

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Fourth Quarter, 2013
01/04/2014

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:

- **BUSINESS:** Urban League event for female entrepreneurs. How to make the connections and locate seed money to get new business ideas off of the ground
 - **CRIME:** The historically distrustful relationship between police and the black community. Why things seem to be improving in the New Orleans area
 - **ECONOMICS:** Economic initiatives through out the New Orleans area that offer new opportunities for residents.
 - **EDUCATION:** The controversy at Grambling State University, which had to forfeit a football game when the players refused to play, and a fundraiser for Xavier Prep.
 - **FAMILY ISSUES:** Ways to improve certain aspects of the black community, including greater father involvement and access to better paying jobs through education
 - **FINANCES:** The guest is a personal finance and money management expert. How families can make a budget and stick with it. Saving at least a little of your paycheck
 - **HEALTH:** The guest is a psychologist. Discussion on holiday depression. How to know the difference between a feeling that will pass and when you may need professional help.
 - **RACISM:** How racism affects the entire society, not just those who are victimized by it. Breakdown down the stereotypes that can lead to prejudice
 - **SUBSTANCE ABUSE:** The Salvation Army's Adult Drug Rehab program. The program also teaches life skills and acn even help with job training.
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**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	SUNO's annual BASH event, a major fundraiser for the historically black university	NONE	10/06/2013 07:31 AM	020:00
EDUCATION	SUNDAY JOURNAL	Discussion of the desegregation case facing Jefferson parish public schools. Why the federal government has taken an interest in this school system	NONE	10/06/2013 08:00 AM	000:30
EDUCATION	SUNDAY JOURNAL	Former Orleans School Board member with recommendations for improving public education in the city. Has school choice made education better for the students?	PHYLLIS LANDRIEU	10/06/2013 08:31 AM	030:00
HEALTH	SUNDAY JOURNAL	Segment on breast cancer. What are the risk factors for women and whether or not annual check ups are necessary.	DR. CARL ROBINSON	10/13/2013 07:31 AM	000:30
FAMILY ISSUES	SUNDAY JOURNAL	Discussion on the challenges facing New Orleans East, including high crime and lack of infrastructure. How residents can take more ownership of the area	NONE	10/13/2013 08:00 AM	000:30
CRIME	SUNDAY JOURNAL	The guest is a Tulane University Criminologist. The murder rate in New Orleans continues to	DR. PETER SCHARF	10/13/2013 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		fall. Is this a trend or just happenstance?			
BUSINESS	SUNDAY JOURNAL	Urban League event for female entrepreneurs. How to make the connections and locate seed money to get new business ideas off of the ground	NONE	10/20/2013 07:00 AM	000:20
HEALTH	SUNDAY JOURNAL	Health and fitness tips that people can use during their every day life, balancing exercise with work and school	RICHARD GRAM	10/20/2013 07:30 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal finance and money management expert. How families can make a budget and stick with it. Saving at least a little of your paycheck	GEORGETTE MILLER	10/20/2013 08:00 AM	030:00
SUBSTANCE ABUSE	SUNDAY JOURNAL	The Salvation Army's Adult Drug Rehab program. The program also teaches life skills and can even help with job training.	NONE	10/27/2013 07:00 AM	020:00
EDUCATION	SUNDAY JOURNAL	The controversy at Grambling State University, which had to forfeit a football game when the players refused to play, and a fundraiser for Xavier Prep.	DR. ANDRE PERRY	10/27/2013 08:00 AM	050:00
FAMILY ISSUES	SUNDAY JOURNAL	Ways to improve certain aspects of the black community, including greater father involvement and access to better paying jobs through education	STEVE DEMERY	11/03/2013 08:00 AM	060:00
HEALTH	SUNDAY JOURNAL	Health Matters segment with tips for small changes that can	DR. CARL ROBINSON	11/10/2013 07:30 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		lead to a better diet and getting a better night's sleep			
HEALTH	SUNDAY JOURNAL	The guest is a psychologist. Discussion on holiday depression. How to know the difference between a feeling that will pass and when you may need professional help.	DR. GUY WINCH	11/10/2013 08:14 AM	045:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a personal communications expert. What your attitude says about you and how to know how you are being perceived by others	GEOFF TUMLIN	11/17/2013 07:00 AM	030:00
FINANCES	SUNDAY JOURNAL	Personal money management segment on how the coming changes to the health care laws will affect most people's pocket book. How to get the most out of your plan	LISA FRYE	11/17/2013 08:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a body language expert. How to carry yourself with confidence and the little things that can make a big difference	DR. LILLIAN GLASS	11/24/2013 07:00 AM	020:00
ECONOMICS	SUNDAY JOURNAL	Economic initiatives through out the New Orleans area that offer new opportunities for residents.	WILLIE MUHAMMAD	11/24/2013 08:20 AM	040:00
FAMILY ISSUES	SUNDAY JOURNAL	How to develop a positive personal philosophy that will help you live life to the fullest and get the most enjoyment out of your day to day experiences	CYNDI CHANGE	12/01/2013 08:00 AM	030:00
FAMILY	SUNDAY	The guest is a	DR. DENNIS	12/01/2013	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ISSUES	JOURNAL	motivational speaker and author. How to get past the stumbles and road blocks of life that can bring you down	KIMBRO	08:30 AM	
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a licensed clinical social worker with tips on how families can resolve the differences that are bound to come up from time to time	VICTOR SIMS	12/08/2013 07:21 AM	010:00
CRIME	SUNDAY JOURNAL	Discussion of the recent developments in the Henry Glover case. Glover was an unarmed black man shot and killed by police during Katrina	NONE	12/08/2013 07:33 AM	020:00
FAMILY ISSUES	SUNDAY JOURNAL	The recent upward mobility of women. Why there are so many more opportunities for women now than in the past. Does the "glass ceiling" still exist?	RODNEY DEMERY	12/08/2013 08:00 AM	060:00
EDUCATION	SUNDAY JOURNAL	Discussion of the Joseph S. Clark High School Alumni Assoc and upcoming events to help the school	NONE	12/15/2013 07:00 AM	010:00
FINANCES	SUNDAY JOURNAL	Personal money management expert with tips for curbing spending during the holiday season. Making smart decisions now so the bills don't catch up with you in Jan.	LISA FRYE	12/15/2013 08:30 AM	030:00
CRIME	SUNDAY JOURNAL	The historically distrustful relationship between police and the black community. Why things seem to be improving in the	KOJO LIVINGSTON/ ROLAND DOUCETTE	12/22/2013 07:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
New Orleans area					
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a motivational speaker. How to overcome issues at home and at work that can lead to stress, particularly during the holidays	WAYNE ALI NURRIDIN	12/22/2013 08:15 AM	045:00
CRIME	SUNDAY JOURNAL	Discussion of the Danziger Bridge case, in which the conviction of a white police officer who shot and killed an unarmed black man during Katrina was recently thrown out	EDDIE JORDAN/ DANATUS KING	12/29/2013 07:00 AM	030:00
RACISM	SUNDAY JOURNAL	How racism affects the entire society, not just those who are victimized by it. Breakdown down the stereotypes that can lead to prejudice	ANN TODD JEALOUS	12/29/2013 08:30 AM	020:00
FAMILY ISSUES	SUNDAY JOURNAL	How to give and receive forgiveness, even for what at the time may have seemed like unforgivable acts. Both within the family unit and the world at large.	BISHOP T.D. JAKES	12/29/2013 08:50 AM	010:00

**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
MILITARY AND VETERANS	SHOW YOUR STRIPES	:15	20
EDUCATION	UNCF WALK	:15	20
ANIMAL SERVICES	LA. SPCA	000:30	036
CHARITABLE	AM. RED CROSS	000:30	038
CHARITABLE	LA. SPECIAL OLYMPICS	000:31	017
CHARITABLE	LA. SPECIAL OLYMPICS	000:32	009
CHARITABLE	United Way of New Orleans	000:31	030
CRIME	INNOCENCE PROJ	000:31	42
CRIME	NEW ORLEANS POLICE DEPT	000:30	42
EDUCATION	UNCF	000:31	038
MILITARY AND VETERANS	National Promo Inventory	000:30	028
MILITARY AND VETERANS	National Promo Inventory	000:31	057
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	090
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	014
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	021
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	180
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	154
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	015
POVERTY	National Promo Inventory	000:31	022
SELF ESTEEM	National Promo Inventory	000:29	016
FAMILY ISSUES	WENDY'S TOY DRIVE	:15	20
FAMILY ISUES	YMCB TURKEY GIVEAWAY	:15	20
FAMILY ISSUES	CLEAR CHANNEL TOY DRIVE	:15	35