

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/05/2013

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:** Hurricane Sandy relief efforts. How local donations to the United Way and others can make a difference.
- **CRIME:** Guest is from community group Victims and Citizens Against Crime. The importance of fostering a good relationship between the police and community members.
- **CULTURE:** The guest is a Broadway performer. The road that led him to this line of work and how to cultivate this interest in younger people.
- **ECONOMIC DEVELOPMENT:** Guest is from the National Restaurant Association. Discussion of the business prospects for new restaurants and related enterprises.
- **EDUCATION:** The work of the Dillard University Choir. Its accomplishments and upcoming performances.
- **FAMILY ISSUES:** With the election just days away, why does the color line still seem to persist when it comes to Pres Obama.
- **FINANCES:** The guest is a money management consultant. How to create a household budget and still save for retirement.
- **HEALTH:** The status of mental health care in New Orleans. Why the population keeps growing and efforts to increase the available services.
- **HOUSING:** Programs offered by Neighborhood Housing Services of New Orleans. In particular, assistance for first time home buyers.

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
EDUCATION	SUNDAY JOURNAL	The guest is the author of the novel "A Lesson Before Dying", which is being used as the book in a community-wide reading event	ERNEST GAINES	10/07/2012 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Discussion of the flu and why it is supposed to be a very active year. Who should get a flu shot.	DR. CARL ROBINSON	10/07/2012 07:35 AM	025:00
EDUCATION	SUNDAY JOURNAL	A look at Walter L Cohen High School and a recent controversy involving student discipline. When does the school take it too far?	WALTER UMRANI	10/07/2012 08:14 AM	015:00
EDUCATION	SUNDAY JOURNAL	"Bash" event at Southern University of New Orleans. Why the community at large should support higher education	NONE	10/14/2012 07:10 AM	020:00
HEALTH	SUNDAY JOURNAL	Breast cancer awareness and local events related to breast Cancer Awareness month.	DR. CARL ROBINSON	10/14/2012 07:29 AM	030:00
EDUCATION	SUNDAY JOURNAL	The profession of teaching and why it is still an attractive line of	CHARLESE BROWN	10/14/2012 08:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		work for young people.			
HEALTH	SUNDAY JOURNAL	Delgado Community School of Nursing health fair. Screenings and services that will be offered to the public free of charge.	MAUREEN LARKINS	10/21/2012 07:08 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of upcoming fundraiser for the Anthony Bean Community Theater. Future productions.	ANTHONY BEAN	10/21/2012 07:25 AM	010:00
HEALTH	SUNDAY JOURNAL	Licensed clinical social worker discusses the case this week of a woman who killed her own children. The woman was believed to be mentally ill and off of her medication.	VICTOR SIMS	10/21/2012 07:35 AM	040:00
HOUSING	SUNDAY JOURNAL	Programs offered by Neighborhood Housing Services of New Orleans. In particular, assistance for first time home buyers.	NONE	10/28/2012 07:25 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a money management consultant. How to create a household budget and still save for retirement.	LISA FRYE	10/28/2012 08:29 AM	030:00
CULTURE	SUNDAY JOURNAL	Discussion of the Ashe Cultural Arts Center	NONE	11/04/2012 06:58 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		cultural preservation efforts. Upcoming productions.			
HEALTH	SUNDAY JOURNAL	Health matters segment. How to deal with the aches and pains that are common as one gets older.	DR. CARL ROBINSON	11/04/2012 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	With the election just days away, why does the color line still seem to persist when it comes to Pres Obama.	VINCENT SYLVAIN/ DR. GARY CLARK	11/04/2012 08:01 AM	050:00
FAMILY ISSUES	SUNDAY JOURNAL	Services offered by Boys Town/ Girls Town, which helps runaways get off the streets	NONE	11/11/2012 07:00 AM	020:00
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	Guest is from the National Restaurant Association. Discussion of the business prospects for new restaurants and related enterprises.	ROZ MALLET	11/11/2012 08:14 AM	040:00
HEALTH	SUNDAY JOURNAL	Health matters segment on small ways to maintain health and fitness even with a busy work or school schedule.	DR. CARL ROBINSON	11/18/2012 07:30 AM	015:00
HOUSING	SUNDAY JOURNAL	Programs of Neighborhood Housing Services of New Orleans. In particular, how first time home buyers can find a house they can afford	NONE	11/18/2012 07:45 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FAMILY ISSUES	SUNDAY JOURNAL	Discussion of personal relationships and whether saying No to sex is a realistic expectation in today's society.	NONE	11/18/2012 08:15 AM	045:00
HEALTH	SUNDAY JOURNAL	No/ Aids Task Force, which offers services, including meal delivery, to residents suffering from HIV and AIDS.	SONYA LEATHERS	11/25/2012 07:00 AM	020:00
EDUCATION	SUNDAY JOURNAL	Author of the novel "A Lesson Before Dying", which is being used as the book in a community-wide book reading.	ERNEST GAINES	11/25/2012 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	Discussion of the Louisiana state budget process. What are some of the cuts to health care and higher education that may come down next year	JAN MOLLER	11/25/2012 08:20 AM	020:00
CRIME	SUNDAY JOURNAL	Guest is from community group Victims and Citizens Against Crime. The importance of fostering a good relationship between the police and community members.	AL MIMS	12/02/2012 07:10 AM	015:00
HEALTH	SUNDAY JOURNAL	Discussion of the holiday blues and why some people are prone to	NONE	12/02/2012 07:45 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		become depressed this time of year. How to know when to seek professional help.			
EDUCATION	SUNDAY JOURNAL	The work of the Dillard University Choir. Its accomplishments and upcoming performances.	CARTER DAVENPORT	12/02/2012 08:22 AM	030:00
CHARITABLE	SUNDAY JOURNAL	Hurricane Sandy relief efforts. How local donations to the United Way and others can make a difference.	HAPPY JOHNSON	12/09/2012 07:15 AM	015:00
HEALTH	SUNDAY JOURNAL	Health matters segment on how to avoid overeating and stress during the holiday season. Realizing that you may not be able to do everything you want to.	DR. CARL ROBINSON	12/09/2012 07:30 AM	015:00
CRIME	SUNDAY JOURNAL	Black men in prison. Why so many find themselves there and why black men make up a disproportion of the prison population.	COREY DOWDEN/ NORRIS HUNDERSON/ OLIVER THOMAS	12/09/2012 08:00 AM	060:00
CRIME	SUNDAY JOURNAL	A discussion of the school shooting in Newtown, Conn. What steps can be taken to prevent these tragedies in the future. Are more gun laws needed?	KOJO LIVINGSTON/ VICTOR SIMS	12/16/2012 07:00 AM	060:00
FAMILY ISSUES	COMMUNITY FOCUS	The guest is from the Louisiana	MARJORIE ESMAN	12/16/2012 08:17 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		ACLU. Making sure that the constitutional rights of everyone are protected. Even those who may not hold popular view points.			
CULTURE	SUNDAY JOURNAL	The guest is a Broadway performer. The road that led him to this line of work and how to cultivate this interest in younger people.	VERNEL BAGNERIS	12/23/2012 07:00 AM	020:00
FAMILY ISSUES	SUNDAY JOURNAL	Discussion of kids and sex. Whether just saying No is reasonable to expect. Parents sharing stories of dealing with their kids on this matter.	NONE	12/23/2012 08:15 AM	045:00
FAMILY ISSUES	SUNDAY JOURNAL	Slavery by another name. Economic and social factors that make it difficult for the African American population to get ahead.	DOUG BLACKMAN	12/30/2012 08:00 AM	030:00
HEALTH	SUNDAY JOURNAL	The status of mental health care in New Orleans. Why the population keeps growing and efforts to increase the available services.	TEBO SIMS	12/30/2012 08:30 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
FAMILY ISSUES, CITY OF HOPE, Program that promoted support of Fisher House, which provides assistance to wounded veterans and their families, 11/10/13, 12:06AM, 30 MINS				

**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	Louisiana Assoc Of Broadcasters/ NATL GUARD	000:30	151
HEALTH	OSCHNER HEALTH CARE	:15	40
CRIME	SAVING OUR SONS MIDNIGHT BASKETBALL	:15	40
CHARITABLE	SON OF A SAINT CLOTHING AND TOY DRIVE	:15	40
RECREATION	JOE BROWNE PARK HOLIDAY CELEBRATION	:15	40
ARTS	National Promo Inventory	000:31	001
CHARITABLE	CENTERPLATE	000:31	031
CHARITABLE	SON OF A SAINT FOUND.	000:32	041
CHARITABLE	UNITED WAY	000:30	046
ECONOMIC DEVELOPMENT	SMALL BUSINESS SAT.	000:30	001
ECONOMIC DEVELOPMENT	SMALL BUSINESS SAT.	000:30	039
ECONOMIC DEVELOPMENT	SMALL BUSINESS SAT.	000:31	009
EDUCATION	LA. ASSOC OF BROADCASTERS/ SCHOLARSHIP PROGRAM	000:31	045
EDUCATION	LA. READING ASSOC	000:30	030
EDUCATION	Xavier University	000:31	045
FAMILY SERVICES	AGENDA FOR CHILDREN	000:30	015
FAMILY SERVICES	Local Promo PSA	000:30	016
HEALTH	AM. CANCER SOCIETY	000:31	043
HEALTH	AUTISM SPEAKS	000:31	034

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HOUSING	HOMEOWNERSHIP PRES. FOUND.	000:30	014
HOUSING	Local Promo PSA	000:30	016
HUNGER	JUST THE RIGHT ATT. FOOD BANK	000:31	013
MILITARY AND VETERANS	National Promo Inventory	000:30	042
RECREATION	SAVE OUR SONS	000:32	035
SELF ESTEEM	National Promo Inventory	000:30	099
SUBSTANCE ABUSE	Salvation Army	000:32	040
CHARITABLE	CARING HANDS TOY GIVEAWAY	:15	40
CHARITABLE	12-12-12 HURRICANE SANDY RELIEF CONCERT	:15	40