

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
First Quarter, 2015
04/02/2015

WYLD-FM
Quarterly Issues/Programs List

WYLD-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **CRIME:** A look at the drug laws in Louisiana. Are we locking up people for what are essentially victim less crimes? Why are other states legalizing pot?
- **CULTURE:** The Takrema Cultural Arts Center. Performance art with its roots in the oral traditions of the African American community
- **DISCRIMINATION:** An organization called Justice and Beyond is claiming that the recent the prosecution of several black health care providers for Medicaid Fraud is discriminatory because white providers are treated differently
- **DOMESTIC VIOLENCE:** The guest is a domestic violence survivor. She shares her experiences about why she stayed in the relationship so long and what prompted her to finally get out
- **ECONOMIC DEVELOPMENT:** The guest is from the Urban League of GNO, programs that can help minority- owned businesses thrive. Understanding the grant process
- **EDUCATION:** The New Beginnings Charter School Network. This is one of the city's historically high performing charter schools. The keys to success that could be replicated at other schools
- **EMPLOYMENT:** The guest is a careers consultant. How to distinguish between a job and a career. Finding a career path that will bring you real happiness
- **FAMILY SERVICES:** Tips on how parents can help their toddlers thrive. What are the early bench marks that parents should look for as a sign of progress.
- **FINANCES:** Tips for those who are preparing for tax season. With all of the online tax programs out there now should you do your taxes yourself?
- **HEALTH:** Why diabetes seems to be so prevalent these days with the cases increasing in the black community. Early warning signs and how to

manage the disease if you already have it

- **HUNGER:** No Kid Hungry New Orleans campaign. Reducing childhood hunger through school lunch programs and the availability of nutritious meals
- **POLITICS:** Discussion of political issues such as La. Gov. Bobby Jindal's assumed presidential run and how the Governor's race is shaping up this fall

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CULTURE	SUNDAY JOURNAL	The guest is a professional ballerina. Getting young people, particularly children of color, interested in culture and the performing arts	MISTY COPELAND	01/04/2015 07:29 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	There is so much media attention on domestic violence now, is that a positive thing? Why so many women don't report it and stay in the relationship	NONE	01/04/2015 08:31 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The Hip Hop Doc with tips on how families can reconnect during busy times. How to have a strong family home life despite pressures of work and school	NONE	01/11/2015 07:15 AM	015:00
POLITICS	SUNDAY JOURNAL	Discussion of political issues such as La. Gov. Bobby Jindal's assumed presidential run and how the Governor's race is shaping up this fall	DR. GARY CLARK	01/11/2015 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EDUCATION	SUNDAY JOURNAL	The challenges of teaching students of color. Is it really any different than white children? Do their experiences make for a different learning environment?	NONE	01/18/2015 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Health Matters segment dealing with chronic tiredness. We all have demanding jobs and work schedules, how to maximize our down time and and feel better	DR. CARL ROBINSON	01/18/2015 07:30 AM	015:00
EDUCATION	SUNDAY JOURNAL	A look at Dr. King's Mountaintop speech and a new tribute book. The importance of translating his philosophy to the world we live in today	NONE	01/18/2015 08:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The subject of truth telling. Honestly may be the best policy but are there times when a little white lie may be the more prudent thing to do?	DR. JACK SCHAFFER	01/25/2015 07:16 AM	014:00
FINANCES	SUNDAY JOURNAL	Tips for those who are preparing for tax season. With all of the online tax programs out there now should you do your taxes yourself?	KEM CENTS	01/25/2015 07:29 AM	016:00
HEALTH	SUNDAY JOURNAL	Discussion of the Affordable Care Act. Is it really driving doctors into early retirement as the critics claim? How to find a plan that's right for you	DR. RANI WHITFIELD/ DR. J. NADINE GARCIA	01/25/2015 07:48 AM	020:00
EDUCATION	SUNDAY JOURNAL	Feb is Black History Month. Discussion of what that means and	NONE	02/01/2015 07:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		different events around the area to mark the occasion			
HEALTH	SUNDAY JOURNAL	Health Matters segment with emphasis on simple things we can all do to maintain better health. Just a brisk walk each day can make a big difference	DR. CARL ROBINSON	02/01/2015 07:15 AM	015:00
EDUCATION	SUNDAY JOURNAL	The guest is a representative of the UNCF, discussion of scholarships and other opportunities the organization can offer to students who might not be able to afford college otherwise	THERESE BADON	02/08/2015 07:00 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of Black History Month and a special showing at the Historic Treme Collection. The history of the black culture in New Orleans	NONE	02/08/2015 07:29 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Special event for seniors, connecting them with service and health organizations that can make the transition into the elderly years much easier	REV. LOIS DEJAN	02/08/2015 08:29 AM	030:00
HEALTH	SUNDAY JOURNAL	Why diabetes seems to be so prevalent these days with the cases increasing in the black community. Early warning signs and how to manage the disease if you already have it	DR. GEORGE KING	02/15/2015 07:00 AM	012:00
CULTURE	SUNDAY JOURNAL	Part 1 of a look at the Black History Month exhibition at the Historic Treme	NONE	02/15/2015 08:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Collection. The contributions of black culture in south Louisiana			
CULTURE	SUNDAY JOURNAL	Continuation of discussion of the Black History Month exhibits at the Historic Treme Collection. The guest is from the Ashe Cultural Arts Center with a look at programs there	CAROL BEBELLE	02/22/2015 07:00 AM	045:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is with the My Brother's Keeper Initiative, men helping men to keep out of trouble and support their families	JOE ECHEVARRIA	03/01/2015 07:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Discussion on how to reduce children's time with the media- TV and internet. How parents can better monitor their children's social media activities.	BILL RATNER	03/01/2015 08:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Tips on how parents can help their toddlers thrive. What are the early bench marks that parents should look for as a sign of progress.	DR. TOVAH KLEIN	03/01/2015 08:45 AM	015:00
HUNGER	SUNDAY JOURNAL	No Kid Hungry New Orleans campaign. Reducing childhood hunger through school lunch programs and the availability of nutritious meals	NONE	03/08/2015 07:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	The New Beginnings Charter School Network. This is one of the city's historically high performing charter schools. The keys to	NONE	03/08/2015 07:15 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		success that could be replicated at other schools			
FINANCES	SUNDAY JOURNAL	Financial tips during tax filing season. Who is eligible for the Earned Income Tax Credit and how to claim it	KEM CENTS	03/08/2015 07:45 AM	015:00
CULTURE	SUNDAY JOURNAL	The New Orleans Museum of Art Kongo Exhibit. A look at art and music from Africa. How these traditions have been embraced by the world	NONE	03/15/2015 07:15 AM	015:00
FAMILY SERVICES	SUNDAY JOURNAL	Follow up to the Man Up March. An event designed to gain attention for men who are living responsible lives and to make them a role model for others	MINISTER WILLIE MUHAMMAD	03/15/2015 08:00 AM	030:00
CULTURE	SUNDAY JOURNAL	The Takrema Cultural Arts Center. Performance art with its roots in the oral traditions of the African American community	LISA PHILLIPS	03/22/2015 07:00 AM	015:00
EMPLOYMENT	SUNDAY JOURNAL	The guest is a careers consultant. How to distinguish between a job and a career. Finding a career path that will bring you real happiness	EDDIE FRANCIS	03/22/2015 07:29 AM	015:00
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	The guest is from the Urban League of GNO, programs that can help minority-owned businesses thrive. Understanding the grant process	LYNETTE COLIN	03/22/2015 07:45 AM	015:00
DOMESTIC VIOLENCE	SUNDAY JOURNAL	The guest is a domestic violence	ALMA DAVIS	03/22/2015 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		survivor. She shares her experiences about why she stayed in the relationship so long and what prompted her to finally get out			
HEALTH	SUNDAY JOURNAL	Health Matters segment dealing with stress and how to relieve it. When to take a little break from your life for a while	DR. CARL ROBINSON	03/29/2015 07:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	The guest is a children's book author with tips on how to get children interested in reading early. The importance of taking that first step towards reading.	MARTI DUMAS	03/29/2015 07:45 AM	015:00
CRIME	SUNDAY JOURNAL	A look at the drug laws in Louisiana. Are we locking up people for what are essentially victim less crimes? Why are other states legalizing pot?	GINA WOMACK/ MARJORIE ESMAN	03/29/2015 08:00 AM	015:00
DISCRIMINATION	SUNDAY JOURNAL	An organization called Justice and Beyond is claiming that the recent the prosecution of several black health care providers for Medicaid Fraud is discriminatory because white providers are treated differently	NONE	03/29/2015 08:29 AM	030:00

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FAMILY SERVICES	Louisiana Assoc Of Broadcasters	000:30	149
FAMILY SERVICES	Crimestoppers Prom Takeover	:15	050
CHARITABLE	GIRL SCOUTS OF S.E. LA.	000:30	069
CHARITABLE	Volunteers Of America	000:31	093
CRIME	NEW ORLEANS POLICE DEPT	000:30	019
EDUCATION	Local Promo PSA	000:31	032
EDUCATION	McDonalds	000:31	081
EDUCATION	Urban League of Greater N O	000:31	044
FAMILY SERVICES	PRAYING FOR A PROM	000:32	083
FINANCES	LOWER 9TH WARD NEIGH EMPOWER	000:32	035
MILITARY AND VETERANS	Local Promo PSA	000:28	022
MILITARY AND VETERANS	Louisiana Assoc Of Broadcasters	000:30	001
MILITARY AND VETERANS	National Promo Inventory	000:30	010
MILITARY AND VETERANS	National Promo Inventory	000:31	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	084
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	145
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	096
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	082
VOLUNTEERING	CORP FOR NATL & COMM SERVICE	000:30	062
FAMILY SERVICES	NOLA FOR LIFE MIDNIGHT BASKETBALL	:15	050
FAMILY SERVICES	ORLEANS SHERIFF EASTER EGG HUNT	:15	040