

THE MONTHLY MINUTE

60-second snippets at your fingertips.

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

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

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

We've packed this edition with lots of **learning, living, libations and love** - found on pages 2, 3, 5, and 6, respectfully.

Love you say? Yes. As in, we'd love to hear from you. Drop us a line before March is done and **let's have lunch** - we're buying.

After you schedule lunch with us, please take a minute to peruse one of our **case studies** on women in banking, plus, gain insight from our latest **blog** on why choosing to do nothing during a crisis is not a wise strategy - at all. Find both on page 2. On page 4, you'll meet Novitas' newest teammate, **Clare O'Halloran**, a right fit name for the month, altogether, wha'? *

Cheers!

Team Novitas

* Our best at Irish slang. Don't judge.

INSIDE THIS EDITION

Survey Minute

- How do you prefer to receive news to improve your organization's PR?

Perspective Minute

- Bringing Women Forward (Case Study.)
- Four Consequences of Doing Nothing During a PR Crisis (Blog.)

Self Care Minute

- Happier Life
- Healthier Life

Teammate Minute

- Clare O'Halloran, our new Associate

A Minute of Fun

- One Bourbon. One Scotch. One Beer.

A Minute to Connect

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

SURVEY Minute



Click to respond

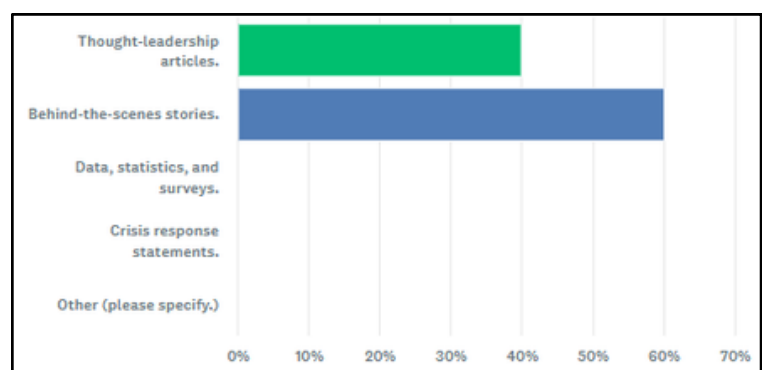
Each month we'll pose a question and then in upcoming editions, we'll share the feedback.

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

1. A PR company's website
2. A PR company's social media posts
3. A PR company's direct email or newsletter
4. A keyword search on your own time
5. Other; please specify.

Last Month's Results...

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



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

A Case Study: Bringing Women Forward During a Time of Scrutiny

Our team at Novitas has a wide variety of wins in a plethora of industries including this one supporting women in banking. Seems appropriate, especially since **March** is officially **Women's History Month**.



Challenge

American Banker sought a way to differentiate itself from its competitors in the increasingly challenging media industry. At the same time, women represented a disproportionately small number of industry executives.



Summary

Novitas worked with American Banker at a time when the banking industry was facing heavy scrutiny after the recession. The team created a strategic campaign to highlight the magazine's annual Most Powerful Women in Banking awards.



Solution

Our team found ways to provide context to the rankings as the banking industry weathered the recession and began to recover. Our strategies drove increases in media coverage and web site hits.

AMERICAN BANKER



Results

- The 25 Most **Powerful** Women in Banking become one of the most **profitable** American Banker endeavors.
- American Banker has become a force for developing the next generation of **women** in banking **leadership**.

[Find more on our case study by clicking HERE.](#)



OUR BLOG

Why Silence Fails: Four Significant Consequences of Doing Nothing During a PR Crisis

Your lack of response says something. And often, it is not something good. There's an old saying, "If they don't know you, they will invent you."



FOUR-minute read.

FOUR consequences of remaining silent.

FOUR times remaining silent just may work. *Although it's rare!*

[Read the full blog by clicking HERE](#)



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.

The quieter you become, the more you hear what truly matters.

Chase nothing, what's meant for you moves toward stillness.

A clear mind is stronger than a busy one.

Happiness is found in discipline, not desire.

The one who masters patience, masters life.

You suffer because you argue with what is.

The less you own, the lighter your heart becomes.

Anger is like hot coal - it burns only the hand that holds it.

Routine done with awareness becomes meditation.

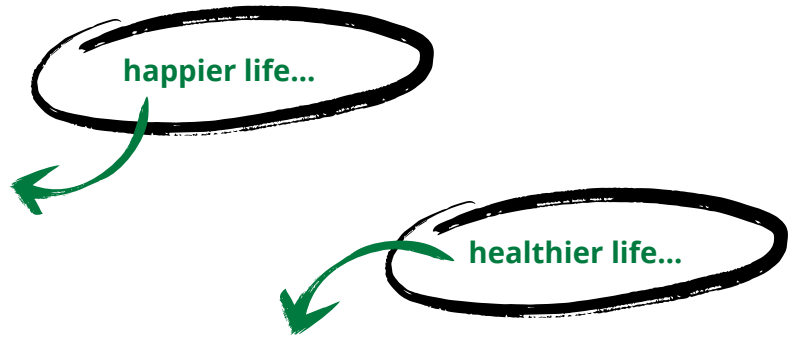
True strength is being kind when it's hardest.

The ego shouts, but wisdom whispers.

When you stop rushing, life starts revealing itself.

Rare life lessons from a Japanese Monk
(thanks to TheMindJournal)

These aren't trendy hacks — they're the habits of the world's longest-lived people and the strongest science we have. Small, consistent actions beat perfection every time.



Don't smoke (or quit today)

Quitting slashes heart disease, cancer, and lung risk. Even cutting down the habit helps considerably.

Move naturally every day + add strength & cardio

Preserves muscle/bone after 40; strong predictor of longevity.

Build strong relationships and community

Quality connections (friends, family, faith groups) are the #1 predictor of long, happy life in the 85-year Harvard study.

Eat mostly plants (Blue Zones "Plant Slant")

Load up on beans, vegetables, fruits, whole grains, nuts, and olive oil. Choose high-quality meats/fish.

Stop eating at 80% full (Hara Hachi Bu)

Finish meals when you're satisfied but not stuffed; this simple habit supports healthy weight and digestion.

Live with purpose (your "ikigai")

Having a clear reason to wake up each morning is linked to up to seven extra years of life and better mental health.

Prioritize 7-9 hours of quality sleep nightly

Helps maintain a healthy heart, brain, and mood; improves mental health and physical recovery.

Practice daily stress-downshift rituals

Nap, pray, meditate, walk in nature, or enjoy a **happy hour** with friends. These are built-in ways to shed daily stress.

Limit alcohol (or skip it)

At most 1-2 drinks occasionally with food and friends; minimal or zero intake for optimal health.

Reporters and editors want to tell us stories that helps shape our world. Here's where we get to meet our friends in the media - and keep our readers updated into what's happening that in

Paused

Paused



Breaking News... we're taking a break from our friends in the media this month to put the spotlight on one of our own.

Meet **Clare O'Halloran**, newest teammate at Novitas Communications.

Clare brings a strong background in marketing, recruitment, and community engagement to her work at Novitas, where she supports clients across a wide range of communications needs. We're super happy to have her on our team. So much so, that we interviewed her (again!)

Here's a teaser from the interview...



"What's one thing about real-world PR that has surprised you most in your first few months here compared to what you learned in college — and how are you adjusting?"

The biggest surprise for me has been just how much PR is about relationships. In college at the University of Denver, where I majored in Marketing, most of what I learned was concept-driven and project-based. PR was barely covered, and networking felt like a footnote. Coming into a PR firm, I quickly realized that building strong relationships—with clients, media contacts, and colleagues—is at the heart of the work. My aunt, who's had a diverse career in marketing and PR, encouraged me to start at a firm to dive in early, and I'm so glad I listened.

"What's the most underestimated tactic or tool in PR right now that you're dying to bring into this firm?"

If there's one PR tactic that's often overlooked, it's persistence—and Novitas is a master at it. Pitching stories to the media isn't just about sending emails; it's about follow-up, timing, and patience. Here, we don't give up after one try—we reach out at least three times. More often than not, it's that third email or call that finally gets a story picked up.

Much more from Clare, including more photos and full answers to all questions, including:

- "What's one PR campaign that completely rewired how you think about storytelling, and what was the exact 'aha' moment?"
- "In the short time you've been with Novitas, what's a favorite moment or something you knocked out of the park for a client or the team?"

[CLICK THE LINK for the FULL INTERVIEW](#)

“Storytelling isn't just about clever ideas— it's about understanding people deeply and creating experiences that resonate with them” ~ Clare O'Halloran

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.



"One Bourbon, One Scotch, One Beer." ~George Thorogood

Click it!



Bourbon

Henry McKenna Single Barrel 10 Year Bottled-in-Bond
(~\$35-50 bottle / \$8-12 pour)

- Caramel, vanilla, toasted oak, honey, and a touch of cinnamon spice.
- Smooth enough to sip neat, bold enough to feel the song's pain. 🎵



Scotch

Lagavulin 16 Year Old
(~\$100-140 bottle / \$15-20 pour)

- Deep campfire smoke, dried fruit, dark chocolate, sea salt, and sweet malt.
- One sip and you're transported straight into the guitar solo. 🎵



Beer

Guinness Draught
(pint ~\$6-8)

- Creamy nitro head, roasted coffee, chocolate, with a dry finish.
- Resets your palate perfectly after the bourbon and scotch - while the tune fades into memory. 🎵

PRO
move

Tell the bartender you're doing the "Thorogood Special" — they'll probably chuckle and pour heavy.

We exist to help your organization realize its strategic goals.



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

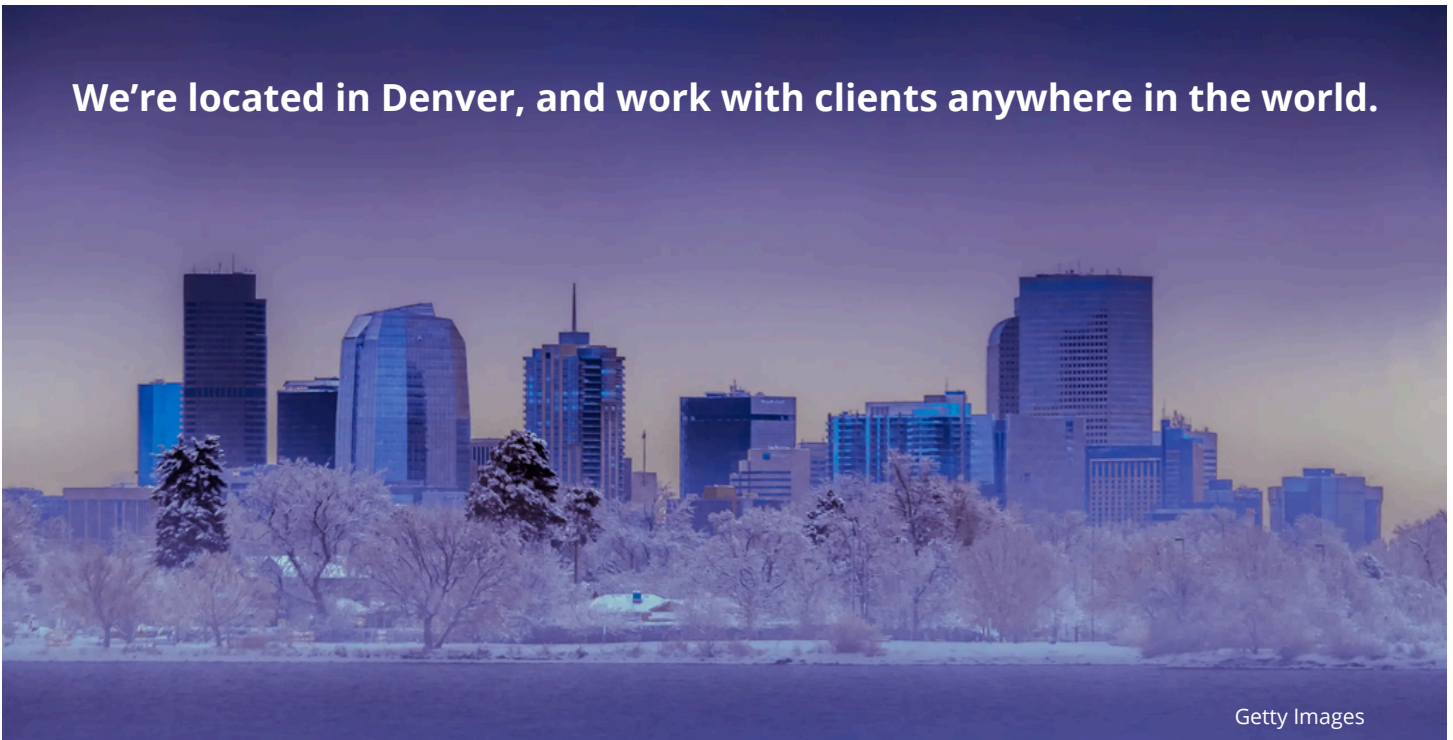
Have a crisis?
We're ready to help.



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.

