

THE MONTHLY MINUTE

60-second snippets at your fingertips.

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

Welcome to the February edition of The Monthly Minute.

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

Wine and Dark Chocolate. Find those two topics in our “A Minute of Fun” section. We also tap into the topic of wine on this month’s featured case study - Southlands Wine Walk - where Novitas helped to deliver a record number of attendees for their second annual event. Find our case studies and more on our [Novitas Communications website](#).

This edition features an interview with Jenna Barackman from the Denver Business Journal. That’s right, WE interview reporters!

Also, so we don’t forget about ourselves, in this month’s “Self-Care Minute” we learn a bit about the areas of Reward, Love, Mood, and Pain (reducing it!)

Team Novitas

INSIDE THIS EDITION

Survey Minute

- Which PR content do you engage with the most?

Perspective Minute

- Southlands Wine Walk - A Case Study.

Self Care Minute

- DOSE and Managing the Generations.

Media Minute

- Jenna Barackman - Reporter, Denver Business Journal.

A Minute of Fun

- Dark Chocolate & Wine.

A Minute to Connect

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

SURVEY Minute



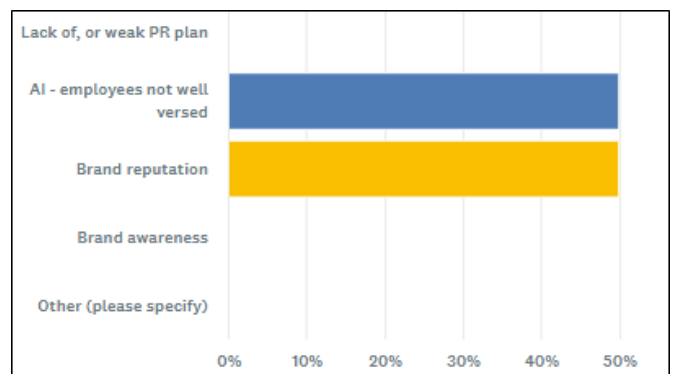
Which type of PR content do you engage with the most?

1. Thought leadership articles.
2. Behind-the-scenes stories.
3. Data, statistics, and surveys.
4. Crisis response statements.
5. Other; please specify.

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

Last Month’s Results...

One area of communications that is most concerning to you?
It’s a tie!





Join us on a walk through one of our challenges...
Southlands Wine Walk - A Case Study



Challenge

Novitas Communications worked with Southlands Shopping Center to promote earned media for their **annual event**, the Wine Walk.

Southlands wanted to leverage **earned media to increase attendance and awareness** of the event.



About

The Wine Walk is where guests can **sip wine, shop and stroll** along Main Street as they are serenaded by the smooth jazz sounds of live music.

Located in southeast Aurora, Southlands Shopping Center is the largest shopping destination in the state of Colorado, encompassing **1.7 million square feet** of high-quality retail and office space and more than **150 stores, restaurants, and entertainment options**.



Solution

Novitas developed a **media list** and **community newsletter list** to target for outreach. We sent a **press release** regarding the event to the list, as well as a **media advisory** in advance of the event.

For select reporters, Novitas also **hand-delivered invitations** to the event along with a **bottle of featured wine**.



Results

Novitas gained attention for the Wine Walk through multiple channels.

For their second annual event, they had a **RECORD NUMBER** of attendees.

Find more of our case studies by clicking the link.

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.

We found two cool infographics that remind us how to be better...

★ GET YOUR DAILY ★

D O S E

DOPAMINE **OXYTOCIN** **SEROTONIN** **ENDORPHINS**

↓ ↓ ↓ ↓

THE REWARD CHEMICAL THE LOVE HORMONE THE MOOD STABILISER THE PAIN KILLER

- ★ Create something
- ★ Achieve a goal
- ★ Complete a task
- ★ Self-care activities

- ★ Socialise
- ★ Hug a family member, friend or your pet
- ★ Help others

- ★ Get out in sunlight
- ★ Try mindfulness
- ★ Be with nature
- ★ Try meditation

- ★ Exercise
- ★ Listen to music
- ★ Watch a movie
- ★ Have a laugh with friends

@DORSETMHST

for better health!

for better leadership!

A PRACTICAL GUIDE FOR MODERN TEAMS

GEN Z (1997-2012)

MISUNDERSTOOD AS: Unfocused, uncommitted

BUT ACTUALLY: Purpose-driven, quick to learn, bold with feedback

LEAD THEM BY: Clear communication, real impact, fast iteration



MILLENNIALS (1981-1996)

MISUNDERSTOOD AS: Praise-hungry, indecisive

BUT ACTUALLY: Strong collaborators, meaning-seekers, tech fluent

LEAD THEM BY: Autonomy, mission clarity, room to grow




GEN X (1965-1980)

MISUNDERSTOOD AS: Detached, resistant

BUT ACTUALLY: Steady, practical, calm under pressure

LEAD THEM BY: Trust, space to deliver, straight answers




BOOMERS (1946-1964)

MISUNDERSTOOD AS: Stuck in the past, slow with change

BUT ACTUALLY: Deeply loyal, experience rich, strong relationship builders

LEAD THEM BY: Respecting their expertise, blending old + new, inviting mentorship



Thank you Marco Franzoni for sharing.

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 **Jenna Barackman**, Reporter specializing in professional sports, outdoors, and tourism

Have a lead? Contact Jenna at jbarackman@bizjournals.com

Here's a teaser from the interview...

DENVER
BUSINESS JOURNAL



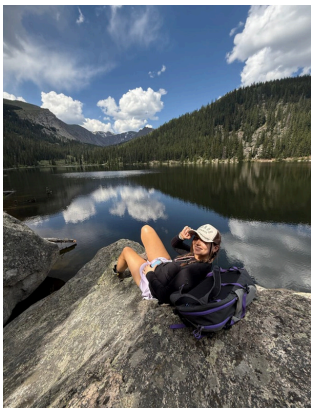
Please tell us about your reporter journey and how you ended up at DBJ – and a bit more about your current reporter role.

In a lot of ways, I think I'm still at the start of my reporter journey despite having worked for multiple outlets. I graduated college early in Dec. 2023 and stuck around in my college town of Lawrence, Kansas, until my friends and I all graduated together that May. I guess you can call the DBJ one of my first "real" jobs, but while in school I was an extremely active reporter, often holding two or three reporting jobs at once on top of school...



If you could go back and give your younger reporter self one piece of advice, what would it be?

I would tell my younger self the same things that I tell students that I mentor at my alma mater: impact does not just come from reporting for The New York Times or CBS Sports or any legacy paper. Sure, they often post groundbreaking stories and drop major investigative pieces that change the landscape. But local news is equally as important and can win the same awards, having a similar impact on a local community. Local news is even more important now as more local news outlets disappear as more newspapers close their doors...



What's one thing people get completely wrong about what being a reporter is actually like day-to-day?

Reporting is not all anonymous sources, uncovering huge scandals and breaking news that needs to be turned in an hour or less. A lot of days are spent raking through public records for newsgathering, emailing and calling sources and reading through dozens of pitches per day to find out what story is right for you...

“**Prioritizing things like work-life balance along with loving the things you cover is extremely important.**”

~ Jenna Barackman

Much more from Barackman, including fun photos and full answers to all (and more) questions, including:

- What's the story you're most proud of having told?
- What's a non-news hobby or guilty pleasure that keeps you sane after covering heavy stuff?

CLICK THE LINK for the FULL INTERVIEW

It's February, so we decided we'd stick with two legendary sweetsies of the palate.

Dark Chocolate

Why it's Healthy

Flavanols (antioxidants in cocoa solids) support:

- Better blood flow.
- Lower blood pressure.
- Reduced LDL cholesterol oxidation.
- Reduced inflammation and oxidative stress.
- Potential lower risk of type 2 diabetes.
- Minor boosts in fiber, magnesium, iron, and mood / cognitive function.

What to Choose

- Select chocolates with a minimum of 70% cocoa.
- Aim for 85%+ (higher percentage = more flavanols, less sugar.)
- Minimize added sugar (best and only ingredients: cocoa, cocoa butter, sugar, maybe vanilla.)
- Limit intake to ~1 ounce (28g) per day.



In moderation, people!

Red Wine

Why it's Healthy

Grape skins/seeds fermentation boosts polyphenols, support:

- Better blood vessel function.
- Reduced clotting.
- Lower LDL oxidation.
- Reduced inflammation.
- Potential heart protection.


What to Choose

- Pinot Noir: High resveratrol; moderate tannins; lower calories; good antioxidants; easier on the system.
- Tannat (Madiran from France, Uruguay): Extremely high procyanidins/polyphenols; top in cardio benefits.
- Sagrantino (Umbria, Italy): Exceptionally high polyphenols/tannins; potent antioxidants; age-worthy.
- Cannonau/Grenache (Sardinia): Linked to longevity in Blue Zones research; high resveratrol.
- Malbec (high-altitude Argentina): High resveratrol; bold, dry, and flavorful with antioxidant punch.




BONUS! Here are more healthy choices: Nebbiolo, Petite Sirah, Cabernet Sauvignon (dry versions.)

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.

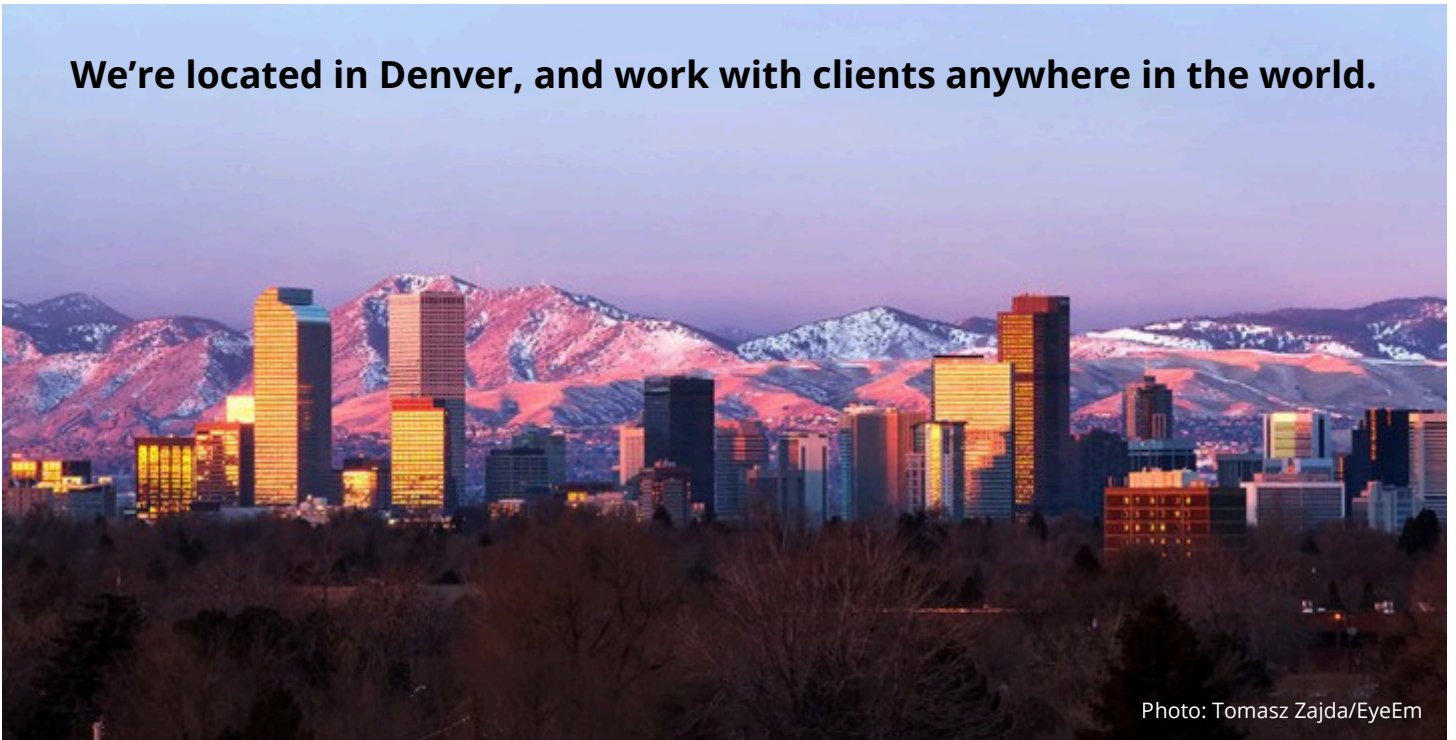


Photo: Tomasz Zajda/EyeEm

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.

