

**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 Q1

**JANUARY – FEBRUARY - MARCH
2024**

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

January 1st – March 31st, 2024

Section I. Issues

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

- A. Mental Health Assistance for Children and Adolescents in the Berkshires:** Since the COVID-19 pandemic, spending on mental health has increased throughout the Berkshires, but it has also been a clear top priority for children and adolescents throughout the local community.
- B. Alcoholism and the Effect it Has On the Brain of Residents in the Local Community:** Alcohol is often consumed as a way to escape for some people and may give drinkers a sense of pleasure, but quitting alcohol can have an even more satisfying experience of pleasure as researched.
- C. The Effects of Recreational Use of Marijuana as It is Legally Purchased at Dispensaries Throughout the Communities in Massachusetts:** So many enjoy purchasing and the use of legal recreational marijuana from dispensaries in the Berkshires, but what kind of negative effects can it have in the community?
- D. The Benefits That Using ChatGPT Can Have on Financial Planning in the Berkshires:** No matter where you are, there are all sorts of questions wanting to be asked about Chat GPT and AI, and its future use throughout the community.
- E. The Importance of Local Infrastructure and Local Transportation in the Berkshires:** No one in the Berkshires likes to sit through construction. However, to maintain the upkeep of throughout the local community, it is a must to take care of the roads in the region.
- F. The Impact of Scam Crimes As These Criminals Target the Elderly in the Local Community:** There are several illegal scams that are attempted by criminals whether it is over the phone or online. It's often that these types of crimes target the elderly. How is this addressed in the Berkshires?
- G. The Increase of Post-Pandemic Homeschooling and the Impact it Has on Student's Education Locally:** A surprising local study that homeschooling has dramatically increased since the pandemic.

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.

Townsquare Media Berkshire 2024



WBEC-FM, WUPE, WSBS, WNAW _____
Weekly Public Affairs Program

Call Letters: _ WBEC-AM,

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2024

Show # 2024-01

Date aired: 1/7 Time Aired: 9am

Steve Elek, Senior Automotive Data Analyst at Consumer Reports

Mr. Elek shared results of Consumer Reports' newly-released annual car reliability survey, which found that electric vehicle owners continue to report far more problems with their vehicles than owners of conventional cars or hybrids. He said that on average, EVs from the past three model years had 79 percent more problems than cars powered by internal combustion engines. He outlined the most common problems cited by EV owners, and the potential reasons behind this trend.

Issues covered:
Electric Vehicles
Consumer Matters

Length: 8:44

Mariah M. Kalmin, PhD, epidemiologist, Health Policy Researcher at RAND, a nonprofit research organization

Dr. Kalmin was the lead author of a Rand study that found that spending on mental health services for children and adolescents has risen by more than one-quarter since the beginning of the COVID-19 pandemic, continuing to rise even as the use of telehealth services plateaued. She explained why telehealth care for mental health filled a critical need for pediatric patients, but added that it may not be appropriate in some cases.

Issues covered:
Mental Health
Telehealth
Youth Issues

Length: 8:41

Annie Korzen, social media personality, humorist, actor, author of "*The Book of Annie: Humor, Heart, and Chutzpah from an Accidental Influencer*"

Ms. Korzen explained how she accidentally became a viral star on Tik Tok in her 80s, why she enjoys interacting with younger people, and how she uses humor to cope with aging. She

explained why she thinks younger people are starting to look to older women for wisdom and life instructions.

Issues covered:

Length: 5:08

**Aging
Social Media**

Show # 2024-02

Date aired: __1/14__ Time Aired: __9am__

Annie Grace, recovering alcoholic, author of "*This Naked Mind*," founder of the This Naked Mind community

Ms. Grace shared her personal experience of overcoming alcohol addiction by asking herself why she drank so much and doing research on the effects of alcohol. She explained how alcohol affects the body and the brain, and how quitting alcohol can restore the natural pleasure system. She also advised people who want to quit alcohol to be compassionate with themselves, and to treat drinking as a habit that can be changed with the right approach.

Issues covered:

Length: 8:48

Alcoholism

Nusrat Jung, D.Sc., Assistant Professor of Civil Engineering in the Lyles School of Civil Engineering at Purdue University

Prof. Jung led a study of Americans' typical morning grooming routines and found that several volatile chemicals are released when common hair care products are heated with flat irons or hair dryers. She said the chemicals linger in the air after use and may have dangerous effects on health. She recommends the use of a bathroom exhaust fan when using hair care products, and using the products less frequently.

Issues covered:

Length: 8:39

**Personal Health
Environment
Consumer Matters**

Eric Gehrie, MD, Executive Medical Director of the American Red Cross

The Red Cross announced this week that they are experiencing an emergency blood shortage, with blood inventory at critically low levels. Dr. Gehrie explained the reasons behind the current shortage and how listeners to sign up to make a blood donation.

Issues covered:

Length: 5:03

**Blood Donations
Public Health**

Show # 2024-03

Date aired: __1/21__ Time Aired: __9am__

Jared Walczak, Vice President of State Projects, Tax Foundation

More and more homeowners are struggling as property values across the nation are rising rapidly, and property taxes are following suit. Mr. Walczak said typical property valuations have risen 30% to 40% over the past three years. He explained that at least some homeowners who are already grappling with high inflation may get a brief reprieve, because property taxes typically take one to three years to catch up to home prices.

Issues covered:

Length: 8:54

**Property Taxes
Inflation
Home Ownership**

Satchin Panda, PhD, Professor in the Regulatory Biology Laboratory at the Salk Institute for Biological Studies

When and what we eat for dinner makes a significant difference in how we sleep. Prof. Panda explained how to determine the optimal time to have dinner. He said the most important factor in the dinnertime calculus is melatonin, the hormone that signals it's time to sleep. He also talked about the effect that highly processed food and carbohydrates have on sleep quality.

Issues covered:

Length: 8:29

**Personal Health
Nutrition**

Jas Booth, veteran, Founder of Final Salute, Inc, a non-profit organization that assists female veterans and their children who are struggling with homelessness

Ms. Booth shared her personal story of struggling with homelessness after her military career ended. She said her experience caused her to start Final Salute to help other women vets, especially those with children. She said her organization has helped more than 5,000 women veterans who are homeless or in domestic violence situations.

Issues covered:

Length: 4:43

**Homelessness
Veterans' Concerns
Domestic Violence**

Show # 2024-04

Date aired: 1/28 Time Aired: 9am

Vijay Boyapati, Bitcoin expert, author of "*The Bullish Case for Bitcoin*"

Mr. Boyapati explained the basics of what bitcoin is and why many investors have an interest in it. He explained the recent government approval that allows ordinary investors to purchase bitcoin through spot bitcoin exchange traded funds and why it will expose bitcoin to a much bigger retail audience. He also outlined the most common misconceptions about the digital currency.

Issues covered:

Length: 8:58

**Digital Currencies
Personal Finance**

Laura Stack, founder of Johnny's Ambassadors, a Colorado-based organization that aims to educate teens, parents, and communities about the dangers of today's high-THC marijuana

Mrs. Stack why she founded Johnny's Ambassadors, after her 19-year-old son Johnny died by suicide after he became psychotic from using dabs, which are a potent marijuana concentrate. She explained how today's marijuana and THC products are drastically different than that of years ago. She says parents need to cast aside what they think they know about the drug and recognize that marijuana causes brain damage and mental health issues in ways that other substances do not.

Issues covered:
Substance Abuse
Parenting

Length: 8:15

Penelope Larsen, researcher and PhD candidate in the School of Exercise Science, Sport & Health at Charles Sturt University, Bathurst, New South Wales, Australia

Hitting the gym at night won't keep you tossing and turning all night, contrary to popular belief. Ms. Larsen led a recent study that found that evening high-intensity cycling didn't ruin sleep and may even reduce appetite. She said study participants also seemed to have more energy when exercise occurred later in the day, which could also debunk the belief that working out first thing in the morning is the optimal time.

Issues covered:
Personal Health

Length: 5:01

Show # 2024-05

Date aired: 2/4 **Time Aired:** 9am

Rachel Slade, author of *"Making It in America: The Almost Impossible Quest to Manufacture in the U.S.A. (And How It Got That Way)"*

The US has fallen from the top spot, to now the 10th largest manufacturing economy in the world. Ms. Slade discussed how America can revive manufacturing and why it is so important. She explained why manufacturing is vital for the country's independence, economy and innovation. She also talked about the impact of the great resignation, the resurging role of unions, and the new priority for a work-life balance among workers.

Issues covered:
Manufacturing
Economy
Government

Length: 8:43

Gary Taubes, journalist, author of *"Rethinking Diabetes: What Science Reveals About Diet, Insulin, and Successful Treatments"*

Diabetes affects one out of every nine Americans. Mr. Taubes believes that treatment approaches to diabetes need to change, with renewed focus on diet—particularly, fewer carbohydrates and more fat—over a reliance on insulin. He also criticized the role of the food industry in promoting unhealthy foods and influencing diabetes research. He said that the current diabetes epidemic is driven by overeating and obesity, and that the best way to prevent and treat diabetes is to avoid the poison, not take the antidote.

Issues covered:
Personal Health
Science

Length: 8:37

James Royal, analyst at Bankrate.com

Mr. Royal explained why Chat GPT and other artificial intelligences are very useful tools for financial planning and management. He outlined benefits and drawbacks of using AI for various tasks, like paying down debt, saving money, building a budget, and investing in the stock market. He noted that the key to using AI effectively is to ask the right questions and to understand how the AI's recommendations fit one's own financial goals and circumstances.

Issues covered:
Personal Finance
Artificial Intelligence

Length: 5:04

Show # 2024-06

Date aired: 2/11 **Time Aired:** 9am

Maríel Buqué, PhD, psychologist, author of *“Break the Cycle: A Guide to Healing Intergenerational Trauma”*

Many Americans are living with the effects of trauma and long-term stress. Dr. Buqué discussed scientific research that suggests that if trauma is not addressed, it can be genetically passed down from generation to generation, and even be transmitted to entire communities. She said most forms of abuse typically begin in childhood. She talked about therapeutic practices that can pass down strength instead of pain, thereby breaking the cycle.

Issues covered:
Mental Health
Child Abuse

Length: 8:41

Greg Hammer, PhD, recently retired professor at Stanford University School of Medicine, pediatric intensive care physician, pediatric anesthesiologist, author of *“GAIN Without Pain”*

Despite the pandemic, US life expectancy has increased slightly in the past 20 years. Dr. Hammer discussed what he terms the tripod of health: sleep, exercise and nutrition, and the latest science behind all three. He also talked about recent research into the longevity effects of intermittent fasting, dietary supplements and mindfulness and meditation.

Issues covered:
Personal Health
Longevity

Length: 8:35

Andreas Groehn, Director of the Berkeley Research Group

America's roads are in bad shape and getting more wear than ever. Mr. Groehn discussed ways that road repairs and improvements may be paid for in the future, as a growing number of electric vehicle owners sidestep the gasoline taxes that currently finance road maintenance.

Issues covered:

Length: 5:00

**Taxes
Transportation Infrastructure**

Show # 2024-07

Date aired: 2/18 Time Aired: 9am

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

Child abuse and neglect cases have been on the rise since the pandemic and its aftermath. Prof. Freisthler led a study of an alcohol control project in Sacramento. The program's purpose was to reduce alcohol-related problems in two neighborhoods in the city, but it discovered an unexpected byproduct: in one of the neighborhoods, total entries into foster care were reduced by nearly 12%. She discussed factors behind child abuse and why she believes additional research is needed before trying to duplicate the program elsewhere.

Issues covered:
Child Abuse & Neglect
Alcohol Abuse
Foster Care

Length: 9:27

Megan Henly, PhD, Research Assistant Professor in the Institute on Disability at the University of New Hampshire

Older Americans, low-income workers, and people with disabilities are over-represented in rural parts of the US. But enrollment in federal and state programs in these regions tends to be low. Prof. Henly discussed the numerous barriers to getting information about, and enrolling in, programs like Social Security disability and retirement benefits, the Supplemental Nutrition Assistance Program and the Medicaid health insurance program, and what can be done to reduce the problem.

Issues covered:
Government Assistance
Disabilities
Rural Concerns
Aging

Length: 7:46

Jared W. Magnani, MD, cardiologist at the University of Pittsburgh Medical Center, Associate Professor of Medicine at the University of Pittsburgh

Formal education typically occurs in early life, and yet it appears to influence cardiovascular health for decades, according to a study led by Dr. Magnani. He found that that on average, cardiovascular disease strikes later in life for individuals with progressively higher education levels. He discussed results of his study and the potential reasons behind them.

Issues covered:
Personal Health
Education

Length: 5:10

Show # 2024-08

Date aired: 2/25 Time Aired: 9am

Jeremy Nobel, MD, MPH, founder of the nonprofit Foundation for Art & Healing, author of *“Project UnLonely: Healing Our Crisis of Disconnection”*

Dr. Nobel said loneliness has increased dramatically since the pandemic. He outlined the three types of loneliness. He also discussed the negative health consequences—both mental and physical—of loneliness or isolation. He said the answer to loneliness is connection through activities like creative expression and serving other people. He believes it all begins with being aware of loneliness and having the courage to address it.

Issues covered:

Length: 9:33

**Mental Health
Personal Health**

Elizabeth Comen, MD, Medical Oncologist specializing in breast cancer at Memorial Sloan Kettering Cancer Center, Assistant Professor of Medicine at Weill Cornell Medical College, author of *“All in Her Head: The Truth and Lies Early Medicine Taught Us About Women's Bodies and Why It Matters Today”*

Dr. Comen said centuries of medical care often dismissed women's health problems as hysteria, but it is now often termed anxiety. She said 80% of autoimmune diseases are found in women but the illnesses are often not properly diagnosed, and research in the area is woefully lacking. She also said concussions or even strangulations are often not recognized as domestic abuse by emergency room physicians. She offered three tips for women to advocate for themselves.

Issues covered:

Length: 7:47

**Women's Health
Domestic Abuse
Mental Health**

Stephanie L. Bonne, MD, Assistant Professor of Surgery, Director of the Hospital Violence Intervention Program at Rutgers New Jersey Medical School

Dr. Bonne led a study of injuries caused by glass-topped tables. She said the furniture causes thousands of injuries each year, many requiring significant surgeries and long hospital stays. She said the U.S. Consumer Product Safety Commission requires tempered glass for products like doors and car windshields but it is voluntary for horizontal surfaces.

Issues covered:

Length: 5:01

**Home Safety
Government Regulation
Consumer Matters**

Show # 2024-09

Date aired: ___3/3_____ Time Aired: ___9am_____

James E. Rogers, PhD, Director of Food Safety Research and Testing, Acting Head of Product Safety Testing at Consumer Reports

Plasticizers--used to make plastic more flexible and more durable--are so widely used that today, they show up inside almost every American's body. Dr. Rogers talked about Consumer Reports' recent tests, which found that nearly all foods contain phthalates and bisphenols, often at very high levels. He talked about the potential health consequences, and offered steps for consumers to reduce their exposure.

Issues covered:

**Food Safety
Personal Health
Consumer Matters**

Length: 8:14

Harvey Miller, PhD, Professor of Geography at Ohio State University

Prof. Miller led a recent study that examined the circumstances behind who is found at fault when cars hit pedestrians in an urban area. He found that pedestrians were more likely to be blamed when they were crossing busy highways where crosswalks were few and far between. In congested downtown areas, where there were more marked intersections with pedestrian crossings, drivers were more likely to be found at fault. He believes that street and highway designs should be re-imagined, to put a greater emphasis pedestrian safety.

Issues covered:

**Traffic Fatalities
Government**

Length: 8:54

Marilyn Horta, PhD, Research Scientist in the Social-Cognitive and Affective Development Lab in the Department of Psychology at the University of Florida

Each year, older adults lose more than \$28 billion to financial scams targeting the elderly. Nearly three-quarters of that money is stolen by people the elderly adult knows – people they trust. Prof. Horta shared results of her study that found that older adults have a harder time overcoming their first impressions of people's trustworthiness when that trust is violated, potentially leaving them more open to deception and scams. She offered suggestions for seniors to recognize changes in behavior in relatives or friends who may not have their best interests at heart.

Issues covered:

**Scams/Crime
Senior Citizens**

Length: 5:03

Show # 2024-10

Date aired: 3/10 Time Aired: 9am

Angela Fagerlin, Ph.D., Chair of Population Health Sciences at University of Utah Health, Research Scientist with the VA Salt Lake City Health System's Informatics Decision-Enhancement and Analytic Sciences (IDEAS) Center for Innovation

Dr. Fagerlin was the senior author of a study that found that 60 to 80 percent of people surveyed are not honest with their doctors about information that could be relevant to their health. She explained why people are sometimes reluctant to be truthful with their doctors, and why that can be a dangerous practice.

Issues covered:

Personal Health

Length: 7:29

Teresa Gil, PhD, psychotherapist, author of "*Women Who Were Sexually Abused As Children: Mothering, Resilience and Protecting the Next Generation*"

Dr. Gil estimates that there are approximately 21 million mothers in America who experienced childhood sexual abuse. She discussed how that trauma may affect their own parenting. She talked about the value of strong mother-daughter relationships, spiritual beliefs, and therapy in coping.

Issues covered:

Length: 9:40

**Sexual Abuse
Parenting
Mental Health**

Jennifer Emond, PhD, member of the Cancer Control Research Program at Dartmouth College's Norris Cotton Cancer Center, Assistant Professor in the Department of Biomedical Data Science, Geisel School of Medicine

Advertising works, and Dr. Emond's study found that kids who were exposed to TV ads for high-sugar cereals were more likely to subsequently eat the cereals they had seen advertised. She talked about the effect this may have on diet quality and childhood obesity, and offered suggestions to parents on how to maintain control of TV watching, particularly for small children.

Issues covered:

Length: 4:51

**Parenting
Obesity
Consumer Matters**

Show # 2024-11

Date aired: 3/17 Time Aired: 9am

David Rein, PhD, Senior Fellow at the National Opinion Research Center at the University of Chicago

Dr. Rein led a recent study of hearing loss rates, and found that where a person lives and their occupation have a surprising impact. He found that the occupations most associated with hearing loss besides mining were in retail and restaurant settings. Rates of hearing loss are higher among men, non-Hispanic whites, and residents of rural areas, and increases significantly starting at age 35. He talked about the reasons behind the study's findings, along with the societal stigma of wearing hearing aids.

Issues covered:

Length: 8:50

**Personal Health
Aging**

Christy Faith, author of "*Homeschool Rising: Shattering Myths, Finding Courage, and Opting Out of the School System*"

Ms. Faith is a work-from-home mom who also homeschools her children. She discussed the rapid growth of homeschooling in the aftermath of the pandemic, and the reasons families choose to do it. She talked about the wide array of private and public resources available to homeschoolers, and the biggest challenges families face. She also addressed concerns about socialization for children who are homeschooled.

Issues covered:

Length: 8:31

**Education
Parenting**

Marceé White, MD, Board-Certified Pediatrician, Medical Advisor for Safe Kids Worldwide, Medical Director of the Children's National Mobile Health Program

Accidental medicine poisoning sends a child under 6 to the emergency room every nine minutes, and every 12 days, a child dies. Dr. White outlined most common poisoning scenarios and the steps that parents of small children must take to avoid a tragedy.

Issues covered:

Length: 5:04

**Child Safety
Parenting**

Show # 2024-12

Date aired: 3/24 **Time Aired:** 9am

Michael Redlener, MD, Associate Professor of Emergency Medicine at the Icahn School of Medicine of Mount Sinai

Dr. Redlener led a study that found that emergency medical service (EMS) systems are not consistently providing optimal care, based on new national standards of quality, for patients who call 911. He explained the significant differences in EMS care he found in comparing urban, suburban, and rural services. He explained why the unnecessary use of lights and sirens, which he found is common in rural areas, is a dangerous practice.

Issues covered:

Length: 8:12

**Emergency Services
Public Health**

Chelsey Goodan, academic tutor and mentor, author of "*Underestimated: The Wisdom and Power of Teenage Girls*"

Teenage girls struggle with a wide variety of issues. Ms. Goodan outlined the most common things that concern teenage girls, and why they are reluctant to share them with their parents. She offered advice to parents to improve dialogue with their daughters, through listening and asking non-judgmental questions. She also talked about the value of sports in helping girls find their voices and power.

Issues covered:

Length: 9:12

**Teenager Concerns
Parenting
Mental Health**

Jeff Ostrowski, Analyst at Bankrate.com

A recent legal settlement may change how Americans buy and sell homes. Mr. Ostrowski explained how the changes may affect commission expenses and home prices. He said the changes will take effect in July 2024, and while there may be a learning curve for consumers, the end result will be greater transparency, and the ability to negotiate with real estate agents to reduce commission costs.

Issues covered:

Length: 4:58

**Home Ownership
Consumer Matters**

Legal Issues

Show # 2024-13

Date aired: 3/31 **Time Aired:** 9am

Charles L. Marohn Jr, land-use planner, municipal engineer, author of *“Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis”*

Housing costs have risen dramatically in the past few years. Mr. Marohn talked about the tension between housing as a financial product versus basic shelter. He advocated for a new approach that can rapidly produce housing on a local scale in response to local needs. He said that regulations, financial incentives, and cultural expectations often undermine organic efforts of urban renewal, and that approaches should be changed to allow neighborhoods to undergo incremental change over time.

Issues covered:

Length: 8:53

Housing

Community Development

Government

Sanja Jelic, MD, critical care medicine specialist and sleep researcher at Columbia University Vagelos College of Physicians and Surgeons

Obstructive sleep apnea affects about 25% of adults, and it often goes untreated. Dr. Jelic discussed the condition and the most common treatment, CPAP machines. She has led several studies that have determined that, contrary to long-held medical beliefs, the machines do not lower a patient’s risk of heart disease, which is about two to three times higher than average. She said obesity is by far the biggest risk factor for sleep apnea. She noted that a recent study said the worldwide estimate of those with sleep apnea totals roughly 1 billion, compared to 1.2 billion with high blood pressure.

Issues covered:

Length: 8:30

Personal Health

Pam Mueller, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today’s classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students’ ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

Issues covered:

Length: 4:51

Education

WBEC-1420AM & WBEC-FM 95.9

Pittsfield, Massachusetts

JANUARY – FEBRUARY - MARCH

2024

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 (1QTR 2024)

January 7th - OPIOID TREATMENT 30 Minutes

January 14th - NUTRITION 30 Minutes

January 21st – CARDIAC SERVICES 30 Minutes

January 28th – COVID – FLU - SHINGLES 30 Minutes

February 4th – BREAST CANCER 30 Minutes

February 11th – TOXINS IN PRODUCE 30 Minutes

February 18th – STROKE PREVENTION 30 Minutes

February 25th – NUTRITION 30 Minutes

March 3rd – OBESITY AWARENESS 30 Minutes

March 10th – FALL PREVENTION 30 Minutes

March 17th – COVID – FLU - SHINGLES 30 Minutes

March 24th - CARDIAC SERVICES 30 Minutes

March 31st – TOXINS IN PRODUCE 30 Minutes