

WNAW-1230AM
North Adams, Massachusetts
&
WNAW – 94.7FM
North Adams, Massachusetts

ISSUES AND NEEDS REPORT

JULY – AUGUST – SEPTEMBER
2021

Compiled by Tom Conklin
News Director

Townsquare Media Berkshire 2021

WNAW-1230AM
North Adams, Massachusetts
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Quarterly Issues Programs List

July 1st – Sept. 30th, 2021

Section I. Issues

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

- A. Phone Scams:** There seems to be an endless amount of phone scams that effect the residents of Massachusetts, and the problem can be devastating here in Berkshire County due to our aging population. It's no secret that phone scams target the elderly more so than other age groups. Info Trak (July 4, 2021) spoke with the President and co-founder of First Orion, Jeff Stainaker. His findings however show that Millennials are most likely to give away sensitive information.
- B. Impaired Driving:** In the Berkshires there have been multiple cases of impaired driving tied to traffic deaths. Within the last couple of years, in one of the higher profile cases, Joseph Thompson, the founding director of the Massachusetts Museum of Contemporary Art was charged with misdemeanor homicide following a traffic collision last that left a motorcyclist dead. Info Trak (July 11, 2021) spoke with Darrin Grondel, who is the Vice President of Traffic and Safety and Government Relations for the Foundation for Advancing Alcohol Responsibility. The topic focused on the fact that even though there were fewer vehicles on the road during the COVID-19 pandemic, there was a 7 percent increase in traffic deaths in 2020.
- C. COVID-19 and Obesity:** It's known that one of the "at risk" groups for COVID-19 is the obese. Figures in the Berkshires are pretty much in line with the rest of our state, and the country to some degree, in COVID deaths and infection rates having to do with various at-risk groups, such as the obese. Info Trak (July 18, 2021) discussed the strong connection between COVID-19 infection and obesity. Also, discussed was the higher rate of hospitalizations for those who are obese.
- D. Child Abuse:** Child abuse and neglect is something that is happening all around the country and here in the Berkshires, it's no different. The Berkshire District Attorney's Office is one the biggest advocates for children in the county. The DA's Child Abuse Unit and partners in the multi-disciplinary Berkshire County Sexual Assault Intervention

Network team remains in place to identify and hold perpetrators accountable while providing trauma informed treatment to children across the county even with a concerning decrease in child abuse reports amid the COVID-19 pandemic. Info Track (August 1, 2021) talks with Sally Erny, who is National Stakeholder Engagement Officer of the National Court Appointed Special Advocate Association. She discusses how volunteers work with attorney's and court officers to ensure that youngsters are in a safe environment.

- E. Women's Advancement:** The gender gap in business is obvious across the country. That is something that needs to be addressed here locally as well. In the Berkshire we have many programs focused on recognizing women and their achievements. There are also many women in leadership roles, but probably not enough. Info Track (August 15, 2021) spoke with Jean Donahue, leadership coach, engineer, and entrepreneur. The topics included how women fill just 6 percent of CEO positions at Fortune 500 companies.
- F. Retirement Planning/Elderly:** The Berkshire population is becoming older and older as young people move away to find better opportunities. And just like everywhere else, planning for retirement is something that many people, especially those close to retirement age are struggling with. People are being forced to work further into their elder years before they are able to retire. Info Trak (August 29, 2021) discusses worsening health trends and the question of how long people will be able to work, and why it matters.
- G. Substance Abuse:** Substance abuse is a persistent issue in the Berkshires. Abuse of opioid medications is a large part of the issue, but now that there is a marijuana shop in practically every town in the Berkshires (some have more than one), one has to wonder if the legal use of marijuana is adding to the problem. Info Track (August 26, 2021) discusses findings that marijuana use continues to rise among college students over the past five years.

(See Section II – Responsive Programs on the next page)

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Section II. Responsive Programs

Info Trak 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 2021



Weekly Public Affairs Program

Call Letters: **WNAW 1230AM
+ 94.7 FM**

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2021

Show # 2021-27

Date aired: **7/4/21** Time Aired: **6:30 AM**

Gregory Plemmons, PhD, Associate Professor of Pediatrics at Monroe Carell Jr. Children's Hospital at Vanderbilt University

Dr. Plemmons led a study that found the percentage of younger children and teens hospitalized for suicidal thoughts or actions in the United States has doubled over the past decade. He talked about the possible reasons for such a steep increase, what ages are at the greatest risk, and how parents can recognize signs of suicidal thoughts in their children.

Issues covered:

Length: 7:46

**Teen Suicide
Parenting**

Jeff Stalnaker, President and Co-Founder of First Orion, a provider of data and phone call transparency solutions

Mr. Stalnaker's company commissioned a survey that found that Millennials are more likely than any other generation to give away personal information to scammers over the phone. He said nearly 40 percent of those surveyed have been contacted by someone impersonating the IRS. He talked about other current scams, and offered advice on how to avoid falling prey to scammers.

Issues covered:

Length: 9:17

**Consumer Matters
Crime**

Show # 2021-28

Date aired: **7/11/21** Time Aired: **6:30 AM**

Darrin Grondel, Vice President of Traffic Safety and Government Relations for the Foundation for Advancing Alcohol Responsibility

Although there were far fewer vehicles on the roads during the pandemic, traffic deaths rose more than 7% in 2020 to a 13-year high. Mr. Grondel discussed grants awarded by the Governors Highway Safety Association and the Foundation for Advancing Alcohol Responsibility to help states keep Americans safe from alcohol- and drug-impaired drivers.

Issues covered:

Length: 8:58

**Drunk/Drugged Driving
Traffic Safety**

Marshall Allen, reporter for ProPublica, where he covers the health care industry, author of "*Never Pay the First Bill: And Other Ways to Fight the Health Care System and Win*"

Americans pay about twice as much per person for healthcare than the citizens of other developed nations, and about 1 in 6 of has medical debt in collections. Mr. Allen advised consumers to make sure each medical bill is itemized, and to check the billing codes to make sure the bill is accurate and priced fairly, before paying it. He also explained how doctors are incentivized to perform many treatments and tests whether they are needed or not.

Issues covered:
Consumer Matters
Personal Health

Length: 8:11

Show # 2021-29

Date aired: **7/18/21** Time Aired: **6:30 AM**

Carmen Piernas, MSc, PhD, University Research Lecturer at the Nuffield Department of Primary Care Health Sciences at the University of Oxford

Dr. Piernas was part of a group of British researchers that examined the strong connection between COVID 19 and obesity. She said they found that younger people with a Body Mass Index of 30 or more, which is considered obese, are at a significantly higher risk of being hospitalized or dying of COVID-19, while those with a BMI of 23 are at the lowest risk. Interestingly, they found that obesity made no difference at all in COVID risks for the elderly.

Issues covered:
COVID-19
Obesity
Public Health

Length: 9:17

Rebecca Johnson, PhD, Co-Director of Citizen Science and Research Associate in the Department of Invertebrate Zoology and Geology at the California Academy of Sciences

In recent years, community science--also known as citizen science--has become a global phenomenon, as millions of amateurs with an interest in science contribute unparalleled amounts of data on the natural world. Ms. Johnson said community science data remains widely underutilized by the scientific community due to its perception as being less reliable than expert-collected data. She said community science may be the only practical way to answer important questions about our planet's biodiversity and how it is changing.

Issues covered:
Science
Climate Change

Length: 7:58

Show # 2021-30

Date aired: **7/25/21** Time Aired: **6:30 AM**

Elizabeth Rosenthal, MD, former reporter and senior writer at The New York Times, Editor in Chief of Kaiser Health News, former ER physician, author of "*An American Sickness: How Healthcare Became Big Business and How You Can Take It Back*"

Dr. Rosenthal discussed the rapidly rising costs of healthcare in the past few decades and the reasons behind them. She gave examples of some of the more egregious differences in healthcare costs in the US, compared to other countries. She explained how healthcare consumers can learn to negotiate with hospitals and doctors.

Issues covered:
Personal Health
Consumer Matters

Length: 8:39

Jodie Plumert, PhD, Professor in the Department of Psychological and Brain Sciences at the University of Iowa

For adults, crossing the street by foot seems easy. Yet it is anything but simple for a child. Dr. Plumert led a study that found that perceptual judgment and motor skills are not fully developed in most kids until age 14. She explained what parents can do to help children learn these life and death skills as early as possible.

Issues covered:
Traffic Safety
Parenting
Children's Issues

Length: 8:27

Show # 2021-31

Date aired: **8/1/21** Time Aired: **6:30 AM**

Sally Erny, National Stakeholder Engagement Officer of the National Court Appointed Special Advocate Association

Ms. Erny explained how court-appointed special advocates (CASAs) look out for the interests of abused or neglected children. She discussed how CASA volunteers work with attorneys and other court officers to ensure the youngsters are in safe and healthy foster care, and eventually, permanent homes. She also outlined the training that these volunteers receive, and how someone can volunteer.

Issues covered:
Child Abuse
Foster Care
Volunteerism

Length: 8:26

Clint Emerson, retired Navy Seal, author of "*100 Deadly Skills: Survival Edition: The SEAL Operative's Guide to Surviving in the Wild and Being Prepared for Any Disaster*"

Mr. Emerson offered numerous tips on how to crime-proof a house and how to avoid becoming a victim of crime in other environments, as well. He explained the importance of being aware of your environment, in order to react to dangerous situations or avoid them in the first place. He also talked about the options available to people caught in active shooter incidents or terrorist attacks.

Issues covered:
Crime Prevention
Terrorism

Length: 8:46

Show # 2021-32

Date aired: **8/8/21** Time Aired: **6:30 AM**

Helen Horyza, career coach, founder of the Career Coach Entrepreneur Academy certificate programs, author of "*Elevate Your Career: Live a Life You're Truly Proud Of*"

Nearly 60% of middle-income workers are asking the question: Am I really where I want to be? Ms. Horyza explained why so many people stay in unrewarding careers and how to find a happier path. She shared real-world examples of people who found their true passion in life and created a career that perfectly suited their interests and talents.

Issues covered:

Length: 7:50

**Career
Unemployment**

Maria J. Prados, PhD, Economist at the University of Southern California's Center for Economic and Social Research

Social Security benefits are a critical component in planning and saving for retirement. Prof. Prados co-authored a study that found that the average American overestimates their future monthly Social Security check by more than \$300. She explained why this is a serious problem and how consumers can find out how much their future Social Security benefit will be.

Issues covered:

Length: 9:19

**Retirement Planning
Personal Finance**

Show # 2021-33

Date aired: **8/15/21** Time Aired: **6:30 AM**

Loretta Alkalay, former FAA eastern regional counsel, Adjunct Professor at Vaughn College of Aeronautics & Technology, a private college in East Elmhurst, New York, specializing in aviation and engineering education

Incidents of violence at airports and during flights have been on the rise in recent months. Prof. Alkalay discussed the problem and how the increasingly stressful experience of flying has fueled it. When an aircraft's doors are closed, any criminal activity falls under federal jurisdiction, but she believes changes are needed to allow local authorities to make arrests and prosecute.

Issues covered:

Length: 8:53

**Transportation
Law Enforcement
Mental Health**

Jenn Donahue, leadership coach, engineer, entrepreneur

The leadership gender gap in American business is glaring; even today, women fill just 6% of CEO positions at Fortune 500 companies. Ms. Donahue explained how those women who have broken the glass ceiling can determine their leadership style, and also seek ways to bring other women up through mentoring.

Issues covered:

Length: 8:26

**Women's Concerns
Career**

Show # 2021-34

Date aired: **8/22/21** Time Aired: **6:30 AM**

Clifford Bassett, M.D., FAAAAI, FAAAAI, Founder and Medical Director of Allergy and Asthma Care of New York, author of *"The New Allergy Solution: Supercharge Resistance, Slash Medication, Stop Suffering"*

Allergies are on the rise. Dr. Bassett explained why the problem and its underlying causes are quite complex. He believes in many cases, allergic reactions can be prevented, with proper medical advice that examines the interplay of diet, mindset, and environment.

Issues covered:
Personal Health

Length: 7:28

Cornelius N. Grove, Ed.D., education expert, author of *"The Drive to Learn: What the East Asian Experience Tells Us About Raising Students Who Excel"*

American students are currently ranked #25 in education globally, significantly behind countries such as Singapore, China and Japan. He believes that American children are less receptive to classroom learning, compared to East Asian children. He said a different approach to parenting is a major factor.

Issues covered:
Education
Parenting

Length: 9:51

Show # 2021-35

Date aired: **8/29/21** Time Aired: **6:30 AM**

Gal Wettstein, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Wettstein co-authored a report entitled *"Are Older Workers Capable of Working Longer?"* He explained why recent worsening health trends raise the question of how long people will be able to work, and why it matters. He noted that gains in "working life expectancy" have slowed in the past 15 years. He said many black workers, as well as whites with less education, may not be capable of working to Social Security's full retirement age of 67.

Issues covered:
Retirement Planning
Poverty

Length: 7:49

Glenn N Levine, MD, Master Clinician and Professor of Medicine at Baylor College of Medicine, Chief of the cardiology section at the Michael E. DeBakey VA Medical Center, both in Houston

Dr. Levine was chair of the writing committee for a new American Heart Association Scientific Statement, entitled *"Psychological Health, Well-Being, and the Mind-Heart-Body Connection."* He outlined the latest research that examines why and how psychological health can positively or negatively impact a person's physical health, and risk factors for heart disease and stroke.

Issues covered:
Mental Health
Personal Health

Length: 9:22

Show # 2021-36

Date aired: **9/5/21** Time Aired: **6:30 AM**

Rachael Stickland, Co-Founder and Co-Chair of the Parent Coalition for Student Privacy

Schools and third-party vendors collect and share an astonishing amount of personal data on nearly every student in America. Ms. Stickland explained why parents should be concerned and what they can do about it. She believes laws protecting student privacy need to be strengthened.

Issues covered:

Length: 8:56

**Parenting
Privacy Concerns
Education**

Vijay R. Varma, PhD, researcher and post-doctoral fellow at the National Institute on Aging, part of the National Institutes of Health

Dr. Varma recently co-authored a study that found an alarming decrease in physical activity in youngsters at every age. 19 year olds now get as much exercise and activity as 60 year olds. Dr. Varma explained why this is a major problem. He offered suggestions of ways to encourage both younger and older Americans to become more physically active.

Issues covered:

Length: 8:02

**Physical Fitness
Personal Health
Aging**

Show # 2021-37

Date aired: **9/12/21** Time Aired: **6:30 AM**

Susan Stark, PhD, Associate Professor of Occupational Therapy, of Neurology and of Social Work at Washington University School of Medicine in St Louis

Falls are the leading cause of injury, accidental death and premature placement in a nursing home among older adults in the United States. Dr. Stark shared the results of her study that suggested that in-home falls can be reduced by nearly 40% with a community-based program that helps older adults make modifications to their homes such as adding grab bars, shower seating and slip-resistant surfaces in the bathroom.

Issues covered:

Length: 8:23

**Elder Care
Aging**

Frank Pega, PhD, epidemiologist, health economist, Technical Officer in the Environment, Climate Change and Health Department at the World Health Organization in Geneva, Switzerland

Long working hours are killing 745,000 people a year, according to a new report from the World Health Organization. Dr. Pega was the lead author of the study, which found that working more than 55 hours a week is a health hazard that leads to stroke and heart disease. He said the pandemic may have accelerated this trend.

Issues covered:

Length: 8:55

**Personal Health
Workplace Matters**

Show # 2021-38

Date aired: **9/19/21** Time Aired: **6:30 AM**

Benjamin H. Barton, Helen and Charles Lockett Distinguished Professor of Law at the University of Tennessee, author of "*Rebooting Justice: More Technology, Fewer Lawyers, and the Future of Law*"

Professor Barton discussed what he sees are longstanding problems in our judicial system. He said that laws are too complex and legal advice is far more expensive than necessary. He outlined a series of reforms which he believes would make the courts much fairer and more accessible for poor and middle-class Americans.

Issues covered:

Length: 8:31

**Legal Reform
Poverty**

Steve Casner, PhD, research psychologist, NASA scientist, author of "*Careful: A User's Guide to Our Injury-Prone Minds*"

Dr. Casner has devoted his career to studying the psychology of safety. He said after a hundred years of steady decline, the rate at which people are being injured or killed in everyday accidents, such as car crashes, pedestrian fatalities, home-improvement projects gone wrong, medical mistakes and home fires, is increasing. He explained why few of us are as careful as we think we are, and what we can do about it.

Issues covered:

Length: 8:36

**Accident Prevention
Personal Health**

Show # 2021-39

Date aired: **9/26/21** Time Aired: **6:30 AM**

William Lastrapes, PhD, Professor of Economics, Bernard B. and Eugenia A. Ramsey Chair of Private Enterprise in the Terry College of Business at the University of Georgia

Professor Lastrapes led a study that suggests that eliminating \$20, \$50 and \$100 denominations of physical currency might benefit average US families. He explained that although cash is popular, transactions are largely untraceable by the government and are sometimes used to pay for under the table or illegal goods or services. He believes that less cash means less tax evasion and that the government could theoretically reduce other taxes.

Issues covered:

Length: 8:17

**Government Policies
Economy**

Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Marijuana use continued to rise among college students over the past five years, and remained at historically high levels even among same-aged peers who were not in college, according to survey results from the 2020 Monitoring the Future panel study. Dr. Volkow, who has led the National Institute on Drug Abuse since 2003, discussed the potential reasons for the trend. She added that the survey found that there was also a significant increase in the annual use of hallucinogens such as LSD, and a significant drop in current alcohol use among college students.

Issues covered:
Substance Abuse
Government Policies

Length: 9:01

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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.

