

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
First Quarter, 2012
04/07/2012

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:

- **CHARITABLE:** Discussion of the Omega Psi Phi Golf Tournament and the charitable causes it supports
- **CRIME:** The new French Quarter age curfew. Whether it is likely to face legal challenges and whether it will really cut down on crime in the Quarter
- **CULTURE:** The Cirque du Soleil salute to the music of Michael Jackson, touring show stopping in New Orleans
- **EDUCATION:** The Open Network, dedicated to improve educational opportunities particularly for young students in the New Orleans area
- **EMPLOYEMENT:** The proposed plan to move the central downtown post office to Baton Rouge, at a cost of thousands of New Orleans area jobs.
- **EMPLOYMENT:** The New Orleans Job Corps, which helps train job seekers and then matches them with a job to fit their skills.
- **FAMILY ISSUES:** Woman Thou Art Loosed: On the Seventh Day. Production that highlights the struggles that women often face in a man- driven world.
- **FAMILY SERVICES:** Clinical social worker on the the challenges faced by today's family unit, outside influences like peer pressure and the internet
- **FINANCES:** Personal money management consultant. How to make a budget and stick to it even in hard economic times
- **HEALTH:** Tips for easy ways to exercise the body even during the work day
- **HOUSING:** Real estate investing. Whether or not this line of business is right for everyone. The ups and downs of the housing market.

**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
HEALTH	SUNDAY JOURNAL	EAT: The Effortless Weight Solution. Making better choices when it comes to the food that we eat and the ramifications of bad choices	DR. IAN SMITH	01/01/2012 07:46 AM	008:39
FAMILY ISSUES	SUNDAY JOURNAL	Helping black women develop a better self-image. How culture influences this.	SOPHIA NELSON/ SILAS LEE	01/01/2012 08:03 AM	020:00
FAMILY ISSUES	SUNDAY JOURNAL	Helping young people make better choices by helping them to realize the consequences of their actions	ERIC & ELEKA BEAL	01/01/2012 08:26 AM	030:00
HEALTH	SUNDAY JOURNAL	Simple things that can be done on a daily basis to help working men an women stay in good physical condition. Why that is important	DR. CARL ROBINSON	01/08/2012 07:27 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of a new documentary film on the rap culture in New York City and whether or not its gang affiliation is overblown	MAGGIE HADLEIGH WEST-DOCUMENTARY FILMMAKER	01/08/2012 07:43 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EDUCATION	SUNDAY JOURNAL	The Bayou Soul Writers and Readers Conference; inspiring young people to read more and aspire to become writers.	CLARENCE NERO	01/08/2012 08:30 AM	030:00
HEALTH	SUNDAY JOURNAL	Bayou Health, which offers the state's Medicaid and LaChip recipients the choice of several health plans. Also, the latest from the American Cancer Society and the Text For Health campaign	THERESA SANCHEZ/ DR. CYNTHIA LEBALNC/ DIANA BEASLE	01/15/2012 07:14 AM	060:00
CRIME	SUNDAY JOURNAL	The new French Quarter age curfew. Whether it is likely to face legal challenges and whether it will really cut down on crime in the Quarter	TRACIE WASHINGTON	01/22/2012 07:30 AM	030:00
FINANCES	SUNDAY JOURNAL	Personal money management consultant. How to make a budget and stick to it even in hard economic times	LISA FRYE	01/22/2012 08:30 AM	030:00
HOUSING	SUNDAY JOURNAL	Real estate investing. Whether or not this line of business is right for everyone. The ups and downs of the housing market.	KENNY RUSHING	01/29/2012 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	Segment on the United New	NONE	01/29/2012 08:50 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Orleans Front, an effort to bring more positive change to the community			
CULTURE	SUNDAY JOURNAL	Dillard University's production of "The Piano Lesson"	RAY VRAZEL	01/29/2012 08:54 AM	006:41
HEALTH	SUNDAY JOURNAL	Tips for easy ways to exercise the body even during the work day	DR. KENNETH FOY	02/05/2012 07:15 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	America the Beautiful, a look at all of the things we have to be grateful for in this country	DR. BEN CARSON	02/05/2012 07:34 AM	017:15
CULTURE	SUNDAY JOURNAL	The Cirque du Soliel salute to the music of Michael Jackson, touring show stopping in New Orleans	NONE	02/05/2012 07:55 AM	040:00
CRIME	SUNDAY JOURNAL	Health Matters segment. How to determine if you are tting enough sleep and if the sleep you are getting is sufficiently restful.	DR. CARL ROBINSON	02/12/2012 07:31 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Clinical social worker on the the challenges faced by today's family unit, outside influences like peer pressure and the internet	VICTOR SIMS	02/12/2012 08:15 AM	030:00
CRIME	SUNDAY JOURNAL	A look at the Virgil Dugue trial and the	DR. FIRPO CARR	02/12/2012 08:45 AM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		larger issues surrounding it			
EDUCATION	SUNDAY JOURNAL	A look at the Recovery School District and whether it is still meeting its purpose 6 years after Katrina. Is reform in order?	NONE	02/19/2012 07:50 AM	010:00
FAMILY ISSUES	SUNDAY JOURNAL	A conversation about working with black youth. What challenges do they face that other generations did not.	LLOYD DENNIS	02/19/2012 08:00 AM	060:00
HEALTH	SUNDAY JOURNAL	A look at Aids in the south. Are the numbers still an epidemic more than 30 years after the first Aids cases? Also, a New Orleans Aids event and a Daughters of Charity event	ANDREW SKERRITT/ CAMILE WHITWORTH	02/26/2012 07:00 AM	060:00
FAMILY ISSUES	SUNDAY JOURNAL	President of the National Urban League and a former New Orleans mayor. What issues face the organization today?	MARC MORIAL	02/26/2012 08:03 AM	005:12
FAMILY ISSUES	SUNDAY JOURNAL	Segment on forgiveness. Why this act that is so basic to society and interpersonal relationships is so hard to give.	BISHOP T.D. JAKES	03/04/2012 07:00 AM	011:00
EDUCATION	SUNDAY JOURNAL	The Open Network, dedicated to improve educational opportunities	NONE	03/04/2012 07:50 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		particularly for young students in the New Orleans area			
CHARITABLE	SUDNAY JOURNAL	Discussion of the Omega Psi Phi Golf Tournament and the charitable causes it supports	DR. CARL JOHNSON	03/04/2012 08:50 AM	008:00
FAMILY ISSUES	SUNDAY JOURNAL	Follow up to last week's segment on forgiveness.	BISHOP T.D. JAKES	03/11/2012 07:00 AM	011:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on seasonal allergies. Can they be prevented or at least treated effectively? What are the most common allergies in this area?	DR. CARL ROBINSON	03/11/2012 07:14 AM	013:12
FAMILY ISSUES	SUNDAY JOURNAL	An upcoming community rapy designed to raise awareness for problems like poor education and recent police shootings	BROTHER WALTER UMRANI	03/11/2012 07:44 AM	015:00
EMPLOYEMENT	SUNDAY JOURNAL	The proposed plan to move the central downtown post office to Baton Rouge, at a cost of thousands of New Orleans area jobs.	NONE	03/11/2012 08:00 AM	035:00
EDUCATION	SUDNAY JOURNAL	Community news from Dillard University. News for students and alumni who want to stay in touch with a support the university.	NONE	03/18/2012 07:14 AM	010:00
HOUSING	SUNDAY	Neighborhood	NONE	03/18/2012	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	Housing Services, which can help potential homebuyers on a budget find and pay for a home of their own		07:32 AM	
EMPLOYMENT	SUNDAY JOURNAL	The New Orleans Job Corps, which helps train job seekers and then matches them with a job to fit their skills.	NONE	03/18/2012 07:53 AM	035:00
EDUCATION	SUNDAY JOURNAL	Recovery School Dist registration for next school year. How much choice do parents have when it comes to choosing the best school for their child?	NONE	03/25/2012 07:08 AM	010:00
FAMILY ISSUES	SUNDAY JOURNAL	Woman Thou Art Loosed: On the Seventh Day. Production that highlights the struggles that women often face in a man-driven world.	ZOE CARTER/ JACQUELINE FLEMING/ NICOYE BANKS	03/25/2012 07:20 AM	050:00

**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
-------	-----------------	-------------	-----------	----------

(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 ISSUES	Ad Council/Youth Reckless Driving	000:30	022
CRIME	Crimestoppers	000:15	022
CRIME	Crimestoppers	000:32	060
FAMILY ISSUES	LAB/ ARMY RESERVE	000:30	164
EDUCATION	MLK DAY MARCH AND PARADE	000:15	50
HEALTH	DIABETES HEALTH EXPO	000:15	50
FAMILY ISSUES	100 BLACK MEN OF NEW ORLEANS	000:15	50
EMPLOYMENT	VIRTUAL JOB FAIR	000:15	50
BULLYING	DONORSCHOSE.ORG	000:30	090
BULLYING	DONORSCHOSE.ORG	000:31	087
BULLYING	DONORSCHOSE.ORG	000:32	004
BULLYING	National Promo Inventory	000:30	031
BULLYING	National Promo Inventory	000:31	031
BULLYING	National Promo Inventory	000:32	031
CHARITABLE	CHILDREN'S HOSPITAL	000:30	024
EDUCATION	COOPER PROJ/TULANE	000:30	004
EDUCATION	LA. ASSOC OF BROADCASTERS	000:32	061
EDUCATION	LA. FED OF BUSINESS AND PRO W	000:31	045
EDUCATION	Local Promo PSA	000:32	001
EDUCATION	N.O. JAZZ & HERITAGE FOUND.	000:32	020
EDUCATION	UNITED NEGRO COLLEGE FUND	000:32	018
EDUCATION	YMCA ADULT ED. SERVICES	000:31	042
ENVIRONMENTAL	GREEN PROJECT	000:30	036
ENVIRONMENTAL	JEFF PARISH ENVIRONMENTAL DEP	000:31	057
FAMILY SERVICES	LA. DEPT OF CHILD SERVICES	000:29	042
FAMILY SERVICES	SON OF A SAINT FOUND.	000:31	020
FINANCES	IRS	000:31	042
HEALTH	LUKE'S HOUSE	000:31	039
HEALTH	ST. JUDE COMMUNITY CENTER	000:31	040
HOUSING	BUILD NOW NOLA	000:31	044

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
LITERACY	DONORSCHOSE.ORG	000:30	004
LITERACY	National Promo Inventory	000:30	030
POVERTY	DONORSCHOSE.ORG	000:33	084
POVERTY	National Promo Inventory	000:33	001
SELF ESTEEM	DONORSCHOSE.ORG	000:31	004
SELF ESTEEM	National Promo Inventory	000:31	031