

WNAW-1230AM
North Adams, Massachusetts

ISSUES AND NEEDS REPORT

JULY – AUGUST – SEPTEMBER
2019

Compiled by Tom Conklin
News Director

Townsquare Media Berkshire 2019

WNAW-1230AM

North Adams, Massachusetts

Quarterly Issues Programs List

July 1-September 30, 2019

Section I. Issues

This station has identified the following issues as significant ones that are facing our community in this quarter:

- **Substance Abuse and Addiction:** There were 215 deaths from substance abuse and addiction in the Berkshires between 2010-2018.
- **Sustainable Food Supply:** The number of local family farms is dwindling.
- **Domestic Abuse:** Domestic violence has led to 8 murders in Berkshire County in the past three years.

Section II. Responsive Programs

This station has broadcast programming dealing with each of the above-referenced issues. The programming dealing with each issue is set out below.

- **Substance Abuse and Addiction**

Community Insight- Broadcast on July 11, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guests: Susan Cross & Adam Galambos from the Beacon Recovery Community Center in North Adams. The center provides free peer counseling for substance abuse and addiction. Recovery coach training sessions are also scheduled on a recurring basis.

Community Insight- Broadcast on Sept. 12, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guests: Susan Cross & Brandi Whipple from the Beacon Recovery Community Center in North Adams. During National Recovery Month in Sept., the center coordinates the Voices For Recovery event. The program is open to the public and includes speakers who offer their personal stories of recovery from substance abuse, informational displays from local social agencies, and a walk through the downtown to City Hall to conduct a stand-out. The guests emphasized that the afternoon event's purpose includes bringing the struggles with addiction "into the light", and seeking to "smash the stigma" that is often associated with addiction.

- **Sustainable Food Supply:**

Community Insight- Broadcast on July 25, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guests: Pat Wojcik & Terry Goodermote from the Adams Agricultural Fair committee. The 45th annual, 3-day event puts the spotlight on local growers and those who raise livestock, showing the importance of small farms in the community. Youth farm activities are highlighted. Wojcik said that one of the fair's goals is to inspire youth to get involved in the agricultural lifestyle and see the importance of providing fresh foods, and to encourage them to continue or start local family farms.

- **Domestic Abuse:**

Community Insight- Broadcast on August 29, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guests: Liz Mitchell & Molly Graether from the Elizabeth Freeman Center's North Adams office. The Center serves victims of sexual assault and domestic violence, with 3 locations in Berkshire County. Their services include counseling, shelter, support groups, fostering victims' pets, and school outreach programs. Mitchell said the agency has recorded over 4050 client contacts so far this year. Every September it hosts a "Walk a Mile In Her Shoes" event in downtown Pittsfield to raise funds for its free services and to raise awareness to the issue of domestic abuse.

Section III. Additional programs that aired this quarter

This station on occasion airs additional programming which doesn't always deal with issues of urgency, but may still be viewed as being in service in some way to the community.

Community Insight- Broadcast on July 18, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guest: George Canales, co-founder of the LaFesta Baseball Exchange. Every summer a team of youth baseball players from North Adams hosts a team from Boston for a 2-game series and a weekend of events. The local team travels to Boston for a similar series. Canales said it's the longest running program of its kind on the east coast.

Community Insight- Broadcast on August 8, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guest: Suzy Helme, North Adams Director of Community Events. Details on the City's upcoming annual Downtown Celebration. Several downtown blocks are closed to traffic for an evening and filled with performing groups, vendors, and community agencies for a free family festival to celebrate the end of summer.

Community Insight- Broadcast on Sept. 26, 8:30 AM; 30 minute local public affairs program hosted by Mike Garland. Guest: Suzy Helme, North Adams Director of Community Events. Information on the City's annual Fall Foliage Festival of Events, 10 days leading up to the Fall Foliage Festival Parade through the City. Festival events include a ziti supper, Children's Parade, Children's Races and family activities, a Dog Parade, craft fair, charity fundraisers and performances.

Compiled by Mike Garland
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INFO TRAK

This is a weekly syndicated public affairs program. It airs here on Sundays at 6:30 AM. The run time is approximately 30 minutes.

Townsquare Media Berkshire 2019

Call Letters: WNAW-AM**Weekly Public Affairs Program****QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2019**

Show # 2019-27

Date aired: 7/7/19 Time Aired: 6³⁰ AM

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario

Dr. Gibala led a study that found that a single minute of very intense exercise produces health benefits similar to longer, traditional endurance training. He recommends the plan for occasionally busy days, not as a permanent substitute for longer and more moderate workouts. He said the findings put to rest the common excuse for not getting in shape: there is not enough time.

Issues covered:
Personal Health

Length: 8:52

Chris Melde, PhD, Associate Professor and Director of Graduate Studies, School of Criminal Justice at Michigan State University

Dr. Melde was the co-author of a study of street gang membership. He found that depression and suicidal thoughts or attempts are common among youth who join gangs. He outlined the reasons that many troubled teens join gangs and why gang life causes already significant problems in their lives to become even worse.

Issues covered:
Youth at Risk
Mental Health
Crime

Length: 8:24

Matthias Hollwich, internationally-recognized architect, author of "New Aging: Live Smarter Now to Live Better Forever"

Mr. Hollwich discussed ways that homes and communities can be redesigned to make aging a graceful and fulfilling aspect of life. He discussed changes to specific rooms, to help seniors stay safely in their homes for as long as possible.

Issues covered:
Home Safety
Retirement Planning
Senior Citizens

Length: 4:55

Show # 2019-28

Date aired: 7/14/19 Time Aired: 6:30 AM

Claire Nee, PhD, Director of the International Centre for Research in Forensic Psychology, University of Portsmouth, UK

Prof. Nee led an international study of the behavior of burglars. She discussed the surprising degree of knowledge and skill of experienced thieves in choosing which home to target, how to navigate inside and what to take. She offered crime prevention suggestions to make a home less vulnerable to burglary.

Issues covered:
Crime Prevention

Length: 9:15

Raafi-Karim Alidina, expert in building equality, diversity and inclusive cultures in organizations, co-author of "*Building an Inclusive Organization: Leveraging the Power of a Diverse Workforce*"

Mr. Alidina said in the world of business, diversity is often given lip service, if it receives any attention at all. He explained why diversity and inclusion is crucial to the survival of companies. He outlined steps that business leaders can take to make themselves and their companies more inclusive.

Issues covered:
Discrimination
Workplace Matters

Length: 8:04

Chick Moorman, educator, co-author of "*The 10 Commitments: Parenting with Purpose*"

Mr. Moorman talked about the verbal skills that parents should have to raise responsible and confident children. He offered tips on how parents can discipline their children in positive ways to create a culture of accountability.

Issues covered:
Parenting Issues
Education
Family

Length: 4:49

Show # 2019-29

Date aired: 7/21/19 Time Aired: 6:30 AM

Bart de Langhe, PhD, Assistant Professor of Marketing, Leeds School of Business at the University of Colorado, Boulder

Many consumers pour through online product reviews before making a purchase. But Dr. de Langhe led a study that found that there is little correlation between better online user ratings and the quality of a product. He explained why consumer opinions often fail to agree with objective product research by consumer organizations.

Issues covered:
Consumer Matters

Length: 8:06

W. David Brown, PhD, DABSM, CBSM, Sleep Psychologist at Children's Medical Center, Dallas, co-author of "*Sleeping Your Way to the Top: How to Get the Sleep You Need to Succeed*"

Many Americans believe that less sleep equals more productivity. But Dr. Brown said that sufficient sleep and success go hand in hand. He discussed the latest clinically proven techniques for getting quality rest, achieving maximum productivity, and overcoming common sleep impediments to enhance workplace performance.

Issues covered:
Personal Health
Career

Length: 9:01

Judith Prochaska, PhD, MPH, Associate Professor of Medicine, Stanford University School of Medicine

Dr. Prochaska was the lead author of a study comparing employment in smokers and nonsmokers. She found that after 12 months, smokers were less likely to have found a job than nonsmokers, and those who did earned less than nonsmokers. She explained the reasons that employers may be wary of hiring smokers and how they sometimes screen them out in the hiring process.

Issues covered:
Unemployment
Personal Health

Length: 5:03

Show # 2019-30

Date aired: 7/28/19 Time Aired: 6:30 AM

Tyler J. VanderWeele, PhD, Professor of Epidemiology, T.H. Chan School of Public Health, Harvard University

Those who attend church services on a regular basis may receive more than just spiritual benefits—they may live longer. Dr. VanderWeele led a study that found that women who went to church more than once a week had a 33% lower risk of dying, compared to those who never went. He talked about the potential reasons behind the finding. He said it is conceivable in the future that doctors routinely ask about church attendance during medical checkups.

Issues covered:
Personal Health
Religion

Length: 8:48

Kostadin Kushlev, PhD, psychology research scientist, University of Virginia

Smartphones have become part of everyday life. Dr. Kushlev led a study that found that the increasingly pervasive use of digital technology may be causing ADHD-like symptoms even among the general population. He explained why being separated from a smartphone may cause people to experience distraction, difficulty focusing and getting bored easily when trying to focus.

Issues covered:
Mental Health
Consumer Matters

Length: 8:27

Carl Cotman, PhD, Professor of Neurology and Neurobiology, Director of the Institute for Brain Aging and Dementia, University of California, Irvine

Dr. Cotman explained the results of new research into brain health for seniors. The study found that eating almonds, engaging in exercise and participating in brain-stimulating activities can keep aging brain cells in shape. This may delay or prevent Alzheimer's Disease.

Issues covered:

**Alzheimer's' Disease
Health Issues
Senior Issues**

Length: 4:56

Show # 2019-31

Date aired: 8/4/19 **Time Aired:** 6:30AM

Alisa Divine, domestic abuse survivor, author of *"#She Wins: Harrowing Stories from Women Who Survived Domestic Abuse"*

Ms. Divine said that domestic and sexual abuse is a huge problem but often the victims get little help. She explained why it is so important to shed light on the issue and educate the public about the warning signs. She also explained why leaving an abusive situation is the most dangerous time for the victim, and how victims can find help.

Issues covered:

**Domestic Abuse
Women's Issues**

Length: 9:05

Matt Fellowes, founder and CEO of United Income, a retirement-focused online investment management and financial planning company based in Washington, D.C.

Mr. Fellowes co-authored a report that found that only 4% of retirees sign up for Social Security at the most profitable time. He said this single mistake costs the typical American household an average of \$111,000 in lost retirement income. He said that most people should claim Social Security later than they typically do, but he recommends seeking professional advice.

Issues covered:

**Retirement Planning
Personal Finance
Government Programs**

Length: 8:12

Jason Forman, PhD, Principal Scientist at the Center for Applied Biomechanics at the University of Virginia

Dr. Forman led a study that concluded that women are 73 percent more likely to be injured in a car accident than men. Older people were also at greater risk of injury. He talked about the likely reasons behind this trend. He also said that all car occupants are now more than half as likely to sustain serious injuries in cars less than ten years old than in older cars.

Issues covered:

**Traffic Safety
Women's Issues
Senior Citizens**

Length: 5:03

Show # 2019-32

Date aired: 8/11/19 Time Aired: 6:30 AM

Charee Thompson, PhD, Assistant Professor of Communication Studies at Ohio University

Dr. Thompson was the co-author of a study of college students, drinking and social media. She discovered that having an "alcohol identity" puts college students at greater risk of having drinking problems. Her study also found that posting about alcohol use on social media sites is actually a stronger predictor of alcohol problems than having a drink. She discussed possible strategies to reduce alcohol abuse on college campuses.

Issues covered:

Substance Abuse
Education
Social Media

Length: 6:52

Iris Bohnet, PhD, Professor of Public Policy, Behavioral Economist at Harvard University, Director of the Women and Public Policy Program, Co-Chair of the Behavioral Insights Group at the Kennedy School of Government, author of "*What Works: Gender Equality by Design*"

Dr. Bohnet discussed gender equality in the workplace and why it's good business. She explained why diversity training programs have had limited success. She outlined the latest research into quick and often inexpensive ways that companies can address gender bias and improve performance.

Issues covered:

Gender Equality
Women's Issues
Workplace Matters

Length: 10:17

Matthew J. Quade, PhD, Assistant Professor in the Department of Management at the Hankamer School of Business, Baylor University

Unethical behaviors by employees can tarnish an organization's reputation, lead to considerable monetary losses, and even result in legal prosecutions. Dr. Quade led a study that found that, in many cases, employees will tolerate misdeeds from a coworker who has the reputation of being a high performer. He believes companies need to examine how they prioritize performance over ethics.

Issues covered:

Ethics
Workplace Matters

Length: 4:56

Show # 2019-33

Date aired: 8/18/19 Time Aired: 6:30 AM

Susan Frankel, Executive Director at National Runaway Safeline

Ms. Frankel discussed the increasing problem of runaway and homeless teenagers. She said 1 out of 30 youth ages 13-17 experience homelessness at some point each year, 4.2 million in all. She explained the reasons that young people leave and how they survive on the streets. She outlined the services that her organization offers to help.

Issues covered:

Youth at Risk
Homelessness
Parenting

Length: 9:40

William Chopik, PhD, Associate Professor of Psychology at Michigan State University

Prof. Chopik led a study that examined biases toward people with disabilities. He said bias toward people with disabilities is quite common, but few will acknowledge it. He talked about the demographic groups who are most likely to be prejudiced towards the disabled, and how the problem can be addressed.

Issues covered:
Disabilities
Discrimination

Length: 7:37

Julius McGee, PhD, Assistant Professor of Sociology in the College of Liberal Arts and Sciences at Portland State University

Efforts to replace fossil fuels with renewable energy sources can help lower carbon emissions. However, Prof. McGee led a recent study that found that renewable energy increases "energy inequality" for lower-income Americans because it costs more than energy produced by oil, coal and natural gas.

Issues covered:
Renewable Energy
Poverty
Government Policies

Length: 4:53

Show # 2019-34

Date aired: 8/25/19 Time Aired: 6:30 AM

Will McCallum, Head of Oceans at Greenpeace UK, author of "How to Give Up Plastic: A Guide to Changing the World, One Plastic Bottle at a Time"

Humans produce over 300 million tons of plastic each year, with 12.7 million tons ending up in our oceans. Mr. McCallum discussed the major impact that plastic and microplastic waste has on marine life and the environment. He said it is not possible to recycle all of the plastics used in our everyday lives. He outlined small changes that anyone can make to reduce the amount of plastic waste in their home or community.

Issues covered:
Pollution
Recycling
Consumer Matters

Length: 9:40

Joanne Lara, M.A., autism expert, former special education teacher, Executive Director of the organization "Autism Works Now"

Up to 85 percent of autistic adults are either unemployed or underemployed. Ms. Lara's organization teaches pre-employment and workplace readiness skills to young adults with autism. She outlined the challenges faced by autistic students, and she explained the role that parents, schools and employers play in helping them to secure meaningful employment.

Issues covered:
Autism
Employment
Discrimination

Length: 7:37

Joseph Palamar, PhD, Associate Professor in the Department of Population Health at the NYU School of Medicine

Prof. Palamar led a study that found that teenagers are more likely to experiment with recreational drugs such as LSD, marijuana, cocaine or ecstasy for the first time during the summer months. He said that the amount of free time on their hands once the school year ends and activities like music festivals are major factors in this risky behavior. He said parents should educate and warn their kids about using recreational drugs, their risks and side effects.

Issues covered:

**Drug Abuse
Youth at Risk**

Length: 4:53

Show # 2019-35

Date aired: 9/1/19 Time Aired: 6:30 AM

Leslie Stahl, longtime reporter for 60 Minutes, author of *"Becoming Grandma: The Joys and Science of the New Grandparenting"*

Ms. Stahl discussed the profound changes and emotions experienced when someone becomes a grandparent. She talked about the physiological changes that occur in women when they have grandchildren, and the therapeutic effects of grandchildren on both grandmothers and grandfathers. She also explained how heartbreakingly common it is for grandparents to be denied access to their grandchildren.

Issues covered:

**Family Matters
Senior Citizens**

Length: 9:15

Kevin Kelly, co-founder and former executive editor of Wired magazine, author of *"The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future"*

Mr. Kelly discussed twelve technological imperatives that he believes will shape the next thirty years and transform our lives. He is optimistic about innovations, from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture. He offered advice to young people who are plotting educational and career paths in a rapidly-changing tech environment.

Issues covered:

**Technology
Education
Privacy
Career**

Length: 7:55

Edward G. Brown, author of *"The Time Bandit Solution: Recovering Stolen Time You Never Knew You Had"*

According to Mr. Brown, 40 to 60% of time at work is squandered by time bandits—co-workers who demand precious time without thinking. He offered suggestions on how to negotiate with time bandits to prevent unwanted, unnecessary and unproductive interruptions.

Issues covered:

**Workplace Matters
Productivity**

Length: 5:04

Show # 2019-36

Date aired: 9/8/19 Time Aired: 6:30 AM

Emily Oster, PhD, Professor of Economics at Brown University, author of "*Cribsheet: A Data-Driven Guide to Better, More Relaxed Parenting, from Birth to Preschool*"

An abundance of often-conflicting advice is usually hurled at new parents from doctors, family, friends, and strangers on the internet. Dr. Oster examined some of this standard advice, compared it to scientific research and found that the conventional wisdom is often wrong. She offered advice to help new moms and dads to be better and more relaxed parents.

Issues covered:

Parenting

Length: 7:31

Roy Ramthun, M.A., Founder and President of HSA Consulting Services and the web site AskMrHSA.com

Mr. Ramthun discussed the merits of Health Savings Accounts and how they compare to traditional insurance. He said more Americans should be willing to ask what a medical procedure or medication costs, then shop around to be sure they are not overpaying. He explained how to search for an HSA insurance policy and its companion savings account.

Issues covered:Healthcare
Consumer Matters**Length: 9:46**

Joel E. Segel, PhD, Assistant Professor of Health Policy and Administration at Penn State University

The devastating consequences of the opioid crisis are far-reaching in the United States. Prof. Segel was a co-author of a study that examined the costs to society in general and to state and local budgets in particular. He said the most significant impact to taxpayers was treatment costs borne by the Medicare programs run by states, and lost tax revenue from people who exited the workforce because of addictions.

Issues covered:Government Spending
Drug Abuse
Medicare**Length: 5:02**

Show # 2019-37

Date aired: 9/15/19 Time Aired: 6:30 AM

Frank Abagnale, former professional imposter, fraud prevention expert, consultant and lecturer for the FBI academy and field offices, author of "*Scam Me If You Can: Simple Strategies to Outsmart Today's Rip-off Artists*"

Mr. Abagnale discussed the most common scams targeting American consumers. He said scams themselves have changed very little through the years, but the technology used to target victims has improved dramatically. He said millennials are scammed more often than seniors, but seniors typically lose more money. He offered advice for consumers to protect themselves from scammers.

Issues covered:Crime
Identity Theft
Consumer Matters**Length: 9:07**

Amy Serin, PhD, neuropsychologist, author of *"The Stress Switch: The Truth About Stress and How to Short-Circuit It"*

Dr. Serin discussed the increasing levels of stress in today's everyday life, and the most common causes of it. She said excessive use of social media can trigger insecurities and depression. She said most of the time, people aren't even aware that they are stressed. She outlined steps to take for stress relief.

Issues covered:
Mental Health

Length: 8:04

Hank Green, YouTube star and STEM education proponent

Jobs related to STEM – science, technology, engineering and mathematics – are expected to continue growing, but the United States doesn't have enough workers with the skills to fill those roles. Mr. Green explained why STEM skills are so important for the future workforce, and how parents can encourage their youngsters to pursue STEM careers.

Issues covered:
Education
Employment
Parenting

Length: 5:02

Show # 2019-38

Date aired: 9/22/19 Time Aired: 6:30 AM

Maria Russo, Children's Books Editor of the New York Times Book Review, co-author of *"How to Raise A Reader"*

Ms. Russo explained the importance of child literacy, and the steps parents can take to raise a reader in an age when screens are competing for a child's attention. She said any form of book is fine, including audio books, graphic novels and comic books. She explained why it is important to begin reading to children at the youngest age possible, and offered ideas on how to engage a reluctant reader.

Issues covered:
Literacy
Parenting
Education

Length: 9:22

Barbara Hemphill, founder of The Productive Environment Institute, former President of the National Association of Productivity & Organizing Professionals, author of the *"Taming the Paper Tiger"* book series by Kiplinger's, and the more recent book is *"Less Clutter, More Life."*

A recent study found that business owners, executives and entrepreneurs waste 21.8 hours a week on everything from internet surfing to useless meetings. Ms. Hemphill said the biggest productivity black hole for anyone is e-mail. She outlined the reasons that people lose focus at work and steps they can take to be less distracted.

Issues covered:
Workplace Matters
Productivity

Length: 8:01

Rebecca Bigler, PhD, Professor Emerita at the University of Texas at Austin

Prof. Bigler was part of a team of researchers that sought to learn more about the political development of the nation's children. The study found that children demonstrated a surprisingly high level of interest in and knowledge about the most recent presidential election and candidates, but many had gaps in their knowledge. She offered advice for parents to help their children learn more about civics and the election process, particularly heading into the next presidential election.

Issues covered:

Civics and Citizenship
Parenting

Length: 5:11

Show # 2019-39

Date aired: 9/29/19 Time Aired: 6:30AM

Caitlin M. Zaloom, PhD, Associate Professor of Social and Cultural Analysis at New York University

The average annual price tag for attending a private, four-year American college is now nearly \$50,000. Prof. Zaloom led a study that found that paying for college is taking a toll on middle-class families in ways that are more profound and less appreciated than even the financial cost conveys. She said that shouldering the weight of paying for college is often seen by parents as a moral obligation to their children.

Issues covered:

Education
Personal Finance
Parenting

Length: 9:34

Bridget Freisthler, PhD, Professor of Social Work at Ohio State University

54 percent of adults who use marijuana in the United States are parents. Prof. Freisthler led a study that found that parents who use marijuana utilize more discipline techniques on their children on average than non-users, ranging from timeouts to, in some cases, physical abuse. She found that the same was true of alcohol users. She said that with the growing acceptance of marijuana in American society, users need to be aware that the drug affects numerous forms of behavior, including parenting.

Issues covered:

Substance Abuse
Child Abuse
Parenting

Length: 7:30

Tracy McCubbin, author of "Making Space, Clutter Free: The Last Book on Decluttering You'll Ever Need"

Ms. McCubbin talked about the value of teaching organization skills to children during back to school time. She offered numerous tips for parents to clear the clutter as kids start the new school year, including how to decide what to donate or discard, and the importance of an organized desk.

Issues covered:

Parenting
Education

Length: 5:07

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NEWS

The Berkshire News Network strives to fairly provide news coverage for the entirety of the 30 plus communities that make up Berkshire County – A very large area which borders Vermont, New York, and Connecticut.

The news presented on our stations is procured through various sources that provide local news coverage in the region including but not limited to: The Berkshire Eagle, iBerkshires.com, The Berkshire Record, The Berkshire Edge, and The Bennington Banner. Other sources include The Associated Press, local television, and press releases sent directly to us by newsmakers, government offices, as well as local and state officials. News stories are shared between our stations on a routine basis.

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