous learning. Why?
Because it builds **wisdom**.

Here are key differences between three areas of our industry.

Team Novitas has expertise in all three areas.
Call us - and let us reduce your stress.

	Public Relations	Marketing	Communications
Media	Earned media	Paid & owned media	All channels
Audience	Journalists & editors (third-party voices)	Customers & <u>prospects</u> (buying audience)	All stakeholders (internal & external)
Builds	Perception & trust	Awareness & demand	Clarity & alignment
Tactics	Crisis management & reputation repair	Campaigns, ads, SEO, events	Memos, town halls, speeches, reports
Output	Press releases, pitches	Content & brand assets	Messaging strategy
Budget	No direct payment for placement	Budget-driven, measurable ROI	Connects PR & Marketing messaging
	Goal: Credibility	Goal: Revenue Growth	Goal: Connection

SIMPLE
Stress Reducers

These take almost no time, tools, or setup, and work quickly for most people.

1. Deep Breathing

Activates body's relaxation response and lower heart rate and stress hormones.

- Sit or stand comfortably.
- Inhale through your nose for 4 seconds.
- Hold for 4 seconds.
- Exhale through your mouth for 4-6 seconds.
- Repeat 4-10 times.

2. Move Your Body

Physical activity releases endorphins (feel-good chemicals) and helps burn off stress hormones.

- Stand up and stretch for a minute (i.e. roll your shoulders; touch your toes).
- Take a 5-10 minute walk outside or around your home / office.

3. Practice Gratitude / Connect

Social connection or a moment of appreciation shifts focus away from stressors and boosts positive feelings.

- Text/call a friend or family member just to say hi.
- Pause and name 3 things you're grateful for right now (i.e. hot tea or coffee, a comfy chair, sunshine, a quiet room, your pet).

Reporters and editors work hard to tell us the news that helps shape our world. Here's where we get to know our friends in the media - and keep our readers updated into what's happening in that industry.



Meet **Bennito L. Kelty**, Staff Writer at Westword.



Before joining Westword, Kelty worked for several publications - the Columbia Missourian, the St. Louis American, Vox Magazine, the Yuma Sun and the online Tucson Sentinel.

He has received awards from the Arizona Press Club, including first place for Spanish-language feature reporting and second place for social issues reporting. Kelty was a member of the Report for America Corps and is a graduate of the University of Missouri – Columbia.

Here's a bit from the interview...

Coming from Report for America and earlier roles in Missouri, Arizona, and Tucson, what drew you specifically to Westword and Denver's local news scene in 2023?

I grew up in Aurora, Colorado, and I read Westword as a teenager. My first job was at DU (University of Denver), and I would pick up a copy every Thursday near University and Evans. The Westword newsroom was the first place I ever envisioned myself working, so coming back and writing for them has been a dream come true.

“As someone who's won awards for Spanish-language reporting and social issues, how do you approach stories involving language barriers, cultural communities, or equity in a city as diverse as Denver?”

I approach stories involving language barriers very enthusiastically because it's a chance to practice what I study. I've done interviews in French, Portuguese, Arabic as well as Spanish...

I'm reminded of the difficulty I had interviewing and getting access from certain Native American tribes in southern Arizona, like the Cocopah and Tohono O'odham. They would be very selective about what stories and which journalists they would help, and a wrong move could cut off access.



More from Kelty, including photos and full answers to all questions, including:

- “What do you think is the most underrated infrastructure or civic story in the Denver metro area right now?”
- "Looking ahead, what emerging Denver story or trend do you think will define local news in the next year or two?"
- “What are your hobbies and things you do to on your spare time - or something big you may be planning to do?”

CLICK THE LINK for the FULL INTERVIEW

“*I try to feel out where people are uncomfortable or enthusiastic. It's kind of guessing game.*” ~ Bennito L. Kelty

In this section, we will feature food, drinks, and activities fitting for the season. Why? Because it's essential to enjoy the good things in life, especially with family & friends.

The Quirkiness of PR

PR has always walked a fine line between **informing** **persuading** and occasional chaos. PR's quirkiness often comes from its willingness to blur lines between news, entertainment, psychology, and outright spectacle. Over our history, it's rarely been boring.

Many of today's tactics - influencer stunts, crisis comms, newsjacking - trace straight back to colorful characters and wild experiments. Some stunts **build empires** others become **cautionary tales**. The bottom line? Attention is currency, and history shows the bold (or bonkers) often cash in - **until they don't**.

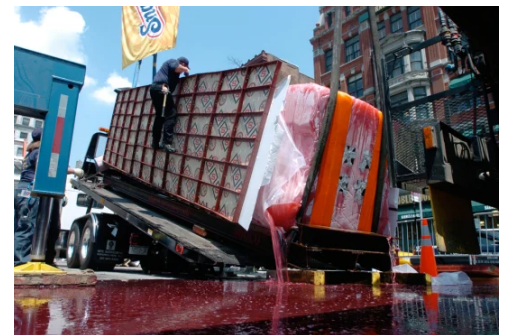
Here are a few foodie examples

Reasons why calling Novitas is a great idea.



Burger King's "Whopper Sacrifice" (2009): To promote the Whopper, BK created a Facebook app that let users "sacrifice" 10 friends (the app notified them **they'd been dumped for a burger**). Over 200,000 people actually did it. The campaign was weirdly antisocial but **undeniably viral**—proving people love their fast food more than some friendships.

Snapple's Giant Popsicle Melt (2005): Snapple tried to set a Guinness World Record with a 20-ton, two-story-tall kiwi-strawberry popsicle in New York's Union Square. **It melted faster than expected**, flooding the square with sticky red liquid and forcing firefighters to hose it down. They still handed out free popsicles to kids amid the chaos—disaster turned into **memorable publicity**.



Taco Bell "Buys" the Liberty Bell (1996): In a full-page ad in major newspapers, Taco Bell announced it had purchased the historic Liberty Bell and was renaming it the "Taco Liberty Bell" as part of a cheeky **April Fools'-style promo**. Outrage poured in... until the company revealed it was a joke. It generated massive **free media coverage** and **boosted brand buzz** without costing much beyond the ad space.

We exist to help your organization realize its strategic goals.



Poor brand image?
Failing product?
Negative press?
Fierce competition?
Invisible thought leader?

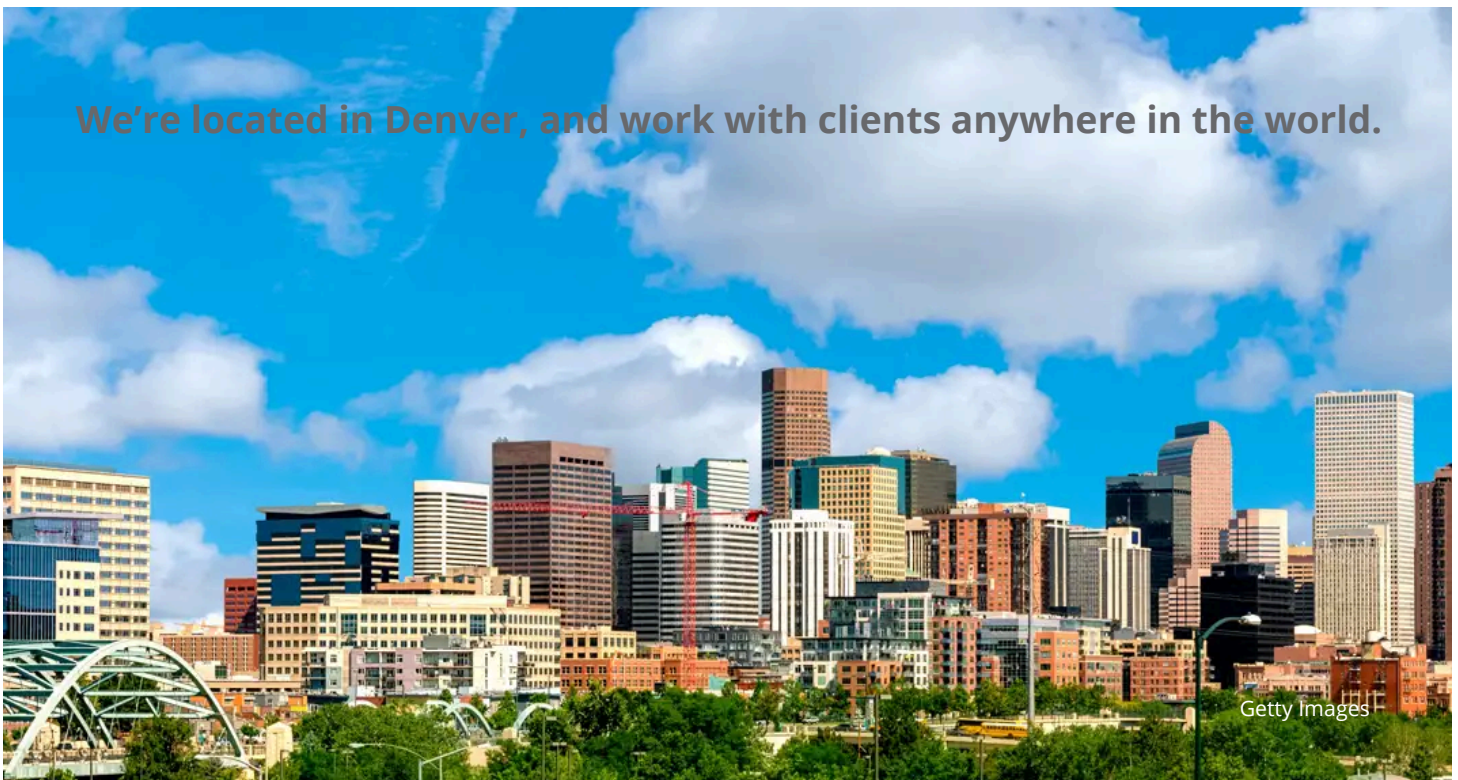
Have a crisis?
We're ready to help.



Weak social media?
Unfriendly ballot measure?
Directionless?
New to the scene?
No crisis plan?



We're located in Denver, and work with clients anywhere in the world.



We'd love to hear from you.

Send us a note anytime. Connect with us at www.NovitasCommunications.com
and a real person will get in touch with you. No bots here.

