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

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

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

October is the grandest month for sports - we get to enjoy football, hockey, basketball, NASCAR (that's right), and baseball playoffs, among others.

So, as we shift into heavy sports mode, we've also decided to introduce a new feature in our newsletter - *Media Minute*. In this section, we'll get to know the reporters and editors that help us tell the stories and share the news that keeps us informed.

Yes, this edition features a reporter, producer, and co-founder of a sports digital media network. See what we did there?

Cheers,

Team Novitas

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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.

"How do you feel about AI?"

1. Fully onboard - exploring daily.
2. Cautious and continually learning.
3. Open to it, but not yet part of my routine.
4. Still lurking in wait-and-see mode.
5. Terrified of *Terminator Revelations*.

Last Month's Results...

Do you have a favorite meeting place or networking site? Here are few that came up.



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



Let's start with a **FLASHBACK** of a blog written one year ago by our own, **Ben Lasseter**.

Why is a year-old blog still relevant?
Because that is how we write 'em.



We're like **twinkies** in that way, we want to ensure what we produce does not have an expiration date.

Find more insights within the full blog via the link.

Mastering the Pitch: Tips for Building Relationships with Journalists

And as newsroom staffs everywhere become smaller, smart, respectful strategies to pitch and build rapport with them are as important as ever.

Let's explore five ways for professional communicators to cultivate strong relationships with members of the media.



This **TWO**-minute read delivers **FIVE** relevant tips that'll help you establish **DOZENS** of deeper connections.

Now let's **FLASH FORWARD** to a blog written this month, by **Ben Lasseter**, once again.



Why Hiring a PR Agency Makes Sense and Elevates Your Business

Outside agencies bring **objectivity**. Since we're not embedded in your day-to-day operations, we see opportunities that internal teams may overlook.

What's more, full-service PR agencies, like Novitas, are **nimble** and specialize in a wide spectrum of industries. Since every client and their circumstances are **unique**, there should never be a one-size-fits-all playbook.



Find more insights within the full blog via the link.



This **THREE**-minute read delivers **SEVEN** relevant tips that'll help you confidently face **DOZENS** of situations.

CLIENT

Minute

Here, we share a bit about some of our clients and their good work in our communities.

Join Denver Broncos star and 2024 AFC Defensive Player of the Year, **Patrick Surtain II**, for the 3rd Annual **Inspire the Dream Gala** on Monday, October 20, 2025, at the luxurious Ritz-Carlton Denver.

On and off the field, we are grateful for your commitment to our Colorado community.

"You don't just play the game, you study it."

-Patrick Surtain II

"Pressure is a privilege."

-Patrick Surtain II



Video from a past Gala

This inspiring evening **will raise critical funds** for the Patrick Surtain II Foundation's outreach initiatives, which **empower youth and families** across Colorado.



Colorado Coalition of Cyberschool Families

THANK YOU for your support!

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

A few days after autumn began, CCCF hosted its second-annual **Back-to-School Park Picnic.**



Special thanks to everyone who donated dozens of jackets, winter clothing, and school supplies to our drive. Your generosity will support Colorado young people and adults as cold weather arrives.



You warm our Colorado hearts

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.

Balancing Work and Life as a Woman in Comms

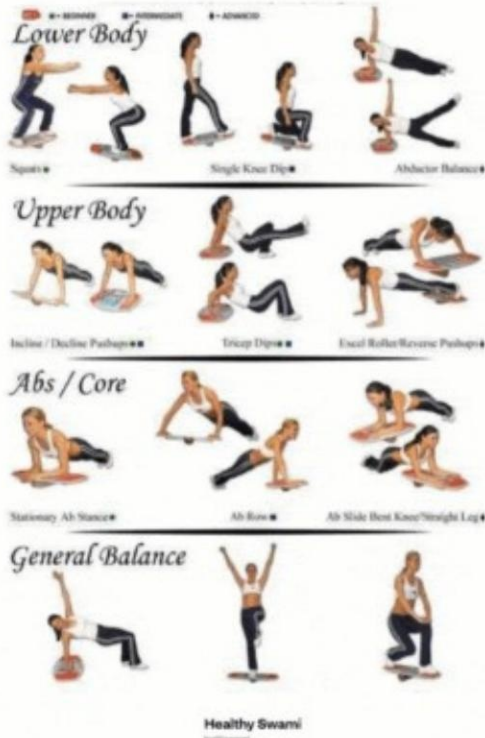
How do you do it all?

Written by our own, **Jaime Gardner** - Executive VP, Mom, Wife, and a person who has done it for more than two decades.

Whether you are a single-shingle operation, a small firm, or a large corporation, always remember that **asking for help** to shoulder the load (just as we all need help as parents sometimes) is good for everyone.



Find more insights within the full blog via the link.



Speaking of balancing...

We figured it was time to also work on our **physical balance**.

Here's a chart we found on how to strengthen our core and improve our balance.

Tip: **Begin with Beginner**

On the chart, find the exercises marked with the small green dots



MEDIA Minute



Reporters and editors work hard to tell us the news that help shape our world. Here's where we get to know our friends in the media.

Imagine if you will, a reporter or editor being interviewed by us. That's right, we interview them. **Why?** Because too often in our business it's tough to find time, foster a relationship, and say thank you for all you do to keep the public **informed and entertained**. We figured a page in our monthly newsletter would be a good way to do just that - and keep our readers up to speed on what's happening in media.

Special thanks to **Brandon "BK" Krisztal, Co-Founder of Guerilla Sports** for being the first to trust us in featuring **him** in this new segment.



BK, looks like you've been in sports, one way or another, all your career.

Yes! My first word as an infant was probably "football." I knew I wanted to work in sports media since I was 10. I graduated from the University of Kansas in 2000 and took my first job as an editorial assistant at the short-lived Maximum Golf Magazine.

From there, you name it, I've probably done it - I've been a reporter on both TV and radio, producer, radio update anchor, talk show host, and podcaster - and now, lucky enough to get in on the ground floor at Guerilla Sports.

I like to say I play in the toy aisle of life as I've been fortunate enough to have covered 15 Super Bowls, 19 Final Fours, as well as NBA & NHL Finals and the World Series, among other events.

What do your days look like, and where do you focus your attention?

I do consider myself lucky to be in a business where I can talk sports for a living, unlike most of my friends who only use sports as an escape from their "real jobs." Our goal, of course, is to deliver exclusive and informative content for sports fans. At Guerilla Sports, we strive to...

What differentiates Guerilla Sports from other sports coverage entities?

We have a certain standard we set, and work constantly to maintain. Also nothing is more important than being there. Blake Rubenstein, Guerilla's founder has a mantra we ascribe to, "The Three Q's: Quality, Quickness, Quantity." In my nearly three-decade career in sports media, I haven't seen this level of...

What's next with Guerilla Sports?

We want to stay ahead of the curve and believe digital media is the future of media — and the future is already here, and we want to continue to shape it. That means...



We seek out the stories that matter most, and provide the access that sports fans everywhere crave.

“ **Guerilla Sports reporters are in your favorite sports teams' locker room; other reporters are in their own newsroom.** — BK Krisztal ”



[CLICK THE LINK for the full interview and more photos.](#)



A MINUTE OF
Fun

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.

Pumpkin this, pumpkin that.



Tini

Cozy and creamy, infused pumpkin pie spice and topped off with a crunchy graham cracker rim.



Pie

This pie starts with a homemade all-butter pie crust. That's all we needed to hear.

Cookie

They're dense, chewy, and packed with so much flavor including brown butter and maple.



Drink

Big gathering? We got ya! This fall-inspired Sangria brings together sweet, spiced, and bold flavors in one glass.



More to do in Denver, especially in the Fall.

Do this, do that.



Hike in Rocky Mountain National Park.



Support our teams.
Most of them are playing in October



Take a Ghost Tour.
Denver can be quite scary at times.



Happy Autumn!

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.

"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 and a real person will get in touch with you.
No bots here.

