

WGCE-CD CHANNEL 6 – ROCHESTER, NY

**Q4 2022 ISSUES AND PROGRAMS LIST**

## Quarterly Issues/Programs List

Below is a list of some of the most significant issues addressed by WGCE-CD, along with the most significant programming treatment of those issues for the period 10/01/2022 to 12/31/2022. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Programming	Date	Duration	Description of Programming
Weather Related Issues	Daily Local Weather Broadcast	10/1/22 – 12/31/22	30 minutes	<p>Broadcasts included real time, community of license-specific data informing viewers of current weather conditions, day and evening outlooks, twelve-hour and following day forecasts, seven-day outlooks, temperature records, temperature, humidity and wind speed graphs, local radars, current weather warnings and watches, as well as regional and national forecasts and information about major weather events.</p>
Distracted Driving Prevention	National Highway Traffic Safety Administration (NHTSA) “Good Habit” Public Service Announcement	10/1/22 – 12/31/22 (2x/day)	60 seconds	<p>Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it’s dangerous to read one, many people still do it.</p> <p>To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.</p>

<p>Teen and Young Adult Mental Health</p>	<p>American Foundation for Suicide Prevention and Seize the Awkward “Whatever Gets You Talking” Public Service Announcement</p>	<p>10/1/22 – 12/31/22 (2x/day)</p>	<p>60 seconds</p>	<p>Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career.</p> <p>Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends.</p> <p>The new iteration of the campaign, “Whatever Gets You Talking,” showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text.</p> <p>The campaign drives to <a href="http://SeizeTheAwkward.org">SeizeTheAwkward.org</a>, where visitors can explore resources and tools to help them start a conversation with a peer around mental health.</p>
<p>Gun Safety</p>	<p>End Family Fire “Kids Find Everything” Public Service Announcement</p>	<p>10/1/22 – 12/31/22 (2x/day)</p>	<p>60 seconds</p>	<p>The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.</p> <p>With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.</p> <p>To best protect your loved ones – store guns safely.</p>

<p>Lung Cancer Screening</p>	<p>American Lung Association, Saved By The Scan “A Hope Story” Public Service Announcement</p>	<p>10/1/22 – 12/31/22 (2x/day)</p>	<p>60 seconds</p>	<p>Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately fourteen million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved.</p> <p>“Saved By The Scan” drives current and former smokers to take a lung cancer screening eligibility quiz at <a href="http://SavedByTheScan.org">SavedByTheScan.org</a>. Since the campaign’s launch in August 2017, 26% of quiz respondents have been eligible for a low-dose CT scan.</p> <p>The campaign has saved lives and continues to educate.</p>
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