


August 2025 – Monthly Media Tip Sheet

Beat	Story	Source
Community Issues	<p>Understanding Master Metering and Its Impact on Mobile Home Residents in the Arizona Heat: In the state’s extreme summer heat, access to affordable and reliable cooling is essential – yet many mobile home residents, who are often more prone to heat-related illness and death, don’t control their own utility accounts. Under “master metering” arrangements, park owners receive a single utility bill and determine how costs are distributed to residents, often resulting in unclear charges and limited protections. How does master metering affect heat vulnerability, and what should residents living in these communities know?</p>	<p>Kelly McGowan, executive director for statewide anti-poverty nonprofit Wildfire, can explain the difference between master and sub-metering and the implications for cost transparency, resident protections and heat safety.</p>
Construction	<p>How Construction Companies Can Build a More Inclusive Workforce and Attract Women to the Trades: Women remain underrepresented in the skilled trades, especially in industrial sectors – but the numbers are inching upward. In 2023, women made up just 10.8% of the overall construction workforce and 4.3% of the trades, according to the National Center for Construction Education and Research. With industry workforce shortages continuing, many firms are rethinking their approach – introducing mentorship programs, elevating female leadership and creating flexible career paths. What strategies are working, and what still needs to shift?</p>	<p>A representative from industrial contractor Nox Group can share actionable tips for how construction companies can foster a more inclusive workforce, including what matters most to women considering careers in the trades. Women craft workers from Nox Group can also speak to their personal experiences choosing a career in construction.</p>
Insurance	<p>How Leaders Can Protect Themselves and Their Businesses from the Threat of Deepfakes: Artificial intelligence-generated scams are getting harder to spot. From deepfake video messages to voice cloning and synthetic impersonation, business owners face new cybersecurity threats that existing risk management approaches may not fully consider. As fraud grows more sophisticated, what should companies know about their</p>	<p>A representative from Marsh McLennan Agency Arizona can break down where traditional cyber policies fall short, what underwriters are watching out for and how businesses</p>

	current cyber liabilities, and how can they ensure they’re covering the right bases?	can stay ahead of rapidly evolving AI threats.
Professional Services	From Black Cars to Executive Transportation Services, What Business Leaders Should Consider Beyond the Ride: For busy executives, transportation is often more than a commute – it’s time to prepare for meetings, catch up on emails or take a breather amid a packed schedule. Some rideshares and services are evolving to meet these needs with features like quiet rides, workspace setups, the opportunity to work with the same driver every time and a more consistent, private experience. As work and travel continue to blend, what should business leaders consider when choosing a ride service that supports their day?	A representative from PAX , a ride service offering a private driver experience, can speak to what today’s executives expect from their rideshare and how small differences in service design can support productivity, privacy and peace of mind.
Personal Finance	How High-Net-Worth Families Can Maximize Impact with Tax-Smart Education Planning Strategies: With tuition costs climbing and tax laws shifting, education planning has become a year-round priority for many families. Strategic use of tools like 529 plans, timing of gifts, trust structures and coordinated estate planning can help high-net-worth families fund education goals while reducing tax exposure. But the rules can be complex, and the most effective strategies often require starting as early as possible. What should families be doing now to make the most of every dollar?	A representative from BMO Wealth Management can explain key education planning strategies, how recent tax changes may affect them and ways high-net-worth families can align education funding with broader financial and estate goals.
	Ready to Buy a Home? Hit These Financial Milestones First: Buying a first home is a big deal. In fact, it is one of the most important financial commitments a person is likely to make. Yet many first-time homebuyers enter the process without a clear understanding of what financial milestones they should hit beforehand. What key steps can prospective first-time homebuyers take to be successful throughout the buying journey and beyond?	An expert from Take Charge America can provide insight on the top milestones potential new homeowners should hit for a smooth homebuying journey while maintaining long-term financial health.

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