

**Townsquare Media Berkshires**

**Stations: WNAW(AM), WNAW(FM), WBEC(AM), WUPE-FM, WUPE(AM), WBEC-FM**

**Quarterly Issues Programs List**

**July 1st – September 30th, 2022**

**Section I. Issues**

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

- A. Women’s Issues/Gender Equality:** The gender wage gap in the country is just as true here in Berkshire County. The discrepancy in pay between men and women is unfortunate, but it seems to continue regardless of the vast awareness of the issue.
- B. Criminal Justice/Law Enforcement and Mental Health:** Mass shooting have been an issue for the past several years now. There have been gun laws and what the direct correlation may be that ties mass shooters and proper mental health to one another.
- C. Healthcare and Concerns with Health of Minorities:** The importance of minorities receiving the proper healthcare is just as important as ever, given the fact that we’re coming out of a pandemic.
- D. Government Programs to Help with Hunger & Poverty:** It’s been underestimated how many families and households are food insecure.
- E. Climate Change and Its Effect on the Human Condition:** Climate change is not just affecting the landscape of the Earth from its extreme weather conditions, but also the human body as a result.

**Section II. Responsive Programs**

Info Trak is a weekly syndicated public affairs program that broadcasts weekly at the following times:

WNAW(AM) & WNAW(FM) every Sunday at 6 AM

WBEC-FM every Sunday at 7 AM

WUPE-FM & WUPE(AM) every Sunday at 9 AM

WBEC(AM) every Sunday at 10 AM

Each segment is approximately 30 minutes.

See attached program log for details.



Weekly Public Affairs Program

## **QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2022**

Show # 2022-27

**Date aired: 07/03/22 | Time Aired:**

**Joanne Lipman**, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author of *"That's What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together"*

Ms. Lipman discussed the current state of the gender gap in today's workplaces. She said that traditional corporate "diversity training" has actually made the problem worse—in part because it makes men feel demonized. She believes that the solution to workplace inequality and sexual harassment lies in reaching across the gender divide so that men become allies, rather than adversaries.

**Issues covered:**

**Sexual Harassment  
Women's Issues  
Workplace Matters  
Minority Concerns**

**Length: 9:28**

**Derek Thompson**, author of *"Hit Makers: How to Succeed in an Age of Distraction"*

Mr. Thompson said nothing simply "goes viral." He explained the little-known factors that cause that a popular movie, song, or app to come out of nowhere to become a word-of-mouth success in today's crowded media environment. He outlined possible ways these trends may affect consumers' decision making in the future.

**Issues covered:**

**Consumer Matters  
Media**

**Length: 7:39**

Show # 2022-28

**Date aired: 07/10/22 | Time Aired**

**Jillian Peterson, PhD**, Assistant Professor of Criminology and Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society

Prof. Peterson is the co-developer of a database that contains information about every mass shooter in the US since 1966. She said the database is the most comprehensive ever developed, designed to answer the "how" and "why" of mass shootings using data-driven research. She discussed the four most common characteristics of mass shooters. She also outlined the steps that she believes would be most effective to prevent mass shootings.

Issues covered:  
**Mass Shootings**  
**Criminal Justice**  
**Mental Health**

Length: **9:02**

**Peter H. Diamandis**, founder of more than 20 high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc, co-author of *"The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives"*

Technology is accelerating far more quickly than anyone could have imagined. Mr. Diamandis believes that over the next decade, the world will experience more upheaval and create more wealth than in the past hundred years. He cited examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business and food.

Issues covered:  
**Consumer Matters**  
**Technology**

Length: **8:03**

Show # 2022-29

**Date aired: 07/17/22 | Time Aired:**

**Chris Blattman, PhD**, Economist, Professor at the University of Chicago's Harris School of Public Policy, author of *"Why We Fight"*

Violence is skyrocketing in cities, large and small, across the US. Prof. Blattman was intrigued by research originally done in Liberia that found that providing cash and cognitive behavioral therapy to potential criminals reduced the future risk of crime and violence, even 10 years after the intervention. Inspired by the program in Liberia, Chicago has been implementing a similar but more intensive program called READI. Over the course of 18 months, men in the city's most violent districts participate in therapy sessions in the morning, followed by job training in the afternoon. He discussed the ongoing research.

Issues covered:  
**Crime**  
**Government Policies**

Length: **10:09**

**Margot Machol Bisnow**, former FTC Commissioner and Chief of Staff of the President's Council of Economic Advisers, author of *"Raising an Entrepreneur"*

Ms. Bisnow interviewed 70 people who were either entrepreneurs or who raised highly successful adults. She explained why parents should want to raise a child with an entrepreneurial outlook, and why teaching independence and compassion are so important.

Issues covered:  
**Parenting**  
**Entrepreneurism**

Length: **7:09**

Show # 2022-30

**Date aired: 07/24/22 | Time Aired:**

**Michelle Kaiser, PhD**, Assistant Professor of Social Work, Ohio State University

Hunger and poor nutrition in the U.S. may be far worse than previously understood. Dr. Kaiser led a study that examined the intersection between hunger and the types of foods found at nearby stores. She said almost a third of the households they studied were food insecure, and more than 16 percent had very low food security, meaning they were skipping meals, at risk for experiencing hunger and suffering health problems as a result. She outlined what steps can be taken to reverse this trend.

**Issues covered:**

**Length: 8:34**

**Hunger  
Poverty  
Government Programs**

**Christine Benz**, Director of Personal Finance at Morningstar, Inc.

Ms. Benz discussed costly areas of retirement that often are forgotten by Americans saving for their senior years. She said healthcare costs and taxes top the list. She outlined strategies to determine how and when to withdraw IRA or 401k funds to cover these significant expenses.

**Issues covered:**

**Length: 8:43**

**Retirement Planning  
Senior Citizens  
Personal Finance**

Show # 2022-31

**Date aired: 07/31/22 | Time Aired:**

**S. Tony Wolf**, Postdoctoral Researcher in Kinesiology at Penn State University

How hot is too hot for the human body? Dr. Wolf was the co-author of a study that found that a high combination of heat and humidity gets dangerous faster than many previously thought. He said the previous belief was the 95 degrees was the threshold, but the new research found that 88 degrees was the upper limit of safety. He explained how high temperatures affect the human heart, and why heat stroke and heat stress can be so dangerous.

**Issues covered:**

**Length: 8:13**

**Personal Health  
Climate Change**

**Dana Suskind, MD**, Professor of Surgery and Pediatrics, Director of the Pediatric Cochlear Implant Program, and Founder and Co-Director of the TMW Center for Early Learning + Public Health at the University of Chicago, author of "*Parent Nation: Unlocking Every Child's Potential, Fulfilling Society's Promise*"

Dr. Suskind talked about the important role that parents play in the development of a child. She talked about the changes that parenting underwent in the aftermath of the pandemic. She also said she would like to see greater taxpayer spending on early childhood education.

**Issues covered:**

**Length: 8:51**

**Parenting  
Early Childhood Education**

Show # 2022-32

**Date aired: 08/07/22 | Time Aired:**

**Alan Cook, MD**, Medical Director in the Center for Clinical Research at the School of Community and Rural Health, The University of Texas at Tyler Health Science Center

Traumatic brain injury is the leading cause of death and disability in children 0-4 and 15-19 years of age, and Dr. Cook noted that ER visits for concussions and similar injuries have nearly tripled in the past 20 years. He added that, while traumatic brain injuries increased in all groups, the trend was the greatest among girls. He theorized that the reason is that most womens' sports, such as volleyball, soccer and cheerleading, are un-helmeted activities, plus the fact that concussion awareness has improved.

**Issues covered:**

**Length: 7:16**

**Traumatic Brain Injuries  
Parenting**

**Michelle Johnson-Motoyama, PhD**, Associate Professor at The Ohio State University College of Social Work

Prof. Johnson-Motoyama led a recent study that found that the Supplemental Nutrition Assistance Program (SNAP) that helps more than 39 million Americans and others avoid food insecurity has an unexpected benefit: it may help prevent child maltreatment. She found that states with more generous SNAP policies – and thus more people participating in the program – had fewer children involved in Child Protective Services investigations and sent to foster care. She said rapidly increasing inflation rates for food and gasoline are having a severe impact on families of lower income

**Issues covered:**

**Length: 10:06**

**Child Neglect  
Hunger and Nutrition  
Government**

Show # 2022-33

**Date aired: 08/14/22 | Time Aired:**

**Howard Waitzkin, M.D., Ph.D.**, Distinguished Professor Emeritus in the Department of Sociology at the University of New Mexico, Adjunct Professor in the Department of Medicine at the University of Illinois

Dr. Waitzkin said many active-duty military personnel are making extensive use of private mental health services. He explained that they often do so because they are dissatisfied with the quality of military care and are worried about reprisals from their command. He discussed outside help that is offered by a nationwide civilian network of volunteer mental health professionals.

**Issues covered:**

**Length: 7:33**

**Military Issues  
Mental Health  
Suicide**

**Deondra Rose, PhD**, Assistant Professor of Public Policy and Political Science at Duke University, author of "*Citizens By Degree: Higher Education Policy and the Changing Gender Dynamics of American Citizenship*"

Dr. Rose discussed the striking change in higher education over the past few decades, as women have come to earn college degrees at higher rates than men. She explained the reasons behind the trend, and the broader implications for women and society. She believes it empowers women to become not only more financially independent, but also more socially integrated and more politically engaged. She also discussed the impact of the "#MeToo" movement in the empowerment of women.

**Issues covered:**  
**Women's Issues**  
**Education**  
**Sexual Harassment**

**Length: 9:41**

Show # 2022-34

**Date aired: 08/21/22 | Time Aired:**

**Mark J. Perry, PhD**, Scholar at The American Enterprise Institute, Professor of Finance and Business Economics in the School of Management at the University of Michigan-Flint, creator and editor of the popular economics blog *Carpe Diem*

Dr. Perry discussed a recent report from S&P Dow Jones that noted that in the past 15 years, only 5% of actively managed mutual funds performed better than index funds. He said index funds have become much more popular in recent years. He explained why nearly half of investors still gravitate to managed funds.

**Issues covered:**  
**Personal Finance**  
**Retirement Planning**

**Length: 7:58**

**Ned Johnson**, education expert, founder of PrepMatters, a tutoring service in Washington, DC, co-author of *"The Self-Driven Child: The Science and Sense of Giving Your Kids More Control Over Their Lives"*

In the past few years, Mr. Johnson and his co-author found that high-performing kids were coming to them acutely stressed and lacking motivation. Many complained they had no control over their lives. He believes the best antidote to stress is to give kids a greater sense of control over their lives, while still maintaining authority as parents. He discussed several ways that parents can give children of all ages a healthy dose of self-determination and control.

**Issues covered:**  
**Parenting**  
**Mental Health**  
**Education**

**Length: 9:12**

Show # 2022-35

**Date aired: 08/28/22 | Time Aired:**

**Laura Linn Knight**, parenting expert, former elementary school teacher, Certified Positive Discipline Educator, author of *"Break Free from Reactive Parenting"*

Ms. Knight offered suggestions to help families create more calm in the home as the new school year begins. She explained how parents can create an organized, efficient and fun morning routine. She also discussed how early children need to wake up before the school bus arrives, and the best forms of discipline to motivate kids to get ready on time.

**Issues covered:**  
**Parenting**  
**Education**

**Length: 8:00**

**Simone Rodda, PhD**, Associate Professor in the Auckland University of Technology, Psychology and Neuroscience in Auckland, New Zealand

Gambling is more available than any time in history, and over 10 million adults have sought help for problem gambling. Prof. Rodda examined the results of 24 studies conducted internationally that asked members of the general public about seeking help for gambling problems. She explained who is most likely to seek help, and the types of assistance that is available for problem gamblers.

**Issues covered:**  
Gambling Addiction  
Mental Health

**Length: 9:18**

Show # 2022-36

**Date aired: 09/04/22 | Time Aired:**

**Angela C. Santomero, M.A.**, co-creator of the educational children's TV program "Blue's Clues," author of "*Preschool Clues: Raising Smart, Inspired, and Engaged Kids in a Screen-Filled World*"

Ms. Santomero explained why healthy, research-based television programs and other media actually help preschoolers flourish academically, socially, and emotionally. She outlined the ways that parents can evaluate and monitor their child's exposure to a rapidly expanding array of media choices.

**Issues covered:**  
Parenting  
Education  
Media

**Length: 8:05**

**Jason Fung, MD**, weight loss and diabetes expert, author of "*The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally*"

Nearly ten percent of all Americans have some form of diabetes. Dr. Fung talked about the causes behind this epidemic and the wide array of dangerous conditions it spurs. He also explained how dietary changes and weight loss can often eliminate the disease.

**Issues covered:**  
Diabetes  
Nutrition

**Length: 9:01**

Show # 2022-37

**Date aired: 09/11/22 | Time Aired:**

**Emily Weinstein, PhD**, Principal Investigator at Project Zero in the Harvard Graduate School of Education, author of "*Behind Their Screens: What Teens Are Facing (And Adults Are Missing)*"

Dr. Weinstein interviewed 3500 teenagers to learn how they are influenced by smartphones and other electronic screens. She talked about the social stresses that have been drastically amplified in social media, then are further exacerbated because parents often don't understand. She explained how social media was a critically important social lifeline and study support tool during the pandemic. She also said social media has driven a profound shift in peer pressure for teenagers to adopt socially-approved opinions about politics.

**Issues covered:**  
Parenting  
Youth Mental Health

**Length: 8:00**

**Tiago Forte**, productivity consultant, author of *“Building A Second Brain: A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential”*

Many people struggle to retain even a fraction of the knowledge we consume throughout our day, and wind up frustrated when we can't recall the information we need when we need it. Mr. Forte explained a simple method using existing smartphone technology to not only consume information, but to manage and streamline it.

**Issues covered:**

**Personal Productivity  
Career  
Technology**

**Length: 9:18**

Show # 2022-38

**Date aired: 09/18/22 | Time Aired:**

**Tara Storch**, co-founder of Taylor's Gift Foundation, a nonprofit 501(c)(3) organization that provides emotional support to organ donor families

More than 40,000 organ or tissue transplants were performed last year in the US. But behind every organ donation—usually because of an unexpected accident or tragedy-- there is a family reeling over sudden grief and loss. Mrs. Storch shared her personal story of losing her daughter to tragedy, which led her to found an organization to provide emotional support to other organ donation families left to go on with their lives.

**Issues covered:**

**Organ Donation  
Mental Health**

**Length: 8:59**

**Mindy H. Lee**, graduate student at the University of Illinois Urbana-Champaign

Ms. Lee was the co-author of a small study that examined the effectiveness of a self-guided approach to weight loss that involved easy-to-use tools that helped users create low calorie and high fiber meals. She said the program participants lost an average of 5% of their body weight. She explained why diet flexibility is key to making weight loss and maintenance sustainable in the long run.

**Issues covered:**

**Weight Loss  
Personal Health**

**Length: 8:21**

Show # 2022-39

**Date aired: 09/25/22 | Time Aired:**

**Pennie Crockett**, domestic violence survivor, entrepreneur, author of *“Dangerous Love: From Battered to Boss Lady”*

Ms. Crockett shared her inspiring story of escaping from an abusive relationship and eventually starting a successful business. She said domestic violence survivors must not let the experience define them. She discussed the personal challenges she worked through to achieve her dreams, and recommended resources that are available to victims of domestic abuse.

**Issues covered:**

**Length: 8:48**

**Domestic Abuse  
Entrepreneurism**

**Brett Hollenbeck, PhD**, Assistant Professor, UCLA Anderson School of Management

Can you really trust that online product review before you make a purchase decision? Prof. Hollenbeck led new research that discovered that the practice of faking online product reviews may be far more pervasive than anyone realized. He said there is a large online marketplace for the buying and selling of fake online reviews, often utilized by small, third-party sellers on Amazon. He said the sellers are typically based in China, which makes it difficult for US regulators to police the problem.

**Issues covered:**

**Consumer Matters**

**Government Regulation**

***Length: 8:25***