



Quarterly Issues, 3rd Quarter 2020

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

July 2020:

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

Texting & Driving Prevention

01:00 ROS

Texting and driving is dangerous—that’s a fact. 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 text and drive. Text and whatever. Just don’t text and drive.

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 and 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.

Discovering Nature

00:15 ROS

Studies show that when kids spend time outdoors, they become healthier, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Our campaign encourages parents and caregivers to reconnect with their family and nature by experiencing it firsthand. Immersive and restorative experiences are available in urban parks, green spaces, and preserves. Through exploration of local forests and parks, kids can build a lifelong connection to nature.

August 2020:

Municipal Meetings

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PSA

Coronavirus Response

01:00 ROS

In response to the coronavirus pandemic, the Ad Council - in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms - launched a series of national PSAs and multi-channel content to provide critical and urgent messages to the American public. The Coronavirus Response campaign aims to protect communities across the country as well as provide mental health support, because we're all #AloneTogether.

Disaster Relief

00:30 ROS

Millions of people are impacted each year by natural disasters. The best way to help those affected is by donating money rather than goods. Financial donations help support communities in the immediate aftermath of a disaster and are also critical for longer-term

recovery efforts—they can respond to changing needs as people move to safety, resettle, or rebuild. This campaign enables us to get into market quickly, usually within a few days of a disaster, when funds are needed most. It’s been used to fundraise for disasters like the California wildfires; hurricanes Harvey, Maria, Irma, and Katrina; and the earthquake in Nepal.

Buzzed Driving Prevention

00:15 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.”

September 2020:

Municipal Meetings

City of Saratoga Springs

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PSA

Diversity & Inclusion

01:00 ROS

Hate crimes are on the rise, and yet 85% of Americans consider themselves unprejudiced. Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability. Throughout its duration, Love Has No Labels has opened a dialogue about our implicit biases—our assumptions, stereotypes, and unintentional actions toward others based on their perceived differences or labels—and erodes those biases by flooding the market with diverse images of love.

Gun Safety

00:30 ROS

About 43 percent of U.S. adults live in a household where there is a firearm, and about 4.6 million children in America live in homes with unsecured firearms. 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. Family fire is preventable, and this campaign tackles the issue head-on by encouraging gun owners to safely store their guns. We can all agree on the importance of preventing kids from having easy access to guns. Safe gun storage saves lives.

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we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.