



Quarterly Issues, 2nd Quarter 2021

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

April 2021:

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

Rotary Club

01:00 ROS

For more than 110 years, Rotary has united leaders from all continents, cultures and occupations to exchange ideas and take action to improve lives in communities across the globe. Its 1.2 million members pour their passion, integrity, and intelligence into addressing the world's most pressing issues, from fighting disease to promoting peace to growing local economies. Each day, Rotary clubs take action locally and globally to deliver lasting solutions to the challenges in their backyards and beyond.

Wounded Warrior Project

00:30 ROS

Wounded Warrior Project® (WWP) is a nonprofit, nonpartisan organization. Since 2003 we've been tireless advocates for our Nation's finest, improving the lives of millions of warriors and their families. WWP is transforming the way America's injured veterans are empowered, employed, and engaged in our communities. Warriors never pay a penny for our programs—because they paid their dues on the battlefield. Our free services in mental health, career counseling, and long-term rehabilitative care change lives. WWP is committed to helping injured veterans achieve their highest ambition. When they're ready to start their next mission, we stand ready to serve. You play a vital role in WWP's mission to help our wounded veterans. By placing our PSAs, you help inform the general public of the support services available to warriors or their family members, and inspire them to take action.

Fatherhood Involvement

00:15 ROS

What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.

The Fatherhood Involvement campaign PSAs highlight the everyday struggles and victories of being a dad to give all fathers the confidence and encouragement to keep going. The campaign hashtag “#Dadication” is part of an ongoing effort to encourage dads to play an active role in their children’s lives.

All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs and other resources.

May 2021:

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PSA

IDA Awareness

01:00 ROS

Every woman can see through an attempt to cover up a heavy period. Many believe their heavy periods are normal, but approximately 1 in 4 women has a condition called heavy

uterine bleeding, or HUB. Untreated or not effectively treated, for six months or more, may lead to a potentially serious condition called iron deficiency anemia, or IDA, which can cause: Debilitating tiredness, Headache, Weakness and Shortness of breath. Our new PSA campaign uses a unique mixed-media animation style and a captivating time-travel motif to imagine how women through the years have dealt with covering up heavy periods, and encourage viewers to discuss their symptoms with their doctor. You can help raise awareness about IDA, a potentially serious condition that may be hiding in plain sight.

Smoking Cessation

00:30 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.

Coronavirus Response

00:15 ROS

In response to the ongoing coronavirus pandemic, the Ad Council - in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms – has launched a series of national PSAs and multi-channel content to provide critical and urgent messages to the American public about Coronavirus. The Coronavirus Response campaign includes a variety of research-based, targeted efforts focusing on mask use, social distancing, mental health, and more. These PSAs are intended to reach individual communities with messaging that resonates and addresses each audience's unique motivators and barriers to action. Specific audiences include all Americans, conservatives, Black Americans, Hispanic Americans and Gen Z.

Share these critical messages to help educate the public during this unprecedented time. For more information, visit [Coronavirus.gov](https://www.coronavirus.gov).

June 2021:

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PSA

Breast Cancer Awareness

01:00 ROS

Susan G. Komen is introducing the Moments Campaign. These executions will inspire communities to support those impacted by breast cancer. Every 12 minutes, a woman in the U.S. dies from breast cancer — but it's the power of a community, united by hope, that can end this disease. Using the message of hope, while showing the stark reality of the illness, the ads showcase authentic imagery that call for the support of those in need. The campaign will highlight the millions of moments that make up one's journey— it's these individual moments that truly tell the story of those impacted by breast cancer. Susan G. Komen is committed to help those who need it today, while fearlessly searching for tomorrow's cures.

Lung Cancer Screening

00:30 ROS

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 eight 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.

COVID Vaccine Education

00:15 ROS

The COVID-19 vaccines have the potential to transform life as we know it today and save hundreds of thousands of lives—but they can only be successful if millions of Americans recognize the urgency, safety and vital importance of getting vaccinated.

While many have already started the vaccination process, there is currently a general lack of confidence. Overall, 40% of the U.S. public have expressed concerns, ranging from “skeptical” to “open but uncertain,” about getting vaccinated.

The *It's Up to You* campaign encourages audiences to get the latest vaccine information—knowing that personal education is the first step in building vaccine confidence. It's OK to have questions. We want to acknowledge Americans' concerns, provide answers to their questions, and get us all on the road back to the moments and people we miss most.

To see common questions and get more vaccine information, visit our consumer site here: www.GetVaccineAnswers.org.

To learn more about the COVID-19 Vaccine Education Initiative and access partner toolkits, visit our industry partner page here: www.AdCouncil.org/COVID-Vaccine