



Quarterly Issues, 2nd Quarter 2023

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

April 2023:

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

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 to learn more about prediabetes.

Wildfire Prevention

00:30 ROS

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign. Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.

Child Car Safety

00:15 ROS

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.

May 2023:

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PSA

Veteran Crisis Prevention

01:00 ROS

The new national Veterans campaign from the U.S. Department of Veterans Affairs and the Ad Council, “Don’t Wait, Reach Out”, encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. The campaign directs to VA.gov/reach, a new website with comprehensive resources and a user-friendly experience that makes it easier for Veterans to find guidance and support from across the full breadth of the VA’s offerings.

Supporting Pets in Your Community

00:30 ROS

There is nothing like the unique bond pets and their people share. But when we face unexpected challenges in life, so do our pets. There is no gesture too small or too big to help keep pets and their people together—whether it’s donating a bag of kibble, sharing a post of a lost pet, or welcoming a foster pet into your home, every bit of kindness counts.

The Supporting Pets in Your Community campaign PSAs feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong

Drug-Impaired Driving Prevention

00:15 ROS

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle. Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

June 2023:

Municipal Meetings

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PSA

Youth Fentanyl Awareness

01:00 ROS

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. 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.

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 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.

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Gun Safety

00:15 ROS

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. 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.