

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
Second Quarter, 2016  
07/05/2016

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 Peoples Community Home Giveaway. This is a drawing to help fund the organization's programs.
- **CRIME:** This is an event for at risk youth. How to identify those who might be at risk for violence and show them that there are options to acting out
- **CULTURE:** The guest is a novelist discussing his latest "A Cold Hard Truth". This is a spy/ crime story with much intrigue.
- **ECONOMIC DEVELOPMENT:** Discussion of the New Orleans Regional Black Chamber of Commerce and the network of business support that it provides, particularly for new and upcoming businesses
- **EDUCATION:** The guest is the director of a local Charter School organization. What makes charter schools different from traditional forms of public education? Do the numbers show that it produces better students?
- **EMPLOYEMENT:** The guest is a careers consultant who identifies the hot jobs that are coming on the market. Do educations in science and technology guarantee good jobs?
- **FAMILY ISSUES:** The pros and cons of corporal punishment, which was eliminating from most schools decades ago. Do parents still engage in the practice and if they do, do they find it makes their children behave and listen better?
- **FINANCES:** The guest is author of the book "The Feel Rich Project", reinventing your understanding of true wealth and where it comes from. This change in thinking will make wealth easier to obtain
- **HEALTH:** This is a regular Health Matters segment with emphasis on simple day to day things we can all do to try to maintain fitness in a world where most of us sit at a desk all day
- **SUBSTANCE ABUSE:** The Hip Hop artist known as OG Los discusses how he overcame a life long addiction to drugs. His struggles are chronicled

in the song "Momma and Them"

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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
SUBSTANCE ABUSE	SUNDAY JOURNAL	Discussion of addiction and the chemical changes these substances can make in the body that keeps the addict hooked	DR. PEG O'CONNOR	04/03/2016 07:00 AM	015:00
HEALTH	SUNDAY JOURNAL	The guest is an Ambassador for Sista Strut, a cancer walk sponsored by the American Cancer Society to raise awareness in the African American community.	TONYA FREEMAN BROWN	04/03/2016 08:00 AM	020:00
CRIME	SUNDAY JOURNAL	Discussion of youth incarceration and whether younger offenders should be kept out of the adult population. Does jail time do more harm than good?	JANE WHOLEY	04/03/2016 08:30 AM	030:00
HEALTH	SUNDAY JOURNAL	Part 2 of the Sista Strut interview. Breast cancer is more prevalent among black women than other groups. The Sista Strut is an awareness campaign sponsored by the American Cancer Society	SHARON CHARLES	04/05/2016 08:30 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of Black history in New Orleans. How many Africans arrived on	JB BORDERS	04/10/2016 07:00 AM	045:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		slave ships through their struggles into modern times to achieve equality			
HEALTH	SUNDAY JOURNAL	This is a regular Health Matters segment with emphasis on simple day to day things we can all do to try to maintain fitness in a world where most of us sit at a desk all day	DR. CARL ROBINSON	04/10/2016 07:45 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a licensed clinical social worker discussing the recent death of former New Orleans Saint Will Smith, who was shot to death in what amounted to a road rage incident	VICTOR SIMS	04/10/2016 08:46 AM	015:00
FINANCES	SUNDAY JOURNAL	The federal tax filing deadline is tomorrow. Is it too late for those who have not prepared their taxes yet? What to do if you owe money but can't afford to pay?	KEMBERLEY WASHINGTON	04/17/2016 07:30 AM	020:00
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	Discussion of the New Orleans Regional Black Chamber of Commerce and the network of business support that it provides, particularly for new and upcoming businesses	NONE	04/17/2016 07:50 AM	010:00
FAMILY ISSUES	SUNDAY JOURNAL	A look at the tragic death of Will Smith, the former New Orleans Saint shot to death in an apparent road rage incident. Did too many people that night have guns?	MARK CLARK	04/17/2016 08:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Certified fitness consultant with tips for helping people stay in shape. Does better	DOROTHY YOUOMANS	04/24/2016 07:45 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		health really make you feel better?			
EDUCATION	SUNDAY JOURNAL	The guest is the director of a local Charter School organization. What makes charter schools different from traditional forms of public education? Do the numbers show that it produces better students?	DR. STEVE PERRY	04/24/2016 08:00 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The Divine Foundation for At Risk Youth. This is a new program designed to identify youth who may be at risk for violence and show them that there is a better way to handle their emotions	NONE	05/01/2016 07:45 AM	015:00
EMPLOYEMENT	SUNDAY JOURNAL	The guest is a careers consultant who identifies the hot jobs that are coming on the market. Do educations in science and technology guarantee good jobs?	EDDIE FRANCIS	05/01/2016 08:00 AM	030:00
SUBSTANCE ABUSE	SUNDAY JOURNAL	The Hip Hop artist known as OG Los discusses how he overcame a life long addiction to drugs. His struggles are chronicled in the song "Momma and Them"	CARLOS WILSON	05/08/2016 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Health matters segment on women's health. What are some of the health issues that are unique to women that men don't face?	DR. CARL ROBINSON	05/08/2016 07:30 AM	030:00
HEALTH	SUNDAY JOURNAL	The guest is an audiologist who specializes in helping people with hearing difficulties recognize	DR. LANA JOSEPH	05/08/2016 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		that they have a problem and how to overcome them.			
HEALTH	SUNDAY JOURNAL	The inventor of the Change Your Biology Diet. There are certain foods that can speed up your metabolism and lead to a safer way to lose weight	DR. LOUIS ARONNE	05/15/2016 07:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	Promotion of an upcoming event for incoming college Freshmen. Why the percentage of first year college students who go on to graduate seems to keep falling	ANGELA YOUNG	05/15/2016 07:30 AM	030:00
HEALTH	SUNDAY JOURNAL	The guest discusses the services offered at the New Orleans East Hospital, the first full service hospital to open in New Orleans East since Katrina.	DR. TAKEISHA DAVIS	05/15/2016 08:50 AM	010:00
CHARITABLE	SUNDAY JOURNAL	The Peoples Community Home Giveaway. This is a drawing to help fund the organization's programs.	LEATRICE HOLLIS	05/22/2016 07:15 AM	015:00
EDUCATION	SUNDAY JOURNAL	The fields of study that college students should engage to increase their chances of finding a good job after graduation. What are employers looking for?	EDDIE FRANCIS	05/22/2016 07:30 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money manager and consultant. How to "market proof" your investments. Why it is dangerous to have your retirement nest egg tied too heavily to the stock market	DR. LISA FRYE	05/22/2016 08:30 AM	030:00
EDUCATION	SUNDAY	Discussion of the pros	DR. STEVE	05/29/2016	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	and cons of the charter school system. What makes charters different from the more traditional forms of public education.	PERRY	07:00 AM	
SUBSTANCE ABUSE	SUNDAY JOURNAL	Segment on addiction and why some people can stop any time they want and others suffer addiction to the point that it ruins their lives. Is this all a chemical reaction?	DR. PATRICIA O'CONNOR	05/29/2016 08:00 AM	020:00
CHARITABLE	SUNDAY JOURNAL	Prince Hall Shriners event. Shriners operate hospitals for children, primarily a special burn unit	NONE	05/29/2016 08:30 AM	015:00
CULTURE	SUNDAY JOURNAL	The Ashe Cultural Arts Center's Redd Linen Night. This is a fundraiser for the center, which promotes arts and the cultural uniqueness of the city	NONE	06/05/2016 07:15 AM	011:00
CRIME	SUNDAY JOURNAL	This is an event for at risk youth. How to identify those who might be at risk for violence and show them that there are options to acting out	KENDALL FRANCIS	06/05/2016 08:20 AM	040:00
CULTURE	SUNDAY JOURNAL	Discussion of the life of Muhammad Ali, who died this past week. Ali's stand on civil rights and opposition to the Vietnam War made him a cultural icon for all time outside of the ring	AL MIMS	06/12/2016 07:20 AM	010:00
HEALTH	SUNDAY JOURNAL	This guest is an inspirational fitness trainer. For many people the biggest road block to getting in shape is a desire and	LATOYA HARVEY	06/12/2016 07:30 AM	013:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		willingness to take the time to make a change			
FAMILY ISSUES	SUNDAY JOURNAL	A women's empowerment project. How to give women the tools they need to succeed. Why is networking often so difficult?	ASHLEY JOY	06/12/2016 07:44 AM	015:00
SUBSTANCE ABUSE	SUNDAY JOURNAL	The guest discussed Bridge House and its sister facility, Grace House. These facilities are set up to help the recovering substance abuser kick the habit for good and get back on track with his or her life	ELSE PEDERSON	06/19/2016 07:15 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is author of the book "The Feel Rich Project", reinventing your understanding of true wealth and where it comes from. This change in thinking will make wealth easier to obtain	MICHAEL KAY	06/19/2016 08:00 AM	018:00
CULTURE	SUNDAY JOURNAL	The guest is a novelist discussing his latest "A Cold Hard Truth". This is a spy/ crime story with much intrigue.	ERIC PETE	06/19/2016 08:19 AM	012:00
CULTURE	SUNDAY JOURNAL	Author of "Are We Better Off: Race, Obama and Public Policy". As the Barrack Obama presidency rolls to a close, who will history remember the first African American president and his policies?	DR. JULIANNE MALVEAUX	06/26/2016 07:00 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The pros and cons of corporal punishment, which was eliminating from most schools decades ago. Do	VICTOR SIMS	06/26/2016 08:30 AM	030:00

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parents still engage in the practice and if they do, do they find it makes their children behave and listen better?

**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
CHARITABLE	TIPITINA FOUNDATION	000:31	052
COMMUNITY INVOLVEMENT	NATIONAL POLICE WEEK	000:30	006
CULTURE	NOLA FOR LIFE	000:30	055
CULTURE	Zulu Club	000:31	061
EDUCATION	IHEART MEDIA	000:30	002
FAMILY SERVICES	NEW ORLEANS PEACEKEEPERS	000:31	030
HEALTH	Blood Center Of SE LA	000:31	058
HEALTH	SCOTT ELI JACKSON FOUND	000:31	058
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:27	024
HOUSING	ST. BERNARD FAIR HOUSING CENT	000:30	060
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	114
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	190
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	022



<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	009
SEXUAL ASSAULT	IT'S ON US	000:30	011