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## **Quarterly Issues, 4th Quarter 2022**

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

### **October 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**

Distracted Driving Prevention

01:00 ROS

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. 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.

## Adoption from Foster Care

00:30 ROS

Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens that have been adopted are more likely to graduate, go to college, and be more emotionally secure than their peers that have ‘aged out’ of foster care without the security and encouragement of family. Inspired by real families’ stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, “You can’t imagine the reward,” these emotional messages reassure prospective parents and inspire them to consider adopting a teen. This successful campaign has contributed to the more than 900,000 children and youth that have been adopted from the U.S. foster care system since 2004.

## 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 diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children. All PSAs direct audiences to visit [Fatherhood.gov](http://Fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

**November 2022:**

### Municipal Meetings

City of Saratoga Springs

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

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### Queensbury Town Council

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

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### PSA

Ending Hunger

01:00 ROS

For many, the holidays mean enjoying a home-cooked meal around the table with our loved ones. For some, the holidays aren't as memorable. 37 million Americans face hunger every year, but together we can change that. The Feeding America network of food banks is the nation's largest domestic hunger organization, working to connect people with food and end hunger.

Caregiving Assistance

00:30 ROS

There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for

their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60. The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

## High Blood Pressure Control

00:15 ROS

Nearly half of all American adults have high blood pressure, yet only about 1 in 4 individuals have their condition under control. Because of the pandemic and persisting health inequities, there is an exacerbated high blood pressure impact on communities of color, particularly for Black, Hispanic/Latino, and Native American adults. The "Get Down With Your Blood Pressure" campaign teaches adults that self-monitoring their blood pressure is as easy as 4 simple steps: get it, slip it, cuff it, check it. Along with talking to your health care provider on a blood pressure management plan, taking these steps can decrease the incidence of stroke, heart attack, and heart failure. Visit [ManageYourBP.org](http://ManageYourBP.org) or [BajaTuPresion.org](http://BajaTuPresion.org) for tools and resources related to self-monitoring your blood pressure and speaking to your health care provider.

## **December 2022:**

### Municipal Meetings

City of Saratoga Springs

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

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### Queensbury Town Council

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

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## PSA

### Type 2 Diabetes Prevention

01:00 ROS

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes —a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting [DoIHavePrediabetes.org](http://DoIHavePrediabetes.org) to learn more about prediabetes.

### Saving for Retirement

0:30 ROS

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

### Lung Cancer Screening

00:15 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 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. "Saved By The Scan" drives current and former smokers to take a lung cancer screening eligibility quiz at [SavedByTheScan.org](http://SavedByTheScan.org). Since the campaign's launch in August 2017, 26% of quiz respondents have been eligible for a low-dose CT scan. The campaign has saved lives and continues to educate.