

THE MONTHLY MINUTE

60-second snippets at your fingertips.

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


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

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

This month reminds us about the power of gratefulness* - and the list is long. For the individual it includes increased life satisfaction, better physical health, improved sleep, reduced inflammation, and greater resiliency among many others.

Businesses, groups, and teams can benefit tremendously from a value of gratefulness with proven results in pro-social behavior, improved relationships, employee effectiveness, and increased job satisfaction.

We are grateful to you, for subscribing to our free newsletter! In this edition, we meet a reporter from the Denver Business Journal, introduce you to our "Pause Before Endorsing a Cause" blog, share one of our case studies, and offer up a few tasty appetizers.

Cheers, 

Team Novitas

[*PositivePsychology.com](http://PositivePsychology.com)

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SURVEY Minute

[Click to respond](#)

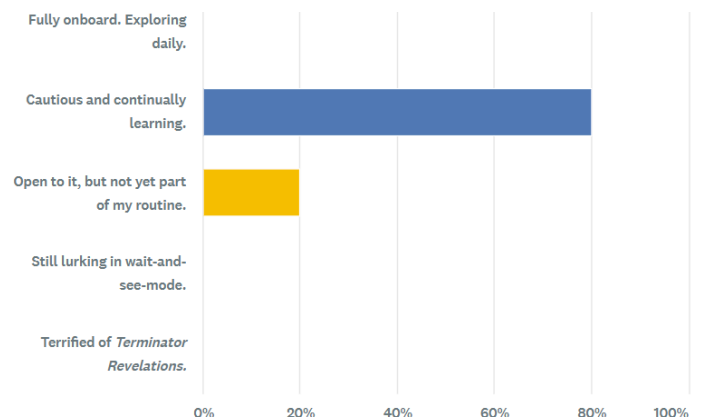
Each month we'll pose a question and then in upcoming editions, we'll share the feedback.

"What is the most significant PR challenge for your business today?"

1. Crisis Management
2. Comms & Social Media Strategy
3. Building Media Relations
4. Measuring ROI
5. Other; please explain.

Last Month's Results...

"How do you feel about AI?"



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

Here's Why Companies Should **Pause** Before Endorsing a **Cause**



While customer loyalty is important, is there a cost to businesses who support quasi-partisan causes that encourage loyalty from some, but alienate other customers?

Or, as a friend of mine once said, "I just want to buy a warm coat without making a political statement."



FIVE-minute read.
FIVE reasons why we should **PAUSE**.

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



Highlights from one of our Case Studies

House Bill 1027 and COVID-19 Campaigns



Challenge

The restaurant industry in Colorado had been decimated due to the COVID-19 pandemic. One in three restaurant employees in Colorado was still out of work following the pandemic. Yet, every restaurant in the state was struggling to hire and retain workers.

↑ **280%**

19 Tweets



Solution

Novitas spearheaded a creative, results-driven approach, leveraging the power of earned media and social platforms. These successful campaigns included: (1) Alcohol To-Go, (2) the State of the Restaurant Industry Media Briefing, and (3) "Dine Out to Help Out" Day.

↑ **546.6%**

10.9K Impressions



Results

By combining innovation with precise execution, the three campaigns combined drove over 115 media articles with 35 million impressions. Year-over-year increase in media mentions was six-fold in the first month and more than double the second.

↑ **954.2%**

253 Mentions

↑ **219.6%**

1,601 Profile Visits



November is National Gratitude Month.

This is the perfect time to uplift those around us and spread positivity.

Let's work on ourselves as well - to increase our happiness, reduced stress, and improve our overall well-being.

Here are 12 ideas. That's right - one dozen ideas that show gratefulness to family, friends, peers, strangers, and self!

Now, we have no excuses not to choose at least one and make it happen.



Thank-You Note Blitz: Write/mail three old-school thank-you notes to people who've helped you this year.

Gratitude Jar: Start a jar; drop in one note daily about something you're thankful for; read them on Nov 30.

Coffee Gratitude: Buy the next person's coffee in line and tell the barista it's a thank-you to the universe.

Family Gratitude Circle: At dinner, go around the table; each person says one thing they're grateful for.

Tip Generously: Add an extra 50% tip and write "Thank you for your great service!" on the receipt.

Neighbor Treat Drop: Leave a small baked good or gift card on a neighbor's doorstep with a thankful note.

Sibling/Friend Call: Call a sibling or old friend just to say what you've always appreciated about them.

Pay It Forward: Cover someone's small toll, parking meter, or library fine anonymously.

Thank Your Body: Write a short letter to your body thanking it for what it lets you do; tape it to the mirror.

Kid Art Thanks: Have kids draw thank-you pictures for grandparents, teachers, or crossing guards.

Spouse/Partner Love Notes: Hide sticky notes around the house listing tiny things you're thankful they do.

Stranger Compliment Day: Give three genuine compliments to strangers (barista, cashier, passer-by).

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” ~John F. Kennedy

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.

Thank you, **Justyna Tomtas**, Reporter, for allowing us to get to know a little bit more about you and your role at the Denver Business Journal!

Have a lead? Contact Justyna at jtomas@bizjournals.com

DENVER
BUSINESS JOURNAL



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

I have always enjoyed writing and consider myself a **naturally curious person**, but I think the catalyst for becoming a reporter came from **my dad**.

He ran an **underground newspaper in Poland during the Solidarność** movement as he worked to end communism in his country. It led to him being arrested almost a dozen times, while causing problems for my family...

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

I cover **local government, land use, and suburban development**. Many of my leads come from...

As a reporter, what's a favorite story you've been able to share?

It's hard to pick my favorite story from over the years, but recently, I've been covering some interesting projects taking place in the Denver-metro area, particularly **infill developments and adaptive reuse projects**...

In the reporting world, what are some industry changes that have occurred - and where might we be headed in the near future?

I've seen enormous changes at newspapers, especially in how audiences consume news and how we deliver information. The shift toward **digital-first storytelling** has led reporters to...

What do you do for fun?

I love traveling and being outdoors. You can find me camping or going on weekend adventures in an attempt to find **hidden gems** in the area...

What else would you like to share with us?

I think building connections with others is key as reporters work to **rebuild trust with communities** that often feel...



“ **We must go beyond a press release and get to the root issues impacting our coverage area.** ~ Justyna Tomtas ”

➔ **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.

🍴 However we like to describe appetizers... genius chefs continue to develop them into some of the most creative and delicious meal teasers.

"The whisper before the feast."

"The snack before the show."

"The edible icebreaker."

Thanks to the [Hidden Valley Ranch website](#), we found eight appetizers that know how to party. Here are our **Favorite Four**. Find all eight along with their recipes on their website.



Cheese-Stuffed Dates

A little sweet, a little savory, a big hit.



Baked Ranch Zucchini Strips

Pretty presentation and loads of flavor.

Twice-Baked Ranch Potato Poppers

Combo of ranch, parmesan and toasty little potatoes.




Spinach & Cheese Spirals

Baked, beautiful, and flaky temptations.




We exist to help your organization realize its strategic goals.



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

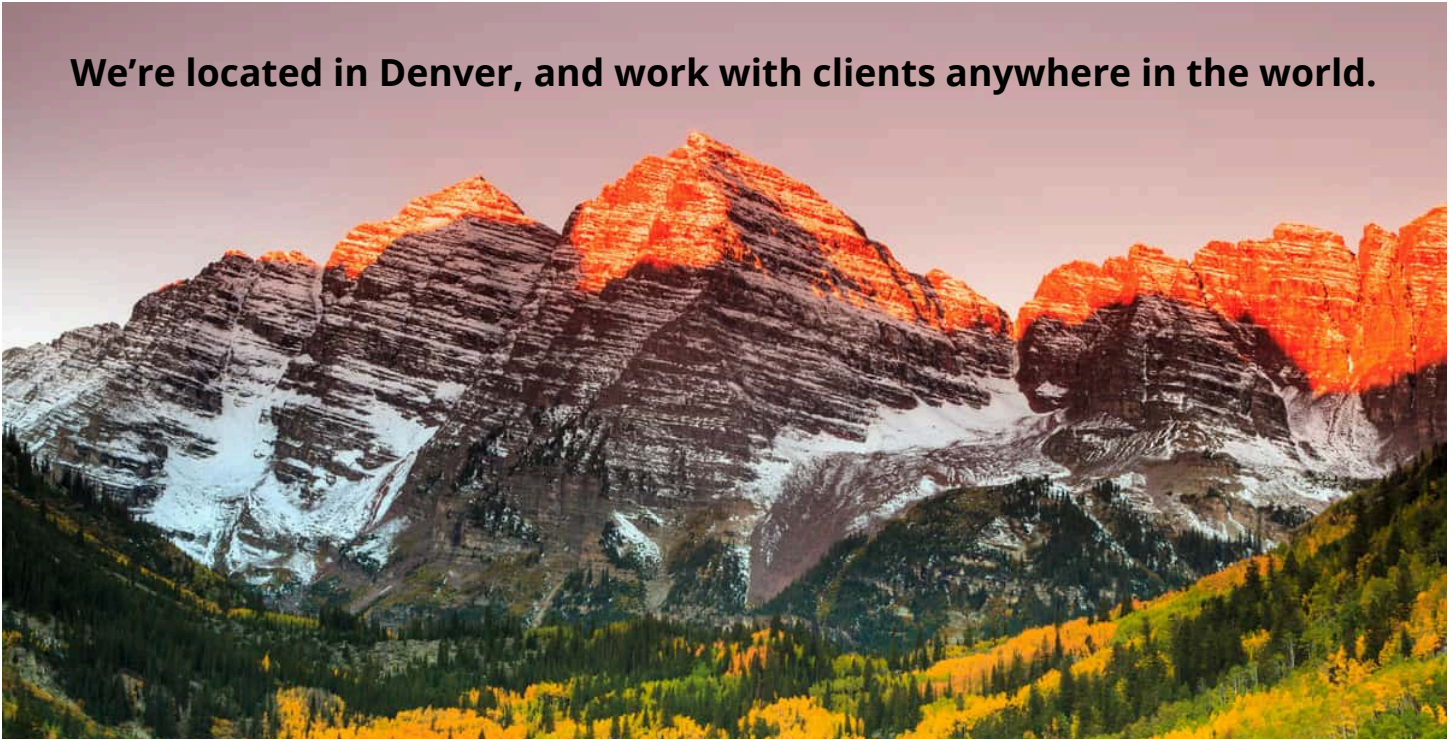
Have a crisis?
We're ready to help.



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.

