

WGCE-CD CHANNEL 25 – ROCHESTER, NY
Q3 2023 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 07/01/2023 to 09/30/2023. 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	7/1/23 – 9/30/23	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>
Early Alzheimer's Detection	Alzheimer's Association and NASCAR "Ryan Blaney – Early Detection" Public Service Announcement	7/1/23 – 9/30/23 (2x/day)	60 seconds	<p>More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support.</p> <p>Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action.</p> <p>Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health.</p> <p>An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website Alz.org/TimeToTalk and Alz.org/Tiempo for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.</p>

<p>Youth Fentanyl Awareness</p>	<p>Real Deal on Fentanyl Public Service Announcement</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this period.</p> <p>Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly.</p> <p>To increase awareness of the dangers & prevalence of fentanyl, this new campaign, Real Deal on Fentanyl, was created to educate young people 13-24 and arm them with lifesaving information. The campaign also includes a distinct forthcoming creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue.</p>
<p>Sunscreen Protection Campaign</p>	<p>U.S. Food and Drug Administration Health Playbook – Sunscreen Protection Campaign</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>Not all sunscreens are created equal. The information included in these new PSAs from the FDA will help consumers decide how to buy and use sunscreen, and allow them to more effectively protect themselves and their families from sun damage. Consumers should use broad spectrum sunscreens with a Sun Protection Factor (SPF) of 15 or higher to protect against harmful ultraviolet A and B rays.</p> <p>As the latest installment in the FDA Health Playbook series, the PSAs feature NFL Hall of Fame Defensive Back Darrell Green, who participates in the “Don’t Get Burned” sunscreen challenge with 2018 NCAA Lacrosse Champion Kristen Gaudian and George Mason University Basketball Forward Josh Oduro. The PSAs remind viewers that broad spectrum sunscreen is a “winning play” every time and encourage viewers to visit fda.gov/healthplaybook to learn more about sunscreen and other sun protection measures.</p> <p>The FDA Health Playbook is a health series designed to be fun, informative and appealing to a broad, sports minded audience. The series features NFL Hall of Famers and other sports league and Olympic champions relaying health and wellness information by using sports metaphors and dramatizations.</p>

<p>Companion Animal Protection Society</p>	<p>Loving Our Animals Means Spaying and Neutering (Spanish)</p>	<p>7/1/23 – 9/30/23 (2x/day)</p>	<p>60 seconds</p>	<p>Many pet owners opt to spay or neuter their pets. Spaying and neutering are important for preventing unplanned or unwanted litters, and reducing pet overpopulation.</p> <p>Although progress has been made in recent years, millions of unwanted dogs and cats are euthanized each year, including puppies and kittens. The good news is that you can make a difference.</p> <p>By having your pet spayed or neutered, you will do your part to prevent the birth of unwanted animals. What’s more, you could be setting your pet up for a longer life, as studies have repeatedly shown that spayed or neutered dogs and cats live longer, on average, than the other dogs and cats. This advantage is likely due to the health and behavioral benefits of the procedures.</p> <p>Talk to your veterinarian about the benefits and risks of spaying and neutering so you can make an informed decision.</p>
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Date	Time	Title	Season Number	Episode Name	Episode Number	Genre	Synopsis	Artists	Year	TV Rating	Duration	Closed Captioning
07/01/2023	9:00	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 308	308	E/I Teens 13 - 16	Americans love their animals so kids always wonder what happens when their pets go to the groomers. Join Joel as he gets hairy and wet with the K-9s and kittens.	Various	2009	TV-G	30	CC
07/01/2023	9:30	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 309	309	E/I Teens 13 - 16	Did you know the tallest sand castle measured over 31ft tall? Watch as Joel joins a sand castle building contest to learn what it takes to create a work of art in the sand.	Various	2009	TV-G	30	CC
07/08/2023	9:00	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 310	310	E/I Teens 13 - 16	Ever wonder how the humongous RV's are made? Join Joel as he ventures through the Country Coach factory to help assemble these fun recreational vehicles.	Various	2009	TV-G	30	CC
07/08/2023	9:30	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 311	311	E/I Teens 13 - 16	Watch as CQ contest winner Dorothy joins Joel at the Steinway & Sons factory in New York to learn how pianos are made. She really is a very talented piano player!	Various	2009	TV-G	30	CC
07/15/2023	9:00	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 312	312	E/I Teens 13 - 16	Join Joel and Adriano learn what it's like to take a ride on the challenge course zip line. Get ready to face your fear of heights on this episode of Curiosity Quest!	Various	2009	TV-G	30	CC
07/15/2023	9:30	Curiosity Quest - Season 2009	3	Curiosity Quest, Episode 313	313	E/I Teens 13 - 16	Join Joel as he learns all that it takes to become a chef from Tapa Meze's head chef, Colin Collville. Watch as the seasonings spice up this episode of Curiosity Quest!	Various	2009	TV-G	30	CC
07/22/2023	9:00	Curiosity Quest - Season 2010	4	Curiosity Quest, Episode 406	406	E/I Teens 13 - 16	Did you know, there are more than 1,000 families raising guide dog puppies throughout the Western states of the USA?? Join Joel on this amazing quest as he learns what it is like to depend on a guide dog.	Various	2010	TV-G	30	CC
07/22/2023	9:30	Curiosity Quest - Season 2010	4	Curiosity Quest, Episode 407	407	E/I Teens 13 - 16	Join Joel on this freezing quest as he learns how snow can be "man-made." Watch this early morning action as he tours the mountain in a snow cat.	Various	2010	TV-G	30	CC
07/29/2023	9:00	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 601	601	E/I Teens 13 - 16	Host of Curiosity Quest, Joel Greene gets an all access pass to one of the largest helicopter manufacturers to learn how helicopters are made. Once inside the massive warehouse, Greene learns that building a helicopter begins with the basic raw materials, however these materials must be very light, very precise but at the same time, durable. Each component is shaped, formed, changed, altered - you name it - and becomes a small part of a gigantic puzzle. And in this DVD, you will learn what the most important piece of this puzzle is. If you enjoy flying, playing with Legos or erector sets, this episode is for you!	Various	2012	TV-G	30	CC
07/29/2023	9:30	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 602	602	E/I Teens 13 - 16	If you have ever eaten store-bought ice cream...well guess what! Then you've most likely eaten kelp! Host of Curiosity Quest, Joel Greene, floats through the Monterey Bay Aquarium to learn all the inner-workings of a busy aquarium. From cleaning the tanks, to feeding the sea birds, to balancing over a massive fish tank and hand-feeding a fish that will make you say "holy moly," this episode is packed with excitement. Greene learns from a giant albatross bird about the importance of putting our litter in the correct place so it doesn't affect sea life. In this episode, you will also see one of the most unusual color-changing sea creatures in the world. If you are someone who loves sea-creatures, or an ice-cream lover, this episode is a must-see!	Various	2012	TV-G	30	CC
08/05/2023	9:00	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 603	603	E/I Teens 13 - 16	Travel with Joel Greene and the Curiosity Quest crew to Alaska for this adventure. Watch as Joel learns about a massive glacier, gets up close to a real black bear, and spots humpback and killer whales off the shore.	Various	2012	TV-G	30	CC
08/05/2023	9:30	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 604	604	E/I Teens 13 - 16	Have you ever wondered how toothpaste can sometimes taste so great? Join Joel Greene as he ventures through the Tom's of Maine facility where they make Silly Strawberry toothpaste.	Various	2012	TV-G	30	CC
08/12/2023	9:00	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 605	605	E/I Teens 13 - 16	Have you ever wanted to operate a bulldozer or excavator? Dig This in Las Vegas allows Joel to hop in the driver seat to dig trenches, teeter on the top of dirt mounds, and even play basketball with these awesome machines.	Various	2012	TV-G	30	CC
08/12/2023	9:30	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 606	606	E/I Teens 13 - 16	Join in this episode as professional child drummer Cole Marcus, travels through the Vic Firth manufacturing facility to learn how drum sticks are made. Watch as Cole tries to teach Joel drumming tips and technique.	Various	2012	TV-G	30	CC

08/19/2023	9:00	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 607	607	E/I Teens 13 - 16	Have you ever wondered where mushrooms come from? Join Curiosity Quest host, Joel Greene on this adventure to Monterey Mushrooms to learn how mushrooms are grown, harvested, and packaged for consumers all over the United States. On this DVD, you will learn the important things that mushrooms need in order to grow, including what is needed in the soil, the temperature and moisture in the air, and the ever-important sun. As Greene explores the facility, he stumbles upon a room that looks like a mushroom-lovers heaven. Watch as Greene gets put to work picking the mushrooms, but soon finds that he just isn't fast enough to pick 50 mushrooms in just a few minutes! Next, Greene gets a chance to pick a fresh portabella mushroom and he samples the meat of this massive mushroom. He quickly learns why one portabella mushroom can be considered a meal. Finally, you will see how the mushrooms get cut, cleaned, sliced, diced and shipped to your local super market.	Various	2012	TV-G	30	CC
08/19/2023	9:30	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 608	608	E/I Teens 13 - 16	Did you know that Braille is a form of print that helps blind people read? Join Joel Greene as he learns how a Braille Publisher makes Braille books.	Various	2012	TV-G	30	CC
08/26/2023	9:00	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 609	609	E/I Teens 13 - 16	Most of us sleep on one every night, but have you ever wondered how beds are made? Follow the Curiosity Quest crew and Joel Greene as the venture through the Banner Mattress facility to learn how beds are stitched and sewn together one by one.	Various	2012	TV-G	30	CC
08/26/2023	9:30	Curiosity Quest - Season 2012	6	Curiosity Quest, Episode 610	610	E/I Teens 13 - 16	Have you ever wondered how dog sled teams practice in the summertime? Venture through this episode as we visit a dog sled camp as they demonstrate how these incredible creatures stay fit in between dog sled races.	Various	2012	TV-G	30	CC
09/02/2023	9:00	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 701	701	E/I Teens 13 - 16	Mirror Mirror on the wall...please tell us how you are made. Join Joel and contest winner, Genna on this unique episode to answer the winning quest letter about how mirrors are made. Greene and Genna travel to North Carolina to experience the fascinating process of mirror making.	Various	2013	TV-G	30	CC
09/02/2023	9:30	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 702	702	E/I Teens 13 - 16	Did you know that goats are great swimmers but hate to get wet? Join host Joel Greene on this entertaining quest to learn all about goat farming and how goat cheese is made. Be sure and keep an eye out for the sneaky goat that tried to eat our microphone!	Various	2013	TV-G	30	CC
09/09/2023	9:00	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 703	703	E/I Teens 13 - 16	Have you ever wondered how race cars can go so fast? Or how they are built? Tune into this episode of Curiosity Quest as host Joel Greene ventures through the JR Motorsports facility in NC to experience what it's like to sit in a race car and learn all about the extensive process and testing they must go through in order to hit the track.	Various	2013	TV-G	30	CC
09/09/2023	9:30	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 704	704	E/I Teens 13 - 16	Did you know that farmers typically wake up before the sun rises? Join host Joel Greene on this adventure to learn what it's like to be a farmer. While visiting Amy's Farm Greene tastes the strong arugula plant, meets a hungry pig, spots a fresh chicken egg and gets up close and personal with a dairy cow.	Various	2013	TV-G	30	CC
09/16/2023	9:00	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 705	705	E/I Teens 13 - 16	Did you know that hot water freezes faster than cold water? Join host Joel Greene on this chilling episode of Curiosity Quest as he learns the art of ice sculpting. Experience the freezing temperatures that must be regulated in order to create these masterful creations.	Various	2013	TV-G	30	CC
09/16/2023	9:30	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 706	706	E/I Teens 13 - 16	Did you know that Banjos are made of three other instruments? Join host Joel Greene as he visits with Deering Banjo Company to learn how banjos are made. Joel learns all about what gives the banjos that unique sound.	Various	2013	TV-G	30	CC
09/23/2023	9:00	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 707	707	E/I Teens 13 - 16	Can you guess how many pieces of corn are in 1 corn chip? Join host Joel Greene on this tasty episode of Curiosity Quest as he visits the largest chip manufacturer in the world to learn how corn chips are made. How many chips do you think he ate while sampling Fritos, Doritos, Cheetos, and many more types of chips?	Various	2013	TV-G	30	CC
09/23/2023	9:30	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 708	708	E/I Teens 13 - 16	Did you know that some penguins can live in warm weather? Join host Joel Greene as he visits the Aquarium of the Pacific to learn all about Magellanic Penguins. He gets to watch them swim and listen to the loud noises they make. He even gets to pet and feed them!	Various	2013	TV-G	30	CC
09/30/2023	9:00	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 709	709	E/I Teens 13 - 16	Have you ever wondered how tofu is made? Join host Joel Greene on this episode of Curiosity Quest as he visits Oakland, California to learn how tofu is made. Greene gets to jump right into tasting the various types of tofu and tofu flavors.	Various	2013	TV-G	30	CC

09/30/2023	9:30	Curiosity Quest - Season 2013	7	Curiosity Quest, Episode 710	710	E/I Teens 13 - 16	Did you know that some stickers can stick permanently? Join host Joel Greene as he visits a massive sticker manufacturer to learn how they make stickers. He even gets to witness a real laser making stickers and watch the amazing process of 3D stickers!	Various	2013	TV-G	30	CC
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