



Quarterly Issues, 1st Quarter 2022

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

Jan 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

Adoption from Foster Care

1:00 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. Families that adopt teens provide them with stability during a critical period in their lives. 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.

Type 2 Diabetes

:30 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.

National Crime Prevention

:15 ROS

Counterfeit goods cost U.S. businesses an estimated \$600 billion dollars per year, according to Steve Shapiro, Unit Chief for the FBI's Intellectual Property Rights Unit. This is a staggering statistic given that, according to research conducted by the National Crime Prevention Council (NCPC), 81 percent of teens believe that counterfeits can start fires and harm health, but less than 20 percent care enough to change their buying behaviors. These are disturbing data and show that

teens need more education on the impact of purchasing counterfeits and the importance of buying safe products. Counterfeit products, like faulty electronics featured in the ad, cause more than 70 deaths and 350,000 serious injuries every year. USPTO estimates that the global sale of counterfeit goods is near or above \$2 trillion, more than the money made from the sale of illegal drugs or human trafficking.

February 2022:

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Fatherhood Involvement

1:00 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 for parenting tips, fatherhood programs, and other resources.

FDA Opioids

:30 ROS

Program Description: Removing unused, unwanted or expired opioid medications from the home is a key strategy in addressing the opioid crisis in the United States. The information included in these FDA PSAs will act as a call to action to encourage consumers to dispose of these potentially dangerous medications when they are no longer needed. Many patients report not finishing the opioids prescribed to them, and half of people who misuse prescription opioids get them from a friend or family member. Consumers should visit www.fda.gov/drugdisposal for a discussion on disposal options for opioids, including a readily available drug take back program or flushing them in the toilet.

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March 2022:

Municipal Meetings

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PSA

US Department of Labor

1:00 ROS

Essential workers – grocery clerks, first responders, farmworkers, and so many more – have made sure our country remains open for business, even during a global pandemic. These workers deserve a fair day’s pay for a fair day’s work. But many workers are unaware of the workplace protections that are available to them or don’t know where to turn when they need help. The U.S. Department of Labor, Wage and Hour Division recently produced video PSAs as part of its Essential Workers, Essential Protections initiative. This campaign aims to ensure that the everyday heroes in our communities are afforded every workplace protection available under the law and that workers and employers alike understand these critical protections. The PSAs feature Department of Labor Secretary Marty Walsh alongside a range of essential workers in construction, agriculture, healthcare, and transportation. The spots encourage viewers to visit www.dol.gov/agencies/whd or call the toll-free helpline, 866-4US-WAGE, to find help or report a violation.

Texting & Driving

:30 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.

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