



## **Quarterly Issues, 3rd Quarter 2022**

Station: WNCE-TV

Glens Falls, New York

All programs locally produced unless otherwise indicated.

### **July 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

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. 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.

### Alzheimer's Awareness

00:30 ROS

Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website [Alz.org/TimeToTalk](http://Alz.org/TimeToTalk) and [Alz.org/Tiempo](http://Alz.org/Tiempo) for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

### Gun Safety

00:15 ROS

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. With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe. To best protect your loved ones – store guns safely.

### **August 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

Covid-19 Vaccine Education

01:00 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. 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.

Child Car Safety

00:30 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).

## Drug Impaired Driving

00:15 ROS

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle. Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

## **September 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

Belonging Begins with Us

01:00 ROS

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](http://BelongingBeginsWithUs.org) to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

#### Autism Awareness

00:30 ROS

Though autism can be reliably diagnosed in children as young as 18 months, most aren't diagnosed until they're between four and five—and studies indicate that age is even higher for low-income and minority children. Research shows that early diagnosis and early intervention is crucial; it can translate to a lifetime of impact by supporting healthy development, improved communication, and overall positive outcomes later in life. Bilingual campaign creative assets aim to lower the age of diagnosis by showing parents and caregivers the positive outcomes that are possible following a diagnosis.

#### Discovering Nature

00:15 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.