



Quarterly Issues, 1st Quarter 2023

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

January 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

Good Worldwide: Belonging 581

01:00 ROS

We've all had moments where we've felt we didn't belong, but for people who moved to this

country, that feeling lasts more than a moment. We all want to feel safe and included in the community we call home, but today, too many of our neighbors experience exclusion, isolation, harassment, and even violence on the basis of their identity. Belonging Begins with Us is a new campaign with PSAs that empower viewers to foster a more welcoming nation where everyone - regardless of background - feels they belong. Each of us has the power to welcome others into our communities.

Visit BelongingBeginsWithUs.org to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

American Red Cross: Peyton Manning Line 575

00:30 ROS

Every two seconds someone needs blood. The need for blood is constant, and donors are the only source of blood for those in need. The Red Cross is fortunate to witness the best of humanity as people roll up a sleeve to help those in need. Help us appeal to the public to donate blood and save a life. Please air this PSA throughout 2023.

Wildfire Prevention: Dragging Chains 578

00:15 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.

February 2023:

Municipal Meetings

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US Dept of Health: Real Rewards 582

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. 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.

VA Careers: Helping Hands 576

00:30 ROS

Looking for a career that aims to help those who serve or have served in the Armed Forces? The VA is there for our Nation's Veterans to help them re-acclimate to Civilian life. This campaign of spots raises awareness of those services that are made available.

AARP: You've Got This 579

00:15 ROS

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. 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.

March 2023:

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US Forest Service: Forest Trail 583

01:00 ROS

Since 2009, the Ad Council and USDA Forest Service's Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our new creative work highlights the power of music to inspire meaningful experiences in nature, where families can deepen their connection with each other and the outdoors.

The campaign has developed new music created especially to inspire Black and Latine parents and caregivers to “feel the beat of nature” and experience the outdoors firsthand with their families, whether in a forest, local park, or urban green space.

BE A MATCH: Dear Donor 577

00:30 ROS

The bond between a blood stem cell donor and the patient they save is simply magical. At Be The Match®, we connect patients battling life-threatening blood cancers and blood diseases with ordinary people who can save their lives. In this PSA, we watch the mundane day on which a future donor makes an extraordinary decision to save a life. Simply put, the more young people who join the registry, the better chance patients in need can enjoy a long and healthy life. By airing this PSA, you’re helping find a cure for thousands of patients fighting for their lives. And you’re empowering future donors to experience joy, gratitude and purpose unlike anything else.

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NHTSA: Play Place 580

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](https://www.nhtsa.gov/TheRightSeat) or [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos).