

THE MONTHLY MINUTE

60-second snippets at your fingertips.

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

Welcome to the December edition of *The Monthly Minute*.

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

For many of us, December is a time to reminisce on the past year's experiences and to plan for the New Year. Best of all, it can be a time to relax and reflect with family, friends, and most importantly, ourselves. We like to call it the "Friday" of the calendar year.

When it comes to relaxing and reflecting, consider us here at Novitas as doing the hard work for you in 2026. We can help you get into a great place in with your organization's reputation, develop a crisis plan that gives you peace of mind, and we're the ones that implement those plans as well.

We'd love to hear from you - please take our survey below and find our 'End of Year Challenge' on page 3 in the Self-Care Minute section. Plus, send us a 'hello' note - we'd love to buy you lunch!

Cheers & Happy Holidays,



Team Novitas

INSIDE THIS EDITION

Survey Minute

- What's the most likely crisis in your org?

Perspective Minute

- Generative Engine Optimization (GEO)
- Can You Spot the Pot?

Self Care Minute

- Energy Givers
- End of Year Challenge

Media Minute

- BizWest - Dallas Heltzell

A Minute of Fun

- Sugar Cookie Martini
- Sugar Cookie Snowflakes

A Minute to Connect

- We specialize in PR, Comms & Crisis Mgmt
- Let's start a conversation

SURVEY Minute



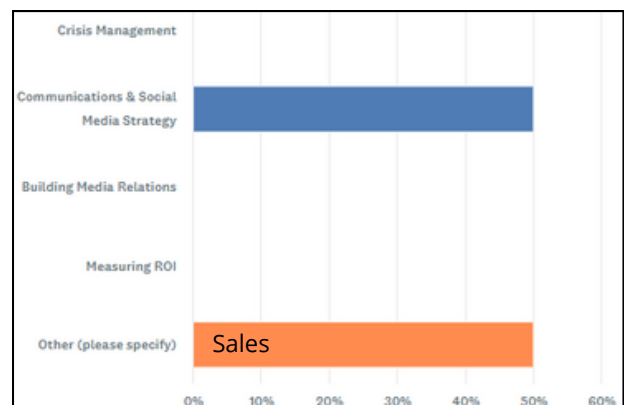
Each month we'll pose a question and then in upcoming editions, we'll share the feedback.

"What is the most likely crisis/scenario that would occur in your organization?"

1. Natural disaster / power outage / shutdown
2. Major product or service failure (i.e. recall / ratings)
3. Data breach with customers impacted
4. Labor (i.e. union; strikes; high-profile hostilities)
5. Other, please explain

Last Month's Results...

"Most significant PR challenge for your business today?"



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

Generative Engine Optimization: Put Your Brand in AI Answers Now



GEO is the biggest opportunity for PR professionals and their organizations since the advent of Google.

61% of AI-generated content about major brands comes from earned media, so your coverage is now fuel for AI-powered search. Here's how we win in the GEO space...



THREE-minute read.
THREE huge tips for winning, using GEO.

[Find more insights within the full blog via the link.](#)



PROTECTING YOUTH FROM MARIJUANA

Highlights from one of our Case Studies: **Can You Spot the Pot?**



Challenge

Coloradans, who generally supported the legalization of marijuana, did not realize that the lack of regulation endangered the state's youth. Culprits include edibles that appeal to children, such as chocolate, gummy bears, lemon drops, rainbow belts, soda, and cookies.



Solution

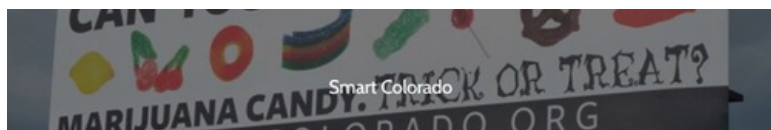
Novitas worked with Smart Colorado, a non-profit, non-partisan organization, and kicked off a high-octane awareness campaign to alert Coloradans about the dangers of the lack of labeling on marijuana edibles delivering on these strategies:

1. Positioned client as a thought leader ←
2. Placed top-tier media coverage ←
3. Showcased executives as sought-after subject matter experts ←



Results - in just two short months

- **\$1.2 million** in total earned publicity value
- **570 million** reach of potential readers and viewers.
- **Smart Colorado members** actively engaged the community at schools and city council meetings.
- **2,000** people visited Smart's online edibles quiz
- **17,000** Facebook users were reached.
- **79 percent** of all web visitors were new to the Smart Colorado website.



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.

Energy Takers	Energy Givers
Misalignment with your purpose	Family
Setting unrealistic goals	Nature
Feeling trapped at work	Purpose
Focusing on the past	Self-care
Excess screen time	Gratitude
External validation	Creativity
Living on autopilot	Reflection
Poor boundaries	Community
People pleasing	Being present
Limiting circles	Staying active
Overthinking	Being intentional
Poor Sleep	Rest and recovery
24/7 Grind	Flexibility and freedom
Negativity	Following your passion
Clutter	Meaningful connections
Stress	Learning something new
Fear	Quality time with loved ones
Ego	Work that doesn't feel like work

Mauro Repacci

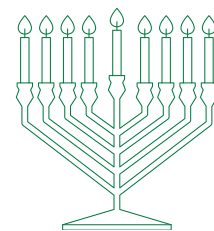
**18 of each.
Choose your side.**

The month of **December** gives us a hint on which side to choose, in the fact that there's greater joy in **giving** than receiving - for most of us.

End of year challenge...

Pick nine from the right column (hopefully you knew that.)

What will you do to make each of these come to life for you throughout 2026?



“ Joy and happiness derives not from receiving, but from giving. ”
~Debasish Mridha

Two harder-core challenges for all of us to consider.

Prioritize Wellbeing

Physical Health (Energy & Vitality): Prioritize nutrition, activity, sleep, hygiene, and preventative care.

Mental Health (Clarity & Balance): Focus on your 'thinking part' in processing info and psychological state, and your 'emotional part' in understanding and managing emotions.

Social Health (Support & Happiness): Relates to our support system, communications, community, and personal boundaries.

Spiritual Health (Growth & Fulfillment): Includes personal values, beliefs, mindfulness, creative expression, and sense of purpose.

Implement Digital Detox

This is a necessary step to rest and revitalize. It reduces burnout and helps keep our mind sharp.

Our devices are constant demands on our attention - and sadly, they often take away time from self, kids, and friends.

Schedule regular breaks from your phone and social media. Use that time to reconnect with the real world, read a book, enjoy the outdoors, chat with family, or simply sit with your own thoughts.

Like, right now. Take out your calendar and schedule it.

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 **Dallas Heltzell**, Reporter, with more than five decades of writing and editing experience at newspapers, including nearly 30 years as an online editor and producer.



Have a lead? Contact Dallas at dheltzell@bizwest.com



What got you interested in becoming a reporter, when did you begin and how'd you get to where you are today?

I was a news junkie ever since I was five years old, and it started with my love of radio. Top-40 music stations in the '50s and '60s infused all sorts of energy and theatrics into their newscasts, and it helped get me interested in the news of the day. At age eight, I stayed up all night watching...

Tell us about your day-to-day - how do you gather leads? What are your beats?

BizWest covers Boulder, Broomfield, Larimer and Weld counties, with a combined population of well over 1 million; if it were one city, it would rank ninth largest in the nation, right behind Dallas...

Which of your stories actually moved the needle—changed policy, got someone fired, forced a company to act—and how did that feel?

At Northern Colorado Regional Airport, I had gotten to know both the management, its governing commission and especially the general-aviation pilots whose aircraft are stored there. They were gratified that I helped tell their stories when their hangars were threatened with condemnation. But when one of those pilots called me...

What's the strangest place a source has ever agreed to meet you?

An old, dark, pungent and frankly rather scary boxing gym.

What are some of your favorite hobbies - tell us a short story.

I love all sorts of travel, far and near, by car, bus, train, plane and cruise ship. And along the way, I have compiled a collection of road maps that numbers around 12,000...

What else would you like to share with us?

At the advent of the Internet, we were excited at the thought that people could go right to the stories that interested them the most. I don't think we realized that the result would be so many people living in their own self-justifying bubbles, right or left. I got into journalism in an era when...



Dallas, left, and Christopher Wood, BizWest publisher, showing off the awards they won from the local chapter of the Society of Professional Journalists.

“ ***If one source tells you it's raining outside and another source tells you it's sunny, you don't have to quote both sides. Instead, go look out the window yourself and report what you see.*** ~ Dallas Heltzell ”



Much more from Dallas, including a photo from a newsroom in 1978. CLICK THE LINK for the FULL INTERVIEW and more photos.

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.

HAPPY *Holidays!*

Recipes? You say. Just click the links.

Enjoy - one excellent winter beverage
Sugar Cookie Martini



Enjoy - one fine winter treat
Sugar Cookie Snowflakes



Tip 'o the month
Pace yourself



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.

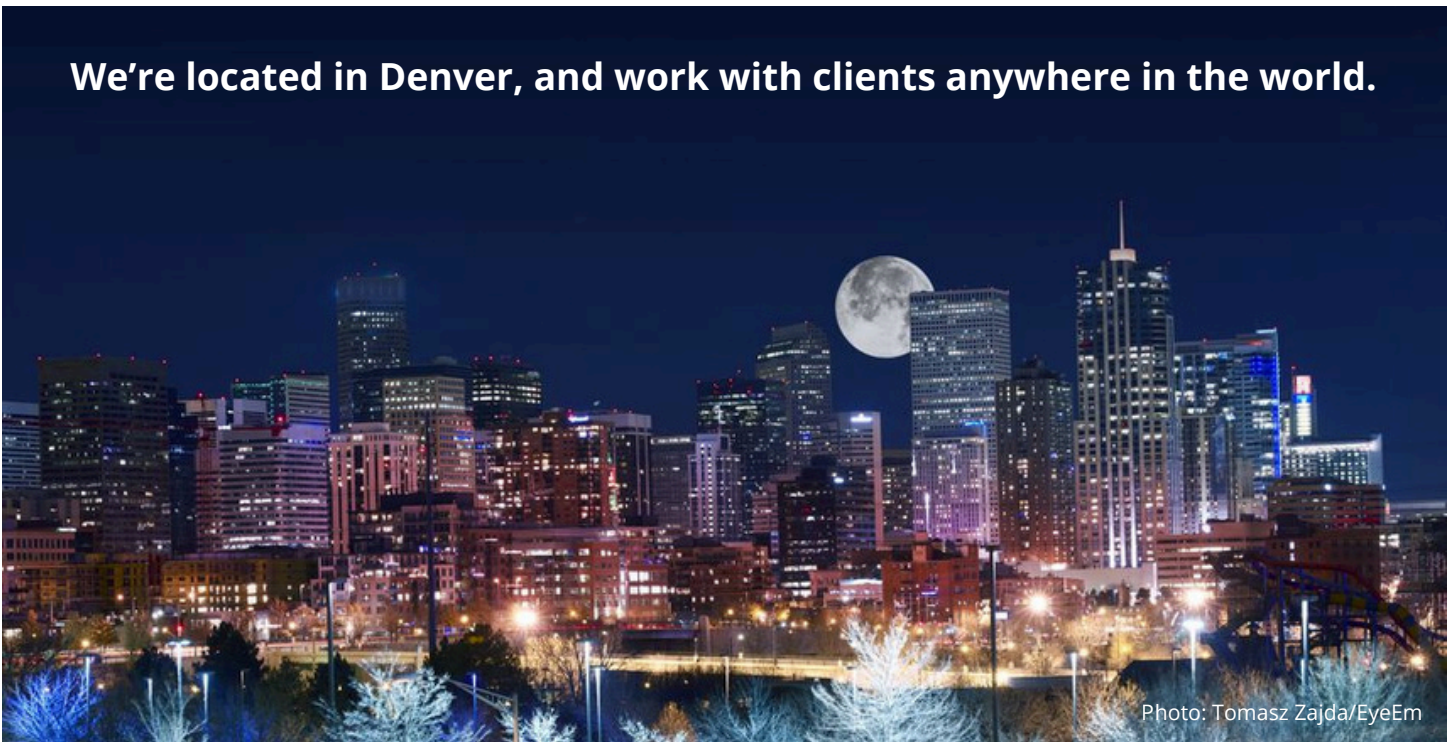


Photo: Tomasz Zajda/EyeEm

We'd love to hear from you.

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

