

**WBEC-AM 1420 AM, WBEC-FM 95.9, WUPE-FM 100.1 &
103.3, WNAW-FM 94.7, and WSBS-FM 94.1**

Pittsfield, MA

ISSUES AND NEEDS REPORT Q4

**OCTOBER – NOVEMBER - DECEMBER
2023**

Townsquare Media Berkshire 2024

**WBEC-AM 1420 AM, WBEC-FM 95.9, WUPE-FM 100.1 & 103.3, WNAW-FM 94.7, and WSBS-FM 94.1
Pittsfield, Massachusetts**

Quarterly Issues Programs List

October 1st – December 31st, 2023

Section I. Issues

The stations have identified the following issues as significant ones that are facing our community in this quarter:

- A. Legalization of Sports Betting and the Local Impact on Gambling Addiction:** With the legalization of sports betting in several states and Massachusetts being one of them, one side effect from it has been gambling addiction and the toll it can take on citizens locally.
- B. ChatGPT and Its Impact on Citizens Health Inquiries in the Local Community:** There have been growing concerns throughout the country about the ultimate impact of how artificial intelligence can impact our lives, even on a local level. And how ChatGPT's medical inquiry responses are so like that of local physicians.
- C. Racial Inequality in the Workplace Within the Local Community:** Diversity within any given workplace has always been an issue, but how is racial inequality in the workplace perceived in the Berkshires?
- D. The Effects That Pollutants in the Local Water Supply Can Have on One's Personal Health in the Berkshires:** It is important that everyone in the community has access to healthy drinking water.
- E. The Importance of School Safety to Counter Acts of Student Violence in the Community:** Student violence has been an issue on a national basis in recent years. How can it be countered on a local level in the Berkshires.
- F. The Impact of Cyberbullying and How It Can Lead Adolescents to Begin an eating disorder:** Cyberbullying is as important of an issue as it has ever been. Adolescents are the most targeted and this can affect them on several levels, and lead to things such as eating disorders. How is this addressed in the Berkshires?
- G. What Types of Nutrition Can Help Prevent Long-Term Negative Health Effects Within the Community:** A surprising local study that found that adding highly refined fiber to processed foods could have negative effects on human health, including liver cancer.

(See Section II – Info Trak Responsive Programs on the pages that follow)

Section II. Responsive Programs

INFO TRAK

Info Trak is a weekly syndicated public affairs program. It airs here on Sundays at 9 AM. The run time is approximately 30 minutes.



Call Letters: WBEC-AM, WBEC-FM,
WUPE, WSBS, WNAW

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2023

Show # 2023-40

Date aired: 10/01 Time Aired: 9am

Timothy W. Fong, MD, Clinical Professor of Psychiatry at the Jane and Terry Semel Institute for Neuroscience and Human Behavior at UCLA, Director of the UCLA Addiction Psychiatry Consultation Service, Co-Director of the UCLA Gambling Studies Program

In just five years, legalized sports betting has swept the nation, now embraced as a revenue source by at least 37 states. Dr. Fong discussed gambling addiction, who is most at risk and how to recognize it, particularly in teenagers. Some well-known universities have signed deals with sportsbooks or casinos to advertise on campus, in athletic venues and in some cases, directly in students' university email inboxes. He offered advice for parents to prevent the start of addictive behavior in their teen.

Issues covered:
Gambling Addiction
Government
Parenting

Length: 9:54

Lee Newman, MD, MA, Distinguished Professor in the Department of Environmental & Occupational Health and Department of Epidemiology at the University of Colorado, Director of the Colorado School of Public Health's Center for Health, Work, and Environment

Today, the average American lives just 76 years, the shortest lifespan the country has seen since 1996. Dr. Newman talked about growing data that suggests that employers can dramatically affect the quality—and perhaps even length—of an employee's life. A recent report by Deloitte claimed life span could increase by an average of 12 years, and the number of years a person spends in good health by 19 years by 2040, if employers not only made sure their employees are safe on the job, but also addressed their health and well-being in other less traditional ways.

Issues covered:
Longevity
Personal Health
Employment

Length: 7:22

Baia Lasky, MD, board-certified physician in Blood Banking and Transfusion Medicine, Medical Director of the American Red Cross of Georgia

Dr. Lasky explained how several natural disasters this summer have contributed to a national blood shortage that could have far-reaching effects across America. She said the national blood

supply has fallen by nearly 25%. She explained why the problem is so serious and how a first-time blood donor can get started.

Issues covered:
Blood Donation
Public Health

Length: 4:59

Show # 2023-41

Date aired: 10/08 Time Aired: 9am

Matt Levendusky, PhD, Professor in the Department of Political Science at the University of Pennsylvania, Stephen & Mary Baran Chair in the Institutions of Democracy at the Annenberg Public Policy Center

Many Americans do not know what rights are protected under the First Amendment and a substantial number cannot name all three branches of government, according to the 2023 Annenberg Constitution Day Civics Survey. Prof. Levendusky shared other findings from the survey, discussed the reasons behind today's widespread civic ignorance and explained why the trend is so worrisome.

Issues covered:
Constitutional Rights
Citizenship
Education

Length: 9:06

Marlene Schwartz, PhD, Director of the University of Connecticut's Rudd Center for Food Policy and Health

Registered dietitians and other online influencers are being paid to post videos that promote diet soda, sugar and supplements on Instagram and TikTok. Prof. Schwartz discussed the little-known tactic often used by the multibillion-dollar food, beverage and pharmaceutical industries to sway consumers faced with often-contradictory health messages about popular products. She offered suggestions to help viewers recognize these paid messages.

Issues covered:
Consumer Matters
Personal Health/Nutrition

Length: 8:11

Jill Ciminillo, Managing Editor for the website Pickup Truck + SUV Talk, co-host of the Consumer Guide Car Stuff podcast

Minivans are frequently the go-to vehicle for families, not only for passenger comfort but also their ability to hold a lot of stuff. However, the Insurance Institute for Highway Safety recently updated their methods for testing minivan safety, with disturbing results. Ms. Ciminillo outlined the new data and what consumers need to know.

Issues covered:
Vehicle Safety
Consumer Matters

Length: 5:10

Show # 2023-42

Date aired: 10/15 Time Aired: 9am

Devin Mann, MD, Professor in the Departments of Medicine and Population Health at NYU Grossman School of Medicine

Dr. Mann led a study of healthcare consumers that found that most of ChatGPT's responses to people's healthcare-related queries are nearly indistinguishable from those provided by human physicians. He believes the chatbots will be great tools for healthcare providers to communicate with patients, improve quality of care and reduce misdiagnoses and errors.

Issues covered:
Artificial Intelligence
Personal Health

Length: 9:02

Gary Painter, PhD, Academic Director of the Carl H. Lindner College of Business real estate program, Professor of Real Estate at the University of Cincinnati

Prof. Painter shared his research that Americans who pay more than 30% of their income toward rent are forced to make trade-offs in other areas of their lives that can last for years and contribute to many social ills. He said while some trade-offs, such as buying less clothing, might not have severe long-term consequences, some rent-burdened residents reported cutting back on medicine and other health care that could have cascading effects.

Issues covered:
Housing
Poverty
Economy

Length: 8:18

Jim Lorraine, military veteran, President of America's Warrior Partnership

Mr. Lorraine said the suicide rate of military veterans is roughly twice that of the general population, and is often spurred by more than just post-traumatic stress syndrome or depression. He said underemployment, irregular housing and other economic issues also play a large role in suicidal behavior. He talked about the resources that are available to veterans. He said that risk factors for veterans at risk of suicide vary significantly from one state to another, and his organization helps to identify the differences and develop strategies to help.

Issues covered:
Suicide Prevention
Veterans' Concerns
Mental Health

Length: 5:03

Show # 2023-43

Date aired: 10/22 Time Aired: 9am

Adia Harvey Wingfield, PhD, sociologist, Mary Tileston Hemenway Professor of Arts & Sciences and Vice Dean for Faculty Development and Diversity at Washington University in St. Louis, author of "*Gray Areas: How the Way We Work Perpetuates Racism and What We Can Do to Fix It*"

While explicit discrimination no longer occurs and organizations make internal and public pledges to honor and achieve diversity, black employees remain less likely to be hired, stall out at middle levels, and rarely progress to senior leadership positions. Prof. Wingfield discussed what she calls "gray areas:" the relationships, networks, and cultural dynamics that exist apart from specific

expectations and duties required for any given job. She offered suggestions to address the problem.

Issues covered:

Length: 8:33

Racism

Workplace Matters

Lisa Damour, PhD, Senior Advisor to the Schubert Center for Child Studies at Case Western Reserve University, author of *The Emotional Lives of Teenagers: Raising Connected, Capable, and Compassionate Adolescents*,” co-host of the Ask Lisa podcast

Dr. Damour offered advice for parents to understand their teenagers’ intense and often fraught emotional lives—and how to support teens through this critical developmental stage. She discussed some of the most common myths relating to teenage emotions and distress, and offered tips to help teenagers maintain or regain emotional control.

Issues covered:

Length: 8:45

Adolescent Mental Health

Parenting

Shahab Haghayegh, PhD, Research Fellow at the Brigham and Harvard Medical School

Getting enough sleep has never been more difficult. Prod. Haghayegh shared his research that found that women who struggled with getting enough sleep were at greater risk of developing hypertension, or high blood pressure. He said hypertension and sleep disorders are becoming increasingly prevalent among American adults. He also noted that, while his study only included women, it’s likely the findings apply to men, as well.

Issues covered:

Length: 5:03

High Blood Pressure

Personal Health

Show # 2023-44

Date aired: 10/29 Time Aired: 9am

Ivan Misner PhD, founder of BNI, the world's largest business networking organization, author of *“The 3rd Paradigm: A Radical Shift to Greater Success”*

Mr. Misner discussed effective ways to complain at work. He explained the importance for businesses to take deliberate actions to be sure their staff is heard. He said scheduling regular "complaining meetings" can change the entire mood of the workplace, and lead to innovation and new ideas.

Issues covered:

Length: 8:33

Workplace Matters

Business

Nathalie Huguet, PhD, Associate Professor of Family Medicine, at the Oregon Health & Science University School of Medicine

Prof. Huguet led a study that revealed gaps in health insurance coverage for seniors residing in the US. She found that about a quarter of low-income patients receiving care at community health

centers remain uninsured when they turn 65. The main reason is that they are not eligible for Medicare because they never paid into the Social Security system, in many cases because they are not legal US citizens. She said 20% of the uninsured patients had five or more health conditions, such as diabetes or high blood pressure, that need frequent treatment and management.

Issues covered:

Length: 8:45

**Health Insurance
Immigration
Senior Issues**

Rachel Cruze, personal finance expert, author of *"Know Yourself, Know Your Money: Discover WHY You Handle Money the Way You Do, and WHAT to Do About It!"*

40% of Americans during the pandemic could not cover a \$400 emergency in cash. Ms. Cruze explained the psychology that influences how we spend and save money, and how to change those ingrained habits.

Issues covered:

Length: 5:10

Personal Finance

Show # 2023-45

Date aired: 11/05 Time Aired: 9am

David S. Prerau, PhD, author of *"Seize the Daylight: The Curious and Contentious Story of Daylight-Saving Time"*

Mr. Prerau discussed the history of Daylight-Saving time. He dispelled the myth that farmers are the main proponents of DST. He also explained where efforts stand to end the annual time change, and outlined the possible options that Congress would choose from.

Issues covered:

Length: 8:30

**Government
Personal Health**

Martha Khlopin, Medicare expert, nationally syndicated radio host, founder of Get2insurance.com

Vague and misleading advertisements for Medicare Advantage policies are flooding the airwaves and mailboxes of Medicare recipients. Ms. Khlopin explained what Medicare Advantage is and how it differs from original Medicare. She also shared examples of complaints from seniors who had their plans changed without their consent or knowledge, and how the scams work. She warned that some TV ads and phone calls may give the impression that they are affiliated with the federal Medicare system, when they are not. She advised seniors to be careful and seek help from legitimate sources.

Issues covered:

Length: 8:38

**Medicare
Scams
Senior Issues**

Michal Schnaider Beerli, PhD, Professor of Psychiatry, Director of the Herbert and Jacqueline Krieger Klein Alzheimer's Research Center at Rutgers Brain Health Institute

Prof. Beeri shared results of her study that found that people who were diagnosed with attention deficit hyperactivity disorder at midlife had a threefold increased risk of developing dementia later in life, compared to those without ADHD. She also discussed possible explanations for the link between ADHD and dementia, and what role ADHD medications may play.

Issues covered:
Alzheimer's Disease
ADHD

Length: 5:15

Show # 2023-46

Date aired: __11/12__ Time Aired: __9am__

David Newman-Toker, M.D., PhD, Lead Investigator and Director of the Johns Hopkins Armstrong Institute Center for Diagnostic Excellence

Dr. Newman-Toker led what is believed to be the first rigorous national estimate of permanent disability and death from diagnostic error. He estimates that 795,000 Americans die or are permanently disabled by diagnostic error each year. He said vascular events, infections and cancers cause 75% of the serious harms, and that stroke is the top cause of serious harm from misdiagnosis. He believes that a serious campaign to target diseases with high error and harm rates may reduce diagnostic errors and improve patient outcomes.

Issues covered:
Medical Errors & Misdiagnoses
Public Health

Length: 8:30

Johnnye Lewis, PhD, Professor Emerita in the Department of Pharmaceutical Sciences at University of New Mexico Health Sciences, Co-Director of Community Environmental Health Program, Director of the UNM METALS Superfund Research Program

Prof. Lewis' research found that water from many wells and community water systems across the US contains unsafe levels of toxic contaminants. She discussed the health effects of seven contaminants, which include cancer, developmental delays, and preterm birth, and how they affect vulnerable populations and communities with lower income levels. She also talked about the challenges of removing these contaminants from water supply systems, and how larger systems tend to have more resources and monitoring than smaller systems

Issues covered:
Drinking Water Safety
Pollution
Government

Length: 8:54

Tom Appel, Publisher of Consumer Guide Automotive, co-host of the Consumer Guide Car Stuff podcast

7.9% of cars sold in the US in the third quarter of 2023 were electric vehicles. Mr. Appel outlined what consumers need to know about the three levels of EV charging currently available, and the pluses and minuses of each.

Issues covered:
Electric Vehicles
Consumer Matters

Length: 5:11

Show # 2023-47

Date aired: 11/19 **Time Aired:** 9am

Hilarie Gamm, tech industry expert, author of *“Billions Lost: The American Tech Crisis and The Road Map to Change”*

Ms. Gamm explained why parents, educators, and employers urgently need to understand today’s generation of teens and young adults. She talked about the revolutionary effect that technological advances have had on education and the development of the human mind. She said every American needs to have a basic understanding of current technology because of the wide-ranging ramifications these changes have on legislation, regulation and privacy.

Issues covered:

Length: 8:48

Education
Career
Parenting

Kelsey Graham, PhD, pollinator conservation specialist at Michigan State University

Dr. Graham explained the importance of bees to the nation’s food supply. She also discussed the role that pesticides and climate change may be having on bee populations in North America. She outlined simple steps that people can take to increase bee populations in their communities.

Issues covered:

Length: 8:27

Agriculture
Environment

Kristin Rosenthal, pedestrian and bike safety expert from Safe Kids Worldwide

About every five days, a child in the U.S. dies from a train collision. Ms. Rosenthal said young people, particularly teenagers, do not understand how dangerous railroad tracks and crossings are. She offered advice to parents to teach their kids to not walk or take selfies on railroad tracks, to not walk with earbuds in, and to never try to beat a train at a railroad crossing.

Issues covered:

Length: 4:52

Child Safety
Traffic Safety

Show # 2023-48

Date aired: 11/26 **Time Aired:** 9am

Chris Bailey, productivity expert, author of *“Hyperfocus: How to Be More Productive in a World of Distraction”*

Mr. Bailey said that the human brain has two powerful modes that can be unlocked when we use our attention well: a focused mode and a creative mode. He explained how to unlock each of these mental modes in order to concentrate more deeply, think more clearly, and work and live more deliberately every day. He explained how to minimize distractions that can cause problems at work and in personal relationships.

Issues covered:

Length: 8:31

**Workplace Matters
Career**

Janet Murnaghan, journalist, author of "*Saving Sarah: One Mother's Battle Against the Health Care System to Save Her Daughter's Life*"

Ms. Murnaghan's young daughter desperately needed a set of donor lungs. A set of lungs was available and there was nothing standing in the way medically, but a federal policy barred children under the age of 12 from receiving adult lungs. Ms. Murnaghan talked about her quest to save Sarah and other kids in similar situations. After a court fight and through the use of social media, she eventually convinced the government to change organ donation rules permanently.

Issues covered:
Organ Donation
Government Regulation

Length: 8:44

KJ Dell'Antonia, editor of the Motherlode blog in the New York Times from 2011 until 2016, author of "*How to be a Happier Parent: Raising a Family, Having a Life, and Loving (Almost) Every Minute*"

Ms. Dell'Antonia said that in her research and writing about family life over the years, one topic keeps coming up again and again: parents crave a greater sense of happiness in their daily lives. She discussed the most common problem areas that cause parents the most grief, and suggested steps parents can take to make them better.

Issues covered:
Parenting

Length: 5:12

Show # 2023-49

Date aired: 12/03 **Time Aired:**

Edward McFowland III, PhD, Assistant Professor in the Technology and Operations Management Unit at Harvard Business School

Prof. McFowland co-authored a recent study that found that the use of artificial intelligence tools elevates the skills of the lowest performers across a wide range of fields to, or even far above, what was previously average performance. Across a set of 18 tasks designed to test a range of business skills - from analysis to idea generation to persuasion - consultants who had previously tested in the lower half of the group increased the quality of their outputs by 43% with AI help, while the top half only gained 17%. He discussed likely limitations in what AI can do well in modern professional work. He believes that AI will not be able to replace most human creativity and problem-solving.

Issues covered:
Artificial Intelligence
Employment

Length: 8:51

Morgan Frank, PhD, Assistant Professor in the University of Pittsburgh's School of Computing and Information

Prof. Frank studies job prospects for fossil fuel workers in the green energy transition. He said that fossil fuel workers have skills that are compatible with green jobs, but they face geographic and social barriers to relocate. He also explained why green jobs will span across different skill levels and sectors, but they are not well aligned with the current locations of fossil fuel workers.

Issues covered:

Length: 8:32

Energy
Employment
Environment

Adrienne Lawrence, former ESPN anchor and legal analyst, author of "*Staying in the Game: The Playbook for Beating Workplace Sexual Harassment*"

Ms. Lawrence explained how most companies mishandle sexual harassment cases and why. She also discussed the mental health consequences faced by those who report sexual harassment and how to deal with it. She talked about the impact of the MeToo# movement and what she sees as the future of dealing with sexual harassment as a society.

Issues covered:

Length: 5:03

Sexual Harassment
Women's Concerns
Workplace Matters

Show # 2023-50

Date aired: __12/10__ Time Aired: __9am__

Tyra Fainstad, MD, Associate Professor at the University of Colorado School of Medicine

Burnout is highly prevalent across most healthcare careers, but especially among trainee physicians. Dr. Fainstad developed a pilot program that successfully reduced burnout among female medical residents. She explained that while the program is digital, including videoconferencing coaching calls, she found that the group aspect was especially important in its effectiveness. She discussed the potential hurdles in expanding the training to hospitals and medical schools nationwide.

Issues covered:

Length: 8:37

Public Health
Mental Health

Jason M. Nagata MD, Associate Professor of Pediatrics in the Division of Adolescent and Young Adult Medicine at the University of California San Francisco

Dr. Nagata's study of US adolescents found that both victims and perpetrators of cyberbullying were more likely than other youth to experience eating disorder symptoms, including worrying about weight gain, self-worth tied to weight, and binge eating. He believes it is important that teachers and parents are aware that these experiences are relatively common among teens, and encourage kids to report online harassment if it occurs.

Issues covered:

Length: 8:44

Cyberbullying
Eating Disorders
Discrimination

Ana Lorena Fábrega, Chief Evangelist at Synthesis and author of *“The Learning Game: Teaching Kids to Think for Themselves, Embrace Challenge, and Love Learning”*

Ms. Fabrega traditional approaches to education, contrasting them with the ways kids really learn. She believes current methods of teaching children are outdated. She explained how her experience as a child who attended ten schools in seven different countries gave her an unconventional perspective. She suggested allowing children to learn through projects rather than strict curriculum, and explained why teaching kids of differing ages as a group, rather than segregating them in conventional grades and ages, can have major benefits.

Issues covered:
Education

Length: 5:05

Show # 2023-51

Date aired: 12/17 Time Aired: 9am

Laurence J. Kotlikoff, PhD, Professor of Economics and William Warren Fairfield Professor at Boston University, former Senior Economist on the President's Council of Economic Advisers, co-author of *“Social Security Horror Stories: Protect Yourself From the System & Avoid Clawbacks”*

Prof. Kotlikoff explained the problem of Social Security clawbacks. He said each year more than a million unsuspecting Americans receive letters from the Social Security Administration, demanding repayment of thousands of dollars of overpaid benefits, due to SSA mistakes that occurred sometimes decades earlier. He shared examples of elderly people who suffered from clawbacks, and proposed reforms to stop them.

Issues covered:
Social Security
Government
Consumer Matters

Length: 8:44

Andrew Perry, postdoctoral scholar in the Department of Educational Studies at Ohio State University

Mr. Perry was the lead author of a study that examined how teachers rate different approaches to student violence. He said teachers believe that removing or expelling students from school after a violent incident is the least effective response, because it may increase the risk of violence against teachers, as the student may come back bitter or angry. He said most teachers prefer proactive strategies, which aim to create a positive learning environment and a sense of community through socioemotional learning and school counseling.

Issues covered:
School Violence

Length: 8:41

Joel Kaufman, PhD, physician, Professor of Environmental and Occupational Health Sciences at the University of Washington

Dr. Kaufman led a recent study that found a link between highway air pollution and higher blood pressure. He said the impact is significant enough to be comparable to other blood pressure factors such as sodium intake and medication. He also suggested some ways to reduce the exposure to traffic pollution both for motorists, and those who live near highways.

Issues covered:

Length: 5:08

**Air Pollution
High Blood Pressure**

Show # 2023-52

Date aired: 12/24 **Time Aired:** 9am

Ryan Kalember, Senior Vice President of Cybersecurity Strategy for online security company Proofpoint

Scammers have devised a new scheme to steal thousands of dollars from homebuyers who are about to close on a house. Mr. Kalember said buyers are often tricked into wiring their down payment on the day of closing to a fraudulent offshore account, by criminals who have hacked their real estate agent's or title company's email account. He explained how consumers can protect themselves.

Issues covered:

Length: 7:43

**Crime
Online Security
Personal Finance**

Diane Redleaf, family defense attorney, author of "*They Took the Kids Last Night: How the Child Protection System Puts Families at Risk*"

The number of children in the U.S. foster care system is at record levels, thanks in part to the opioid crisis. With nearly 450,000 children in the system, Ms. Redleaf discussed what happens when caseworkers make mistakes, taking children from parents who are neither abusive nor neglectful. She noted that minority families are disproportionately affected by this trend. She also said that once children are taken, parents and their attorneys sometimes can't learn where the children are being housed.

Issues covered:

Length: 9:24

**Foster Care
Minority Concerns
Parenting**

Andrew Gewirtz, PhD, Professor in the Institute for Biomedical Sciences at Georgia State University

Dr. Gewirtz was the co-author of a surprising study that found that adding highly refined fiber to processed foods could have negative effects on human health, including liver cancer. He explained what ingredients consumers need to watch for on processed food labels. He said the simplest solution is to eat fruits and vegetables naturally rich in soluble fiber, rather than processed foods.

Issues covered:

Length: 5:01

**Nutrition
Cancer
Personal Health**

Show # 2023-53

Date aired: 12/31 **Time Aired:** 9am

Brandi Britton, District President of Office Team, a staffing service providing temporary administrative and office support staff

Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.

Issues covered:

Employment
Career
Social Media

Length: 7:28

Jennifer Bradley, co-author of “Make it Zero: The Movement to Safeguard Every Child”

Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem, including poverty, abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

Issues covered:

Human Trafficking
Child Abuse
Poverty

Length: 9:43

Richard Thaler, PhD, Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business, President of the American Economic Association

Prof. Thaler discussed what happens when economics meets psychology and how irrational human beings greatly influence the US and world economies. He explained how research is in progress to understand human miscalculations, with the goal of developing better decision-making in business, government and life in general.

Issues covered:

Economics
Consumer Matters
Mental Health

Length: 4:49

WBEC-1420AM & WBEC-FM 95.9

Pittsfield, Massachusetts

OCTOBER – NOVEMBER - DECEMBER

2023

Berkshire Health with Mike Leary

Berkshire Health, hosted by broadcast veteran and currently Berkshire Medical Center's Director of Public Relations, Mike Leary, airs on WBEC-AM and WBEC-FM on Sunday mornings

Townsquare Media Berkshire 2024

Berkshire Health w/ Mike Leary (4QTR 2023)

October 1st - BREAST CANCER AWARENESS 30 Minutes

October 8th - FALL PREVENTION 30 Minutes

October 15th – CARDIAC SERVICES 30 Minutes

October 22nd – COVID – FLU - SHINGLES 30 Minutes

October 29th – BREAST CANCER 30 Minutes

November 5th – TOXINS IN PRODUCE 30 Minutes

November 12th – OPIOID TREATMENT 30 Minutes

November 19th – NUTRITION 30 Minutes

November 26th – STROKE PREVENTION 30 Minutes

December 3rd – FALL PREVENTION 30 Minutes

December 10th – COVID – FLU - SHINGLES 30 Minutes

December 17th - CARDIAC SERVICES 30 Minutes

December 24th – TOXINS IN PRODUCE 30 Minutes

December 31st – NUTRITION 30 Minutes