

THE MONTHLY MINUTE

60-second snippets at your fingertips.

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

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

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

It's the new year and we've found there's a certain power in the number ONE. It allows us to focus, it delivers character when we can be comfortable with ourselves, and it's much easier to remember one thing, then, well, more than one thing.

Since January is the first month of the year. Month one. We set forth in the self-care section to hammer home that point - with hopes of getting us all to stick to our New Year's resolutions... ahem... resolution. No 's'.

Check out this issues where we feature ONE reporter interview, ONE blog, ONE survey question, ONE best drink on Earth, and ONE PR firm you should add as a hotline in your phone right away.

Happy New Year!

Team Novitas

INSIDE THIS EDITION

Survey Minute

- ONE Most concerning comms issue

Perspective Minute

- Perfect Pitch: Journalist Relationships - ONE at a time

Self Care Minute

- Choose ONE thing for your self-care

Media Minute

- Ed Sealover - CO Chamber of Commerce (ONE reporter interview)

A Minute of Fun

- The ONE best drink during social settings

A Minute to Connect

- ONE call to us works wonders.

SURVEY Minute



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

"What is one area of Communications that is most concerning to you coming into 2026?"

1. Lack of, or weak PR plan.
2. AI - employees not well-versed.
3. Brand reputation.
4. Brand awareness.
5. Other. Please explain.

Last Month's Results...

Most likely crisis that would occur in your organization



Pitch Perfect: How to Build **Strong Relationships** with Journalists

See what we did there?



ONE-minute read.
FIVE takeaways.
ONE positive result. *If you follow these tips.*

Here are the tips. Detail in the full article.

Do your homework.

Build a strong, story-driven pitch.

Stay accessible and timely.

Share something exclusive.

Follow-up with care.



[Find more insights, click the link for the full blog.](#)

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.

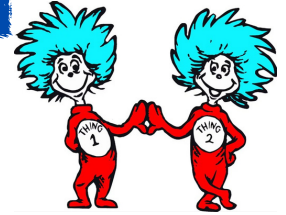
Choose One Thing

Yes, this.
Choose from this!

What is the **ONE THING** you will choose to do in 2026 with respect to your **SELF-CARE**.

We're talking about **commitment** - seeing it through, making it happen, pushing through it, and building a healthier, more positive **YOU**.

No, not him.



10 Everyday Habits That Secretly Shorten Your Life:

1. **Sugar** makes life sweet—and short.
2. **Ignoring exercise** is a silent suicide.
3. **Skipping sleep** isn't saving time—it's stealing years.
4. **Sitting all day** kills faster than smoking.
5. **Stress** doesn't just hurt your mind—it shortens your life.
6. **Junk food** is slow poison in disguise.
7. **Blue light** at night disrupts your body clock.
8. **Negative self-talk** quietly kills you.
9. **Too much salt** is a ticking time bomb for your heart.
10. **Overworking** leads to early burnout.

@BeHumanBeKind

The 10 Golden Rules for Success and Happiness:

1. Never trust a person who speaks well of everybody.
2. Think in the morning, act at noon, eat in the evening, and sleep at night.
3. If you have a garden and a library, you have everything you need.
4. Whenever you get a moment alone, read a book. Always carry something with words in it—look at it when no one's watching.
5. 80% of people who hear your problems don't care. The other 10% are glad you have them.
6. First, learn the meaning of what you say—then speak.
7. All suffering comes from being in the wrong place. If you're unhappy, move.
8. Take calculated risks. That's very different from being reckless.
9. Be alone until you find people who truly value your presence.
10. Don't argue with fools—people might not know the difference.

| TheMindsJournal

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 **Ed Sealover**, Vice President of Strategic Initiatives and Editor at the Colorado Chamber of Commerce

Have a lead? Contact Ed at ESealover@cochamber.com



COLORADO
CHAMBER
OF COMMERCE

Here's a teaser from the interview...

CLICK THE LINK for the FULL INTERVIEW



In your current occupation, you wear two hats - please tell us a bit more about each of them - your role as the editor of The Sum and Substance news site, and your role within the Colorado Chamber of Commerce.

My official title with the Colorado Chamber of Commerce is 'Vice President of Strategic Initiatives and Editor.' The strategic initiatives I work on involve projects that seek to proactively improve the business environment in the state, including a multi-year effort I've been leading to boost Colorado's workforce-development system via a partnership between employers, educators and the state. The Sum & Substance, meanwhile, is a news site that we launched when I started at the Chamber in February 2023 to focus on business policy and to...

Which story are you most proud of, and what impact did it have?

I'll assume for the sake of this q-and-a that you specifically are asking about stories that I've written for my current publication. And in that case, I'll point to a story I was able to break in March about a coalition of unions filing a ballot initiative to require that employers offer "just cause" if they are terminating an employee — a potential major shift in employee rights that's unprecedented nationwide. I've broken numerous stories about ballot measures or...



“I first of all strive to be a lifelong learner, never assuming that I know everything or even most things about a subject and, thus, approaching every story I write with an open mind and curiosity...” ~ Ed Sealover

Much more from Sealover, including family photos and 925 things he's collected over the years.

CLICK THE LINK for the FULL INTERVIEW

More questions we asked Sealover, include...

- What led you to this point in your career?
- Has a story ever changed your perspective?
- What values do you live by?
- Favorite hobbies?
- And, he shared even more with us!

We asked Grok

What's the one best drink on earth, when socializing with clients?

And it didn't answer us!

Well, it did 'answer' - but it didn't commit to one drink!

Here's its full response. Take from it what you will. It's unedited.

We figured if it wasn't going to fully commit, then neither were we.



The "best" drink when socializing with clients isn't one-size-fits-all—it depends on the setting (casual bar vs. upscale dinner), industry, time of day, cultural norms, and most importantly, what the client orders first. The golden rule in professional settings: let the client lead, match their vibe (or go one notch more conservative), and nurse your drink slowly while staying sharp.

That said, here are the most consistently recommended, safe, and sophisticated choices that project confidence, maturity, and approachability without looking like you're trying too hard or planning to get sloppy:


- **Wine** (especially at dinners) — Red (e.g., Cabernet or Pinot Noir) or white (e.g., Chardonnay or Sauvignon Blanc). It's the #1 go-to for business meals because it's civilized, pairs with food, and lets you sip forever without getting buzzed fast. Ordering by the glass is fine; suggesting a bottle shows generosity if the budget allows.
- **Classic spirit-forward cocktails**— These signal "serious but not stuffy":
- **Old Fashioned** (bourbon or rye, bitters, sugar, orange twist) — Timeless, masculine-leaning but unisex now, and widely respected.
- **Negroni or Manhattan** — Sophisticated, slightly bold, conversation starters.
- **Martini** (classic gin or vodka, dry or dirty) — The ultimate power move if done right (stirred, not shaken unless you're channeling Bond).
- **Whiskey/Scotch neat or on the rocks** — A premium pour (e.g., good bourbon like Maker's Mark or Woodford Reserve, or a 12–18 year Scotch) screams confidence and taste. Easy to sip slowly.
- **Moscow Mule** — Surprisingly still praised in recent business etiquette lists for being refreshing, approachable, and sophisticated without being pretentious.
- **Non-alcoholic / low-ABV fallback** (increasingly smart in 2026) — Sparkling water with lime in a rocks or Collins glass (looks like a G&T or vodka soda), or a quality NA spirit cocktail/mocktail.

*Our
favorite
advice*

Drinks to avoid in most client situations (unless the client is clearly going there):


- Anything super sweet/fruity (e.g., appletini, cosmo, piña colada)
- Long Island Iced Tea, rum & coke, or shots
- Beer (unless it's a very casual setting or the client starts with one)
- Ultra-trendy TikTok cocktails that might confuse the bartender or look immature

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

