



## **Quarterly Issues, 4th Quarter 2021**

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

### **October 2021:**

#### **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**

Climate Change Relief

01:00 ROS

99% of climate scientists agree: climate change is here, it's man-made and we're running out of time to tackle it. Parents are especially concerned because their children will be the most impacted by climate change's consequences, but they don't feel confident talking about the issue and they don't understand how to help. Science Moms is a group of nonpartisan climate scientists and mothers who have dedicated their lives to solving the problem and are now reaching out to other parents for reinforcement. Their emotional campaign aims to connect with mothers of all political persuasions about what's at stake for their children and how together, mothers can be the force that finally ushers in an era of solutions.

### COVID-19 Vaccine Education

00:30 ROS

The COVID-19 vaccines have the potential to transform life as we know it today and save hundreds of thousands of lives—but they can only be successful if millions of Americans recognize the urgency, safety and vital importance of getting vaccinated. While many have already started the vaccination process, there is currently a general lack of confidence. Overall, 40% of the U.S. public have expressed concerns, ranging from “skeptical” to “open but uncertain,” about getting vaccinated. The *It's Up to You* campaign encourages audiences to get the latest vaccine information—knowing that personal education is the first step in building vaccine confidence. It's OK to have questions. We want to acknowledge Americans' concerns, provide answers to their questions, and get us all on the road back to the moments and people we miss most.

### Mental Illness Awareness

00:15 ROS

Mental illness rates are going up every year in the United States. But, you are not alone. 76% of workers have reported having a mental illness. Awareness is the first step towards ending the stigma against mental illness.

**November 2021:**

### Municipal Meetings

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### PSA

Pass it On

01:00 ROS

Every good thing that has ever been achieved began with an idea—a dream that something better is actually possible. Skeptics likely doubted, friends wondered, and still the idea survived. Our society depends upon ordinary people to think the extraordinary—someone to simply ask, even in the face of criticism, why not? Could a cure for an incurable disease exist, how far is too far to travel, can children's hunger be alleviated, can everyone get a good education? John Lennon's "Imagine" provides a thoughtful and inspiring backdrop for you to Imagine... the Possibilities. Pass it On.

Racial Justice

00:30 ROS

Racism and oppression have historically impacted and continue to profoundly affect Black and Brown communities and the nation at large. The pandemic has drawn further light to

racial inequities, including a rise in anti-Asian hate. The Ad Council is committed to using our platform to support other external organizations dedicated to dismantling systemic racism and injustice. In this series, we're spotlighting content created by these organizations that will help spark more dialogue and action around racial justice. We hope you'll take the time to learn more about these organizations and the great work that they're doing.

## 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."

## **December 2021:**

### Municipal Meetings

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### Queensbury Town Council

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## PSA

### Lung Cancer Screening

01:00 ROS

In the 70s, we were wild, free, and unafraid of a little risk. Part of that was smoking all of the time. This PSA campaign encourages baby boomers and gen-xers to please make sure to get their lungs screened for cancer.

### Pass It On

0:30 ROS

Imagine Dragons' "Love" is a powerful reminder that we really are one people. And it is LOVE that truly brings us together. Your viewers will appreciate this remarkable song with a timely message. Love... Pass It On.

### Climate Change Relief

00:15 ROS

99% of climate scientists agree: climate change is here, it's man-made and we're running out of time to tackle it. Parents are especially concerned because their children will be the most impacted by climate change's consequences, but they don't feel confident talking about the issue and they don't understand how to help. Science Moms is a group of nonpartisan climate scientists and mothers who have dedicated their lives to solving the problem and are now reaching out to other parents for reinforcement. Their emotional campaign aims to connect with mothers of all political persuasions about what's at stake for their children and how together, mothers can be the force that finally ushers in an era of solutions.