


May 2026 – Media Tip Sheet

Beat	Story	Source
Business Operations	<p>Women’s health gaps are costing employers more than they realize: Women’s health is central to workforce well-being, yet areas such as menopause and cancer care have long received inadequate attention, with 50% of women reporting that their benefits package doesn’t meet their needs. Employers are starting to realize these coverage gaps are showing up as productivity and retention issues – so how can they better support female employees while balancing costs?</p> <p>Why “balance” is becoming the wrong goal for today’s leaders: For years, professionals have been told to strive for work-life balance, but for many, that ideal feels increasingly unrealistic. Between career demands, family responsibilities and constant connectivity, more leaders are shifting their mindset from balance to something more flexible and sustainable. What does that look like in practice? And how are leaders redefining success in a way that allows both personal and professional priorities to coexist without constant trade-offs?</p>	<p>An expert from Marsh McLennan Agency Arizona can speak to how overlooked women’s health needs are impacting businesses and what employers can do to close these gaps and build a more resilient workforce.</p> <p>CEO Morgan Haynes of Tribal Health can speak to the broader shift away from traditional work-life balance, what today’s leaders are prioritizing instead and how this mindset is reshaping expectations around performance, productivity and long-term sustainability.</p>
Real Estate	<p>How sellers are adjusting expectations to get deals done in a changing Phoenix market: While buyer demand has slowed in recent months, home sales across Greater Phoenix are still moving — signaling a shift in how sellers are approaching the market. With homes taking longer to sell and inventory rising even as new listings decline, more sellers are being forced to adapt in real time. What does it mean to “meet the market” today? How are pricing strategies, concessions and timing decisions evolving? And what separates sellers who successfully close from those who sit on the market?</p>	<p>Phoenix REALTORS® Board President Sammy Glassman can explain how seller behavior is shifting as market conditions evolve. She can share how expectations around pricing and negotiations are changing, what strategies are helping homes sell and why flexibility is becoming a key factor in getting deals across the finish line.</p>
Construction	<p>How younger workers in skilled trades are redefining career stability in the age of AI: As the noise around AI-driven job loss intensifies, many young professionals are reconsidering what “job security” really means. Skilled trades and construction roles are increasingly viewed as stable, future-proof careers — but how do younger workers themselves feel about entering these fields? Are perceptions shifting from “backup plan” to intentional career choice? And what are employers seeing in terms of</p>	<p>A representative from Nox Group, a large-scale industrial contractor, can share firsthand insight into how younger workers are approaching blue-collar careers, what’s driving interest in the trades and how</p>

	motivation, expectations and long-term commitment from this new generation of talent?	contractors are adapting recruitment strategies to align with changing perceptions of job security.
Community Issues	How Arizonans can manage rising energy costs ahead of summer: Arizona is already seeing an early start to warm temperatures, setting the stage for another record-breaking summer. What can households do now to prepare for higher utility bills? What assistance programs are available that many Arizonans may not realize they're eligible for?	Kelly McGowan , executive director of anti-poverty nonprofit Wildfire , can speak to strategies Arizona families can use to stay ahead of rising bills, including federally funded assistance and utility discount programs that thousands may qualify for.

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