



Quarterly Issues, 1st Quarter 2021

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

January

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

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PSA

Kids Thank First Responders

00:15 ROS

In First Responders Children's Foundation "Kids Thank First Responders" PSA campaign, children joyously lead the way in thanking our heroic first responders - reminding us how important it is to always look out for the helpers, because they look out for us! Join us in sending some love and

appreciation to all the brave and selfless firefighters, police officers, doctors and nurses who've inspired us - and come to our rescue - since we were kids by sharing our PSA today!

Don't Skip, Vaccinate Your Family

00:30 ROS

Vaccinate Your Family is a national nonprofit organization committed to helping protect people of all ages from vaccine-preventable diseases. PSA directors 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.

Adoption from Foster Care

01:00 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. 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. This successful campaign has contributed to the more than 870,000 children and youth that have been adopted from the U.S. foster care system since 2004.

February

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PSA

Fighting Hunger

00:15 ROS

These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout—including school closures and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies.

VA Careers

00:30 ROS

At the Department of Veterans Affairs (VA), we are committed to providing the best health services and care possible to each Veteran who has bravely served this country. Our new PSA, “Innovation,” demonstrates how advanced medical technologies are transforming the way health care providers deliver and Veterans receive care. Together we can make a difference in the lives of our Veterans by encouraging these clinicians to join our cause — and transform their own careers and lives. Because working at VA is more than a job — it’s a mission.

YMCA of the USA

01:00 ROS

As the COVID-19 crisis continues to devastate communities large and small across the United States, the YMCA remains committed to helping meet the needs of the more than 10,000 communities it serves. Even though the Y may look a little different right now, the Y is still with its communities, providing child care for health care workers and first responders; feeding children and families facing food insecurity; sheltering at-risk populations; connecting with seniors who face social isolation; and supporting children who are participating in virtual learning. And when this crisis is over, the Y will be there to help our communities recover.

March

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PSA

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.

Shelter Pet Adoption

00:30 ROS

Millions of healthy and treatable cats and dogs need help finding a home. While every shelter pet is unique, there's one thing they have in common - they're all pure love. Our campaign includes personal stories that spotlights the bond between celebrities and athletes and their pets, as well as everyday

people, all of whom encourage potential pet owners to adopt from animal shelters and rescue groups.

Texting and 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.