



## **Quarterly Issues, 2nd Quarter 2022**

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

### **April 2022:**

#### Municipal Meetings

City of Saratoga Springs

Wed 8pm, Thurs 2:30pm TRT 02:00:00

Look TV broadcasts the bi-weekly Saratoga Springs City Council Meetings in their entirety three times a week. Meeting covers all city departmental business as well as county supervisor business and public comment.

#### Queensbury Town Council

Tues 8pm, Wed 2:30pm TRT 02:00:00

Look TV broadcasts the bi-weekly Queensbury town board Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

#### Warren County Board of Supervisors

Friday 2:30 PM, Saturday 2:00 PM, Sunday 2:00 PM

Look TV Broadcasts the Warren County Board of Supervisor Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

PSA

## Wounded Warrior Project

1:00 ROS

Women represent the fastest-growing population in both military service and the veteran community but are still often not recognized for their service. In a survey of nearly 5k women veterans Wounded Warrior Project (WWP) serves, less than half reported feeling respected for their service. Wounded Warrior Project (WWP) research also found women warriors experience anxiety and depression at higher rates than male warriors. Additionally, 89% of women veterans WWP surveyed reported feeling isolated. WWP developed the Women Warriors Initiative to address these disparities and EMPOWER our sisters who have served.

## Buzzed Driving Prevention

:30 ROS

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.”

The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

## Vaccinate Your Family

:15 ROS

Vaccinate Your Family, in collaboration with Merck, is launching a TV and radio PSA campaign with the theme Don’t Skip to encourage families to keep up with their pre-teen’s well visits and recommended and catch-up vaccinations. Vaccinate Your Family is a national nonprofit organization committed to helping protect people of all ages from vaccine-preventable diseases. PSA directors like you play a critical role in encouraging

parents to schedule their child's well-visit and reinforce the importance of staying up-to-date with recommended and catch-up vaccinations. Together we can increase awareness and reduce the risk of vaccine-preventable diseases.

## May 2022:

### Municipal Meetings

City of Saratoga Springs

Wed 8pm, Thurs 2:30pm TRT 02:00:00

Look TV Broadcasts the bi-weekly Saratoga Springs City Council Meetings in their entirety three times a week. Meeting covers all city departmental business as well as county supervisor business and public comment.

### Queensbury Town Council

Tues 8pm, Wed 2:30pm TRT 02:00:00

Look TV Broadcasts the bi-weekly Queensbury town board Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

### Warren County Board of Supervisors

Friday 2:30 PM, Saturday 2:00 PM, Sunday 2:00 PM

Look TV Broadcasts the Warren County Board of Supervisor Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

## PSA

Feeding America

1:00 ROS

38 million people face hunger in the United States, including more than 12 million children. Hunger knows no boundaries – it affects people from all walks of life. "The Truth About Hunger" features actress and activist, Shanola Hampton, as she reads handwritten letters inspired by real experiences of people facing the devastating impacts of hunger, shedding light on the issue and inviting all of us to take action. Because together, we can end hunger.

## Suicide Prevention

:30 ROS

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.

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.

## Poison Help

:15 ROS

Over 2,000,000 poisonings occur annually, with nearly 43% of all exposures involving children younger than age 5. To address this threat, the Health Resources and Services Administration (HRSA) continues its Poison Help campaign with the “Every Minute Counts” series of PSAs. The new installment of the campaign aims to reduce poisonings among older adults and parents of young children. The centerpiece of the campaign are the “Every Minute Counts” PSAs, which drive listeners or viewers to recognize common poison threats and to save the number 1-800-222-1222 in their phones. These spots rely on repetition and a similar unveiling of potential poisons. By saving the number, listeners or viewers can save a life. Two-thirds of calls to the Poison Help line are successfully resolved over the phone, preventing unnecessary visits to the emergency department or hospital. By airing these PSAs, you can help raise awareness for when to call the Poison Help line and reduce poisonings, medical costs, and productivity loss.

## **June 2022:**

### Municipal Meetings

City of Saratoga Springs

Wed 8pm, Thurs 2:30pm TRT 02:00:00

Look TV Broadcasts the bi-weekly Saratoga Springs City Council Meetings in their entirety three times a week. Meeting covers all city departmental business as well as

county supervisor business and public comment.

Queensbury Town Council

Tues 8pm, Wed 2:30pm TRT 02:00:00

Look TV Broadcasts the bi-weekly Queensbury town board Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

Warren County Board of Supervisors

Friday 2:30 PM, Saturday 2:00 PM, Sunday 2:00 PM

Look TV Broadcasts the Warren County Board of Supervisor Meetings in their entirety three times a week. Meeting covers all departmental business and public comment.

PSA

Make a Wish

1:00 ROS

The new Make-A-Wish® “Lasso” PSA aims to communicate the imperative role that everyday people play in helping make every wish come true for children battling critical illnesses. The PSA features a voiceover from actor and WWE® Superstar John Cena, who has granted more wishes than any other celebrity wish granter, in addition to a special re-recording of “A Sky Full of Stars” from award-winning musicians Coldplay. The cast of the PSA includes current wish kids, wish alumni, volunteers and community supporters. There’s even a cameo from Make-A-Wish co-founder Linda Pauling, whose son, Chris Greicius, inspired the founding of Make-A-Wish when his wish to be a police officer was granted on April 29, 1980.

Foreign Aide (CARE)

:30 ROS

In 1945, CARE introduced the world's first CARE Package. Today, in response to the COVID-19 pandemic, CARE has reintroduced this American icon, giving people the chance to send critical food, supplies, and hope to this in need around the world and here in the U.S. This campaign encourages citizens to sign up to send a CARE Package to a family in need.

Smoking Prevention (CDC)

:15 ROS

The Tips From Former Smokers campaign features real people suffering as a result of smoking and exposure to secondhand smoke. Their compelling stories send a powerful message: Quit smoking now. Or better yet - don't start.