

Monthly Media Tip Sheet

Beat	Story	Source
Construction	Women in construction: The face of the construction industry is changing as women take on greater roles both in the boardroom and on the construction site. Currently, women make up 10.9% of all workers at a construction site, and 14% of staff executive positions in the construction industry have been taken up by women. What does this evolution look like? Why is the field drawing women? How are they changing the shape of the construction industry?	In advance of National Women in Construction Week (March 5-11), a source from AP Construction can share insights on the increasingly important role women are playing in the industry and offer up in-the-field experience that can serve to motivate women who might be considering construction as a career path.
Personal Finance	How to be strategic with philanthropy in uncertain times: During periods of unpredictability, determining the best philanthropic path can be a challenge. How can businesses and high net-worth individuals be strategic with their philanthropic efforts during this period of uncertainty when so many organizations are in need?	Sources from BMO Wealth Management can discuss strategies like setting clear goals, filtering requests and conducting due diligence can help businesses and individuals develop a sustainable philanthropic impact. Sources can also explain how women are changing corporate philanthropy and what other businesses can learn and implement in their own strategies.
	How women are reshaping corporate philanthropy: With more women joining the C-suite in recent years, they are playing a key role in reshaping business philanthropy efforts in myriad ways. What changes are they instituting and how? What are the benefits of such efforts? How can other businesses pivot their own corporate giving strategies?	
	Financial conversations to have before getting married: Money often can be a source of stress and discord in a marriage. Before tying the knot, it's important for couples to talk openly and honestly about their finances and personal attitudes toward money. What specific conversations and topics should couples discuss before getting hitched? Why is it important to talk about money before the wedding?	A source from Take Charge America can share the money talks couples should have prior to tying the knot and detail how homeowners can qualify for

	<p>Struggling Arizona homeowners can qualify for \$40,000 in mortgage assistance: Arizona homeowners who are behind on their mortgage or other housing-related payments may qualify for up to \$40,000 in assistance through the Arizona Homeowner Assistance Fund. Nonprofit financial agency Take Charge America can answer questions about the program and what homeowners can do to apply.</p>	relief through the Arizona Homeowner Assistance Fund.
Healthcare	<p>Accommodations for neurodivergent employees in the workplace: With an increasing number of neurodivergent adults (autism, ADHD, dyslexia, mental health conditions, etc.) in the workforce, companies need to be more inclusive and accommodating. What are some employers doing to make it easier for them to thrive?</p>	A clinical neuropsychologist with Axis for Autism can discuss signs of neurodivergence as well as accommodations employers should consider granting. A source can also discuss a groundbreaking approach for streamlining autism diagnosis to less than 60 days.
	<p>How to cut the wait for autism evaluations in Arizona: More than 15,000 Arizona children are on a waitlist for an autism evaluation, often waiting more than a year for a diagnosis. Yet the earlier children receive intervention, the better chance they have at reducing autism’s challenging effects. What contributes to this backlog, and what can be done to rectify it?</p>	
Risk Management/ Labor Market/ Employee Benefits	<p>How businesses can prevent employee burnout: Most American workers are experiencing at least moderate levels of burnout, according to a recent Aflac report. Burnout can lead to increased employee absences, higher turnover and lower productivity. What can businesses do to combat burnout? What benefits and perks are available? How can companies create a culture that limits employee burnout?</p>	A source from insurance broker Lovitt & Touché can discuss signs of employee burnout and strategies businesses can implement to prevent burnout among their workforces.
Accounting/Biz Finance	<p>How entrepreneurs can better position their company for an acquisition: Entrepreneurs who want to sell their company often don’t fully grasp the challenges of doing so. There’s more to the process than turning a profit or producing a quality product. What is involved with the M&A process? What are the must-know and must-do things to ensure a successful sale?</p>	A source from Scottsdale accounting firm eeCPA can share strategies for entrepreneurs to set their businesses up for a successful acquisition.
Legal	<p>How to report elder abuse: What should you do if you suspect elder abuse? Reports of elder abuse have increased since COVID. A story could explain what and how to collect evidence, as well as the steps someone can take to report it, and to whom.</p>	Sources with Guidant Law can discuss how to spot and report elder abuse, as well as explain

	<p>What are the auto insurance needs for gig drivers? Whether full-time, part-time or periodically, many people are serving as Uber and Lyft drivers to boost their income. At a time when repair costs and time is higher than ever, what insurance protections should gig drivers have? What special amendments are needed if your car is out of commission and you can't work?</p>	<p>the unique insurance needs for gig drivers and break down common estate planning missteps families encounter.</p>
	<p>What do people commonly miss with their wills and trusts? A will and trust help ensure one's legacy and distribution of assets are spelled out clearly, aiming to prevent costly and stressful probate. Yet what are some of the most common missteps that families encounter, which can lead to probate? A story could touch on the basics of will/trust development as well as protections for minors, unforeseen events that can occur, divorce and more.</p>	
<p>Public Works & Infrastructure</p>	<p>Solutions for combatting Arizona's drought: Water supply is a complex and controversial topic – especially throughout the western U.S. as drought, climate change and diminishing groundwater supplies surpass historical norms. For Arizona, water is an extremely scarce resource. Arizona receives approximately 40% of its water supply from the Colorado River system – a system that's been experiencing severe drought for decades. What are the consequences of water shortages? What can be done about this before it is too late? There are solutions. They include reclaiming water, conserving water, storing water and even water desalination.</p>	<p>Sources from the American Public Works Association (APWA) can discuss the critical drought impacting the state and which innovative methods can address the issue.</p>
<p>Residential Real Estate</p>	<p>How buyers and sellers are adapting to a changing market: As economic headwinds stymie the real estate market, both buyers and sellers are adapting their strategies to ensure buy/sell transactions are as beneficial as possible. For sellers, that means receiving the highest sale price they can, while buyers look for ways to reduce the impact of rising interest rates. What creative concessions are being made on both sides?</p>	<p>A source from Phoenix REALTORS® can provide insights from the field into the changes being made and how pre-boom concessions, including ways sellers are helping buyers buy down interest rates to increase affordability, the number of transactions affected and how savvy REALTORS are helping find solutions to help both sides come out on top.</p>

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