

# THE MONTHLY MINUTE





60-second snippets at your fingertips.

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

## Welcome!

We're excited to announce the re-launch of our newsletter, *The Monthly Minute* – your curated source for the latest insights, updates, and viewpoints in Communications, PR, and Crisis & Issue Management.

With each issue, we'll share:

-  Company perspectives and findings.
-  Client news and viewpoints.
-  Insights from key thought leaders.
-  Industry events, local happenings, and a dash of fun!

We want to connect with you and provide you with inspiring and valuable content that is relevant to you and your colleagues, both professionally and personally. Our goal is to deliver content that is fresh, appealing, useful - and importantly, brief.

Cheers,

[Click Here for Survey](#)

Team Novitas

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## **OUCH!** And also why Novitas is here for you.

**91% of companies have experienced at least one event, other than a pandemic, that has disrupted their business in the last two years.** *PwC Global Crisis and Resilience Survey 2023*

**During the pandemic, only 35% implemented a crisis plan that was considered "very relevant" or crisis-agnostic.** *The PwC Global Crisis Survey 2021*

**Only 10% of Fortune 500 companies are well-prepared to manage an unfamiliar crisis; 20% have ever simulated a crisis; and 40% have no plan at all.** *Forbes 2021.*

## SURVEY Minute

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

### "Which source MOST influences your trust in a company?"

1. Online reviews
2. Word of mouth
3. Media coverage
4. Company's own messaging
5. Other?

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



Crises occur often in business - and the types of crises are becoming more intense and quite vast.

Today, it's essential to be prepared with the right team and right tools. Here's our latest blog.

## We Have a Crisis! Now What?

### *Proactive Planning for Tomorrow's Crisis*

Imagine when a crisis hits you and your business. And it will, it's just a matter of time.

Now imagine through it all you and your team not only survive the crisis – you adapted, recovered, and are now thriving once again. Better still, your organization has improved, and your relationships and partnerships have been strengthened.

It's possible, but you must have a prevailing plan, a trusted strategy, and a reliable implementation team.

**Here are six steps you must develop to triumph over crisis...**

[Explore More...](#)

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## A Case Study

### *Rebuilding A School District Communications Office*

#### Challenge

After a year of controversy, Jeffco Public Schools needed to instill new systems and policies in the communications office while modernizing the communications systems and content. Most importantly, they needed to restore trust and pride in the district among students, parents, teachers, and the community.

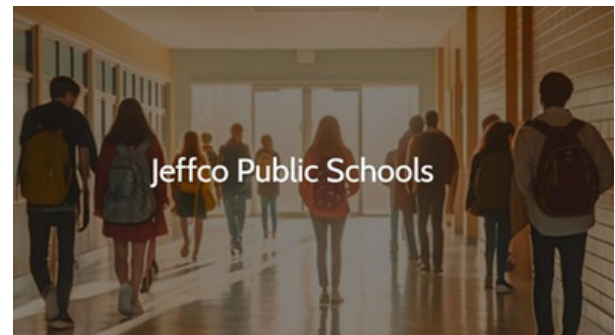
#### Solution

Novitas initiated a comprehensive plan to enhance district communications. Special attention was given to external publications and social media platforms - first, to counter any negative media coverage and second, to assure parents that schools were continuing to deliver a high-quality education to their children.

#### Results

Our multifaceted efforts helped usher in a new era of harmony and excellence within the district. Highlights include:

- Media = 123 interviews and impressions.
- Value = \$366,000 in earned publicity.
- Reach = 178 million readers and viewers.
- Social Media = significant increases in reach, impressions, engagement, and followers on all platforms.



Our Novitas team has done some wonderful work for our clients over the years. And today, we continue to deliver results in a wide variety of industries.

Since August is essentially a 'back to school' month, we wanted to share with you a case study from one of our clients in the education space.

[Explore More...](#)



A non-profit charity of Denver Broncos cornerback Patrick II Surtain.

MISSION: to level the playing field for students in financially disadvantaged communities



Plus, we hope to see you here!

Attention Teachers!

PATRICK SURTAIN II'S  
**GIVE 2 INSPIRE DREAMS GRANT**

**Up to \$2,000 per awarded applicant/teacher**

This program supports middle and high school teachers in delivering creative, student-centered learning experiences in STEAM education.

**Deadline is August 20, 2025**

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATHEMATICS

[Explore More...](#)



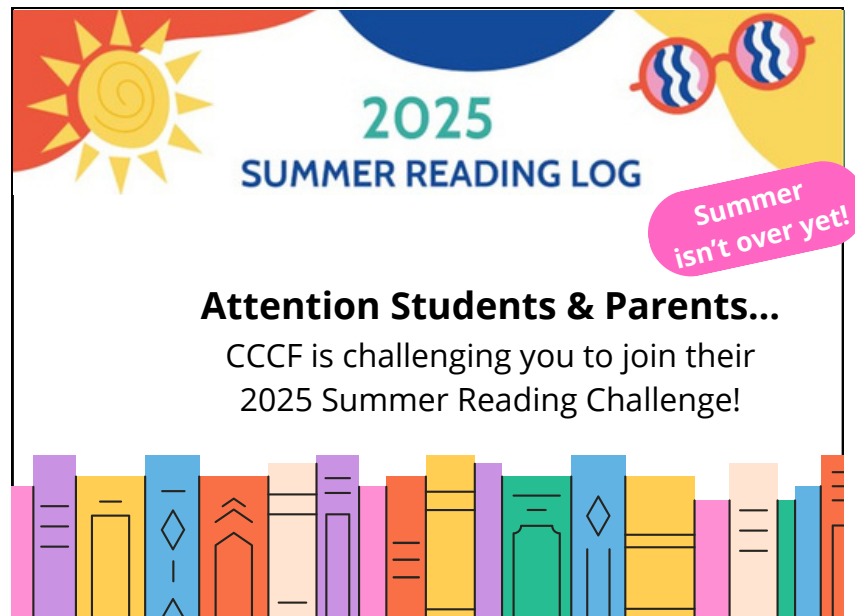
### Colorado Coalition of Cyberschool Families

A group of dedicated parent volunteers that are advocates for full-time online public schooling in Colorado.

We all have our own personal and diverse reasons for choosing this effective option in public education.

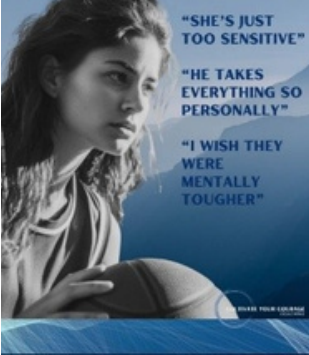
The common bond, however, is the same - CCCF wants nothing but the best possible education for our children, and online public schools to help us achieve that goal.

[Explore More...](#)



In this section, we will share insightful articles to help us continue to care for ourselves, so we can strive to be better people – to help us thrive in our relationships, our business, and our community.

## Be Bold. Be Brave. Be Courageous.



School begins this month and next. Many parents are thrilled. Students are curious and nervous and excited.

We had the good fortune to enjoy coffee and a chat with **Stacy Ingram**, a Mental Toughness Coach. Thank you, Stacy, for your dedication in empowering teen athletes and performers to overcome the invisible barriers that often hinder their performance.

Stay strong people. She works with adults too.

## Game Over or Just Beginning?

A Former Athlete's Guide to Reinvention

You've been called a competitor, a leader, a workhorse. You've trained early, stayed late, pushed past your limits, and showed up when it mattered most.

Your identity has been shaped by sweat, discipline, and the adrenaline of game day.

You have given it all you've got. But now, the season is over... [Explore More...](#)



## Public Relations. We think it's important. So do a few others...

*Which one is your favorite? Send us a note.*

- ➔ **"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."** ~**Warren Buffett** (1930-) American businessman, investor, and philanthropist, widely considered the most successful investor of the 20th and early 21st centuries, having defied prevailing investment trends to amass a personal fortune of more than \$100 billion.
- ➔ **"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."** ~**Steuart Henderson Britt** (1907-1979), Ph.D. in Psychology, Prof of Marketing, Prof. of Advertising, Editor, Author, Navy Lieutenant Commander.
- ➔ **"Some are born great, some achieve greatness, and some hire public relations officers."** ~**Daniel J. Boorstin** (1914-2004), influential social historian and educator known for his studies of American civilization, lawyer, author.
- ➔ **"Why fit in when you were born to stand out?"** ~**Dr. Seuss** (*Theodor Seuss Geisel* 1904-1991), Writer, Cartoonist, 1984 Pulitzer Prize, an Academy Award, three Emmys and three Grammys.

In this section each month, we will feature food & drinks fitting for the season. Why? Because we all need a moment to enjoy the good things in life, and quenching our palette, especially with family and friends, can be a beautiful thing.

Here are two super simple, yet super refreshing, drinks for your late summer pleasure. One with booze, one without. Cheers!

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## Gin Buck - Cocktail



This sweet and bubbly drink was a popular summer cooler during the Roaring '20s. Today, a hundred years later, since we now find ourselves in our own Roaring '20s, we figured this was a perfect choice for a refreshing August quencher.

### Ingredients

- 1 1/2 ounces gin
- 1/2 ounce lemon or lime juice, freshly squeezed
- Ginger ale or ginger beer, to top
- Garnish: lemon or lime wedge

### Steps

1. Fill a Collins glass with ice, then add the gin and lemon or lime juice.
2. Top with ginger ale (or ginger beer) and stir briefly to combine.
3. Garnish with a lemon or lime wedge.

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This is a very refreshing drink that is perfect for brunch, warm evenings on the porch, or anytime you want to serve a nonalcoholic drink with a little style. Everyone will love it and you'll be delighted with how incredibly easy it is to make.

### Ingredients

- 1/2 cup white grape juice
- 1/3 cup sparkling water
- Mint sprig, for garnish

### Steps

1. Pour the ingredients into a wine glass filled with ice.
2. Stir well.
3. Garnish with a sprig of mint.

## Sundowner - Mocktail



# HAVE Lunch with us

AND LET'S START A CONVERSATION

Yes, lunch - or breakfast, or happy hour.  
Please take a minute to email us or call us.  
We'll make time for you.



**We exist to help your organization realize its strategic goals.**

Novitas is a full-service public relations agency providing award-winning solutions and execution to a diverse and international clientele.

“We personalize everything. Our team is hands-on - and the benefit of that is that we are keeping track of the data, every day. We tweak our campaigns constantly and make sure we're providing the best bang for our clients' buck.”

~Michelle Lyng, President & CEO



**We're located in Denver, and work with clients anywhere in the world.  
We'd love to hear from you.**

- Is there a new section you'd like us to include?
- What topics do you want us to pursue for future editions?
- How may we enhance this newsletter to be more fitting for your needs?

**We're always open to feedback.**

Send us a note anytime at [info@NovitasCommunications.com](mailto:info@NovitasCommunications.com) and a real person will get in touch with you.  
No bots here.

