

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
Second Quarter, 2017  
07/07/2017

WYLD-FM  
Quarterly Issues/Programs List

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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:** The guest is from Bread for the World, which strives to eliminate the problem of hunger by connecting sources of excess food supplies with those who need them most
- **CRIME:** The guests are community activists who discuss the recent uptick in violent crime in the city. Why violence always seems to increase in the summer months
- **CULTURE:** The guest is the author of several books based in NOLA, including "Too Much of a Good Thing Aint Bad". Discussion of books aimed at curbing violence
- **DOMESTIC VIOLENCE:** The guest is an expert in the field of domestic abuse. Why do so many women stay with their abuser and the importance of getting the non- violence message early to young men and boys
- **EDUCATION:** The guest is a teacher of incarcerated children. Trying to get the students engaged and excited about learning in one of the most difficult environments imaginable
- **FAMILY SERVICES:** The guest shares her experiences coming up as a child abuse victim in the foster care system and becoming an award winning writer and journalist. Discussion of ways of protecting children in similar circumstances
- **FINANCES:** The guest is a personal money management consultant and author of several books on the subject. With tax filing season now over, how can you plan to get more of your money back next year?
- **HEALTH:** The guest is an ambassador for this year's Sista Strut, raking funds and awareness to help in the battle against breast cancer with particular focus on the African American community
- **RACE RELATIONS:** The guest is the Presidents of the NAACP Baton Rouge chapter, reaction to the decision by prosecutors not to indict the white police officers involved in last year's fatal shooting of Alton Sterling

**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.

| <b>ISSUE</b>    | <b>PROGRAM / TITLE</b> | <b>DESCRIPTION</b>   | <b>GUEST</b>      | <b>DATE/TIME</b>       | <b>DURATION</b> |
|-----------------|------------------------|--|-------------------|------------------------|-----------------|
| FAMILY SERVICES | SUNDAY JOURNAL         | Discussion of the Backyard Gardeners Network, which strives to to get young people interested in planting and growing  | JENGA MWENDO      | 04/02/2017<br>07:16 AM | 015:00          |
| HEALTH          | SUNDAY JOURNAL         | A look at health disparities often faced by African Americans. Is this due to lack of knowledge or limited access to the health care field?  | DR. PATTI ROSE    | 04/02/2017<br>08:00 AM | 015:00          |
| EDUCATION       | SUNDAY JOURNAL         | A look at the changes recently made to public education in Louisiana. Also, will the recent changes to the TOPS program result in fewer college opportunities for African Americans?   | DR. VERA TRIPLETT | 04/02/2017<br>08:30 AM | 018:00          |
| HEALTH          | SUNDAY JOURNAL         | Health Matters segment on the importance of getting check ups and regular screenings, particularly if you or your family has a history of certain diseases. Early detection is key     | DR. CARL ROBINSON | 04/06/2017<br>07:19 AM | 012:00          |
| FAMILY SERVICES | SUNDAY JOURNAL         | Author of The 11 Principles of Success. The guest is also a Spiritual Success Coach. How to make positive changes in your life through the power of will                               | JOANNA GARZILLI   | 04/09/2017<br>07:00 AM | 020:00          |
| HEALTH          | SUNDAY JOURNAL         | A look at hoe to improve mental health outcomes. Is there still a stigma attached to people who seek mental health help? With so many medications out now are pills really the answer? | DR. BILL WADE     | 04/09/2017<br>07:30 AM | 020:00          |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION   | GUEST                  | DATE/TIME              | DURATION |
|-----------------|-----------------|---|------------------------|------------------------|----------|
| HEALTH          | SUNDAY JOURNAL  | Promotion of the Sista Strut, a fundraiser for breast cancer treatment and research. Incidents of breast cancer are higher among African American woman than most other populations                     | PAULA BROWN            | 04/09/2017<br>07:50 AM | 010:00   |
| EDUCATION       | SUNDAY JOURNAL  | Discussion of Lemonade Day, an annual event in which children set up their own lemonade stands, making and selling the product as part of a business and entrepreneurship experience                    | NONE                   | 04/16/2017<br>07:18 AM | 012:00   |
| FINANCES        | SUNDAY JOURNAL  | The guest is a CPA with financial tips for the home. The importance of making a budget and sticking with it.  | KEMBERLEY WASHINGTON   | 04/16/2017<br>07:30 AM | 020:00   |
| HEALTH          | SUNDAY JOURNAL  | The guest is an ambassador for this year's Sista Strut, raising funds and awareness to help in the battle against breast cancer with particular focus on the African American community                 | SHARON CARTER SHERIDAN | 04/16/2017<br>07:50 AM | 015:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | The guest is a stand up comedian and improv expert. He discusses the wonders of language and how the same words can mean very different things to different people. How to bridge the communication gap | IAN ROBERTS            | 04/23/2017<br>07:17 AM | 013:00   |
| HEALTH          | SUNDAY JOURNAL  | Discussion of the Republican alternative to the Affordable Care Act, also known as Obama Care. What are the key differences between the 2 plans?  | SEN. BILL CASSIDY      | 04/23/2017<br>08:00 AM | 030:00   |
| FINANCES        | SUNDAY JOURNAL  | The guest is a personal money management consultant and author of   | LISA FRYE              | 04/23/2017<br>08:30 AM | 030:00   |

| ISSUE             | PROGRAM / TITLE | DESCRIPTION  | GUEST                   | DATE/TIME              | DURATION |
|-------------------|-----------------|--|-------------------------|------------------------|----------|
|                   |                 | several books on the subject. With tax filing season now over, how can you plan to get more of your money back next year?  |                         |                        |          |
| HEALTH            | SUNDAY JOURNAL  | A look at the health care industry and why it seems to be failing those who need it most. Is the problem access or knowledge about how to gain access?                                 | DR. PATTI ROSE          | 04/30/2017<br>07:00 AM | 018:00   |
| EDUCATION         | SUNDAY JOURNAL  | The guest is a teacher of incarcerated children. Trying to get the students engaged and excited about learning in one of the most difficult environments imaginable                    | LIZA JESSIE<br>PETERSON | 04/30/2017<br>07:30 AM | 030:00   |
| CRIME             | SUNDAY JOURNAL  | Discussion of the recent revelation that several area district attorneys have a practice of using fake subpoenas in prosecution. The ACLU has filed suit over this practice            | NONE                    | 05/06/2017<br>08:00 AM | 030:00   |
| DOMESTIC VIOLENCE | SUNDAY JOURNAL  | The guest is an expert in the field of domestic abuse. Why do so many women stay with their abuser and the importance of getting the non- violence message early to young men and boys | MARY<br>MORRISON        | 05/07/2017<br>07:00 AM | 018:00   |
| CHARITABLE        | SUNDAY JOURNAL  | The guest is from Bread for the World, which strives to eliminate the problem of hunger by connecting sources of excess food supplies with those who need them most                    | ERIC MITCHELL           | 05/07/2017<br>07:20 AM | 010:00   |
| CULTURE           | SUNDAY JOURNAL  | The guest is the author of 10 books and winner of the NAACP Image award. A look at pioneering black journalists and their contributions  | TONYA BOLDEN            | 05/07/2017<br>07:31 AM | 015:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION  | GUEST                    | DATE/TIME              | DURATION |
|-----------------|-----------------|--|--------------------------|------------------------|----------|
| FAMILY SERVICES | SUNDAY JOURNAL  | Discussion of the importance of the role of mothers during this Mothers' Day show. Strong mothers have always been the glue that holds the African American family unit together                         | SPORTY KING              | 05/14/2017<br>07:00 AM | 030:00   |
| RACE RELATIONS  | SUNDAY JOURNAL  | The guest is the Presidents of the NAACP Baton Rouge chapter, reaction to the decision by prosecutors not to indict the white police officers involved in last year's fatal shooting of Alton Sterling   | MICHAEL MCCLANAHAN       | 05/14/2017<br>08:00 AM | 030:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is an accomplished playwright and producer who talks about her process for creating. This is a process that can be used by anyone regardless of their field and what they are trying to create | TRINESE JORDAN DUPLESSIS | 05/21/2017<br>07:15 AM | 015:00   |
| HEALTH          | SUNDAY JOURNAL  | Golf tournament to benefit the Scott Eli Jackson Foundation, which works to raise awareness of pancreatic cancer and the importance of early cancer screenings   | NONE                     | 05/21/2017<br>07:52 AM | 007:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is a well known area chef who makes regular appearances on WWL-TV. Discussion of his passion for cooking and how young people can get involved in the industry                                 | KEVIN BELTON             | 05/28/2017<br>07:00 AM | 030:00   |
| FINANCES        | SUNDAY JOURNAL  | The guest is a financial guru with tips for creating a budget and living within its means. How to use credit cards to build your credit without letting them take over                                   | EDDIE BROWN              | 05/28/2017<br>07:31 AM | 030:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is director of a new play at the Southern Rep Theatre called "Father   | VALARIE CURTIS-NEWTON    | 05/28/2017<br>08:03 AM | 015:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION  | GUEST                                       | DATE/TIME              | DURATION |
|-----------------|-----------------|--|---|------------------------|----------|
|                 |                 | Comes Home From The War", which stars many well know New Orleans black actors  |   |                        |          |
| CULTURE         | SUNDAY JOURNAL  | The guest is a finalist on the Food Network's Star show. How she finds her passion i cooking and tips for others trying to find what motivates them  | TOYA BOUDY                                  | 06/04/2017<br>07:00 AM | 016:00   |
| FINANCES        | SUNDAY JOURNAL  | The guest is a financial expert. Tips for putting together the necessary capital for big purchases and keeping credit card debt small  | JOHN HOPE BRYANT                            | 06/04/2017<br>07:16 AM | 044:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | The guest is a Grammy and Oscar winning song writer, discussing his documentary film on reconnecting with his father. The importance of male role models in the African American community       | RHYMEFEST                                   | 06/04/2017<br>08:30 AM | 030:00   |
| CRIME           | SUNDAY JOURNAL  | The guests are community activists who discuss the recent uptick in violent crime in the city. Why violence always seems to increase in the summer months  | AL MIMS/<br>VICTOR SIMS/<br>AMEER<br>BARAKA | 06/11/2017<br>07:00 AM | 060:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | The guest is a life skills coach who can help people make sense out of the confusion in their life. She is also a professor at Dillard University and teaches at the International School of La. | DR. SHEIKA SQUARE                           | 06/11/2017<br>08:15 AM | 015:00   |
| CRIME           | SUNDAY JOURNAL  | The guest is a New Orleans City Council member discussing the upcoming Gun Buyback program in her district. This is an effort to take fire arms off of the streets no questions asked            | NADINE RAMSEY                               | 06/11/2017<br>08:30 AM | 012:00   |
| HEALTH          | SUNDAY          | Segment on men's health  | DR. ANDREW                                  | 06/18/2017             | 012:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION  | GUEST             | DATE/TIME              | DURATION |
|-----------------|-----------------|--|-------------------|------------------------|----------|
|                 | JOURNAL         | on this Father's Day. The importance of screenings and regular doctor check ups. Being honest with yourself and your doctor  | SANDERSON         | 07:00 AM               |          |
| EDUCATION       | SUNDAY JOURNAL  | Promotion of the Rev. Blakes scholarship program and upcoming fundraiser. With the recent reduction in TOPS funding, Louisiana students are going to need more scholarship options in order to access college                      | NONE              | 06/18/2017<br>07:13 AM | 018:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is a Fellow at the Thurgood Marshall Institute and author of The "Color of Law". A look back in time to when segregation was an official government policy in much of America and how that policy still impacts us today | RICHARD ROTHSTEIN | 06/18/2017<br>08:00 AM | 020:00   |
| CRIME           | SUNDAY JOURNAL  | The guest is the long time Executive Director of the NOLA chapter of Crimestoppers, offering cash rewards for information leading to arrests in violent crimes.  | DARLENE CUSANZA   | 06/18/2017<br>08:25 AM | 005:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is the author of several books based in NOLA, including "Too Much of a Good Thing Aint Bad". Discussion of books aimed at curbing violence   | CLARENCE NERO     | 06/25/2017<br>07:00 AM | 030:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | The guest shares her experiences coming up as a child abuse victim in the foster care system and becoming an award winning writer and journalist. Discussion of ways of protecting children in similar circumstances               | DR. STACEY PATTON | 06/25/2017<br>08:00 AM | 030:00   |
| CULTURE         | SUNDAY JOURNAL  | The guest is from the LeSanctuary Book Club,   | ANGELA YOUNG      | 06/25/2017<br>08:50 AM | 010:00   |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------|-----------------|-------------|-------|-----------|----------|
|-------|-----------------|-------------|-------|-----------|----------|

which has a mission of promoting the works of diverse writers so that society is exposed to as many different ideas as possible

**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 |
|-----------------------|-------------------------------|----------|------|
| ANIMAL SERVICES       | LOW COST ANIMAL MED CENTER    | 000:31   | 027  |
| CHARITABLE            | ELFRID PAYTON FOUNDATION      | 000:30   | 055  |
| COMMUNITY INVOLVEMENT | GIVE A SPIT ABOUT CANCER      | 000:31   | 006  |
| COMMUNITY INVOLVEMENT | TAKE YOUR KID TO WORK         | 000:30   | 006  |
| CULTURE               | Jefferson Performing Arts Soc | 000:32   | 052  |
| EDUCATION             | ACCESS HEALTH LA. PRIMARY CAR | 000:30   | 006  |
| EDUCATION             | IHEART MEDIA                  | 000:31   | 006  |
| EDUCATION             | NATIONAL SUMMER LEARNING      | 000:30   | 005  |
| FAMILY SERVICES       | Brothers At Peace             | 000:31   | 052  |
| FAMILY SERVICES       | MUSIC EXCHANGE RADIO          | 000:31   | 057  |
| HEALTH                | ACCESS HEALTH LA. PRIMARY CAR | 000:31   | 042  |
| HEALTH                | AM. CANCER SOCIETY            | 000:30   | 059  |



| <b>ISSUE</b>             | <b>ORGANIZATION OR TITLE</b> | <b>DURATION</b> | <b>RUNS</b> |
|--------------------------|------------------------------|-----------------|-------------|
| HEALTH                   | AUTISM SOCIETY OF GNO        | 000:32          | 054         |
| HEALTH                   | GENE SIGHT                   | 000:32          | 058         |
| HEALTH AND FITNESS       | ERASE MS                     | 000:30          | 007         |
| HEALTH AND FITNESS       | PROSTATE CANCER FOUNDATION   | 000:30          | 008         |
| HEALTH AND FITNESS       | PROSTATE CANCER FOUNDATION   | 000:31          | 007         |
| HEALTH AND FITNESS       | RACE TO ERASE MS             | 000:30          | 008         |
| HUNGER                   | ALBERTSON'S CO. FOUND.       | 000:30          | 063         |
| HUNGER                   | VICTORY FELLOWSHIP CHURCH    | 000:32          | 056         |
| LAW ENFORCEMENT OFFICERS | POLICE WEEK                  | 000:30          | 003         |
| MILITARY AND VETERANS    | HABITAT FOR HUMANITY         | 000:29          | 036         |
| SAFE DRIVING             | PROJECT YELLOW LIGHT         | 000:30          | 005         |
| SAFE DRIVING             | TOGETHER FOR SAFER ROADS     | 000:30          | 004         |
| SAFE DRIVING             | TOGETHER FOR SAFER ROADS     | 000:31          | 003         |
| SUBSTANCE ABUSE          | NARCONON                     | 000:30          | 051         |