

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Fourth Quarter, 2016
01/05/2017

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:

- **CRIME:** The guest is the NOPD Independent Police Monitor. Discussion of steps that the department can take towards better community relations, particularly with African American communities.
- **CULTURE:** The guests are representatives of 100 Black Men of NOLA, promoting the upcoming Healthy, Wealthy and Wise event at Xavier University. Good advice for productive living
- **EDUCATION:** The guest is a recent winner of a McDonald's scholarship. Discussion of the importance of students pursuing as many scholarships as they can early in the process
- **FAMILY ISSUES:** The guest discusses her personal experiences in her book "The Gay preacher's Wife: How My Gay Husband Deconstructed My Life AND Reconstructed My Faith. How she was able to turn a devastating situation into a renewal of her faith
- **FAMILY SERVICES:** The guest discusses steps you can take to protect your online reputation. Its a good idea to do a search on yourself periodically to make sure there is no incorrect information that could be harmful
- **FINANCES:** The guest is a CPA with year end tips to save money and budget better. Why do so many people find it difficult to make a budget and stick to it?
- **HEALTH:** The guest is a child psychologist with a look at mental health issues that frequently face children. How parents can get their child to open up about the things that are bothering them
- **HOUSING:** The guest is a writer with the New Orleans Tribune. Discussion on affordable housing. What factors have transpired to drive up rents in certain parts of the city. Is owning a home still an attainable dream for most?
- **VOLUNTEERING:** Delta Sigma Theta Community News. A look at the work that the local sorority chapter is doing in the community, including many public service projects

**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
FAMILY SERVICES	SUNDAY JOURNAL	Discussion of upcoming Women's Empowerment event. The importance of networking and the obstacles that women of color still face today	DEBORAH GOULD	10/02/2016 07:10 AM	015:00
CULTURE	SUNDAY JOURNAL	Guest is author of "Black Man In A White Coat: Doctor's Reflections On Race And Medicine". Obstacles that face African Americans in the health care field	DR. DAMON TWEEDY	10/02/2016 08:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	The guest is a recent winner of a McDonald's scholarship. Discussion of the importance of students pursuing as many scholarships as they can early in the process	JORDAN WARREN	10/02/2016 08:16 AM	015:00
HEALTH	SUNDAY JOURNAL	Discussion of HIV testing and the treatment procedures that have made such great strides in treating the virus over the past 2 decades. What are the at- risk groups	DR. STACEY GREEN	10/09/2016 07:00 AM	013:00
HEALTH	SUNDAY JOURNAL	Promotion of AKA Breast Cancer Luncheon called On The Heels Of Hope. Proceeds benefit the cancer foundation. Oct is National Breast Cancer Awareness Month	DR. KATHY SALOY	10/09/2016 07:13 AM	010:00
CULTURE	SUNDAY JOURNAL	Guest is a Southern University Law Center professor and author of "Laws, Customs and Rights: Charles Hatfield And His Family".	EVELYN WILSON	10/09/2016 08:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Hatfield was an African American man denied admission to LSU Law School in 1964. His lawsuit paved the way for the opening of Southern University Law School			
CULTURE	SUNDAY JOURNAL	Author of "Deep Denial: The Persistence Of White Supremacy In The United States History And Life". While many advancements have been made since the civil rights era, large discrepancies remain between blacks and whites regarding treatment and access	DAVID BILLINGS	10/16/2016 07:00 AM	040:00
EDUCATION	SUNDAY JOURNAL	Discussion of the "One Book One New Orleans" project, which encourages the entire community to read the same book at the same time. Thousands of copies of the book are provided free to the public	DR. MEGAN HOLT	10/16/2016 08:00 AM	015:00
CULTURE	SUNDAY JOURNAL	Guest is a member of the Silverback Society, a historic African American organization that supports many community service projects through out the New Orleans area	LLOYD DENNIS	10/16/2016 08:30 AM	030:00
HEALTH	SUNDAY JOURNAL	Health Matters segment concentrating on the Zika virus, the true danger as compared to the fear. What causes the virus and what are common sense steps we can all take towards prevention	DR. CARL ROBINSON	10/23/2016 07:00 AM	010:00
FINANCES	SUNDAY JOURNAL	The guest is a CPA with year end tips to save money and budget better. Why do so many people find it difficult to make a budget and stick to it?	KEMBERLEY WASHINGTON	10/23/2016 07:30 AM	015:00
CULTURE	SUNDAY	Acclaimed local dancer	MICHELLE	10/23/2016	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	and choreographer discusses her upcoming production "Takin It To The Roots", which explores NOLA's second line culture and traditions	GIBSON	07:45 AM	
CRIME	SUNDAY JOURNAL	The guest is the NOPD Independent Police Monitor. Discussion of steps that the department can take towards better community relations, particularly with African American communities.	SUSAN HUTSON	10/23/2016 08:00 AM	045:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest discusses steps you can take to protect your online reputation. Its a good idea to do a search on yourself periodically to make sure there is no incorrect information that could be harmful	JOHN DAVID	10/30/2016 07:00 AM	025:00
HEALTH	SUNDAY JOURNAL	A look at some of the local events put on by the American Heart Association, including the annual Heart Walk. Educational and treatment programs that can benefit everyone	NONE	10/30/2016 07:25 AM	008:00
HEALTH	SUNDAY JOURNAL	The guest is a child psychologist with a look at mental health issues that frequently face children. How parents can get their child to open up about the things that are bothering them	DR. NEKESHIA HAMMOND	10/30/2016 08:00 AM	020:00
HEALTH	SUNDAY JOURNAL	Promotion of a golf tournament to benefit the Scott Eli Jackson Foundation, which raises funds for cancer education and research.	NONE	11/06/2016 07:25 AM	012:00
HEALTH	SUNDAY JOURNAL	Guest is author of "Living In The Land Of Dementia". The book is a message of hope for family members and care	DEBBIE SHOUSE	11/06/2016 07:37 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		givers who have someone in their life suffering from progressive memory loss			
CULTURE	SUNDAY JOURNAL	The guest is an actress/ playwright with tips for finding your create sweet spot. What are the things that inspire you and how can you use them to generate more creativity	TRINESE JORDAN DUPLESSIS	11/13/2016 07:00 AM	015:00
CULTURE	SUNDAY JOURNAL	The guests are representatives of 100 Black Men of NOLA, promoting the upcoming Healthy, Wealthy and Wise event at Xavier University. Good advice for productive living	JONATHAN WILSON/ WILLIAM STROUSSE	11/13/2016 07:15 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest discusses her personal experiences in her book "The Gay preacher's Wife: How My Gay Husband Deconstructed My Life AND Reconstructed My Faith. How she was able to turn a devastating situation into a renewal of her faith	LYDIA MEREDITH	11/20/2016 07:00 AM	030:00
CULTURE	SUNDAY JOURNAL	Discussion of the upcoming Bayou Classic- the college football game at the Superdome between HBCU rivals Southern and Grambling. The importance of African American tourism dollars to the NOLA community	ANGELA YOUNG	11/20/2016 08:00 AM	015:00
CULTURE	SUNDAY JOURNAL	Repeat of previous week's segment on making encounters between police and the black community less eventful. Author of "The Stop: Improving Community And Police Relations"	DWAYNE BRYANT	11/27/2016 07:00 AM	030:00
CULTURE	SUNDAY JOURNAL	Discussion of the productions of the	NONE	11/27/2016 07:30 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Chakula Cha Jua Theatre. Many productions touch on themes of great importance to the African American community in New Orleans			
CULTURE	SUNDAY JOURNAL	The guest is the former president of Grambling State University. The Bayou Classic is in town this weekend. What does the game and surrounding events mean to the participating schools and the New Orleans community	DR. NEARI WARNER	11/27/2016 08:45 AM	015:00
HEALTH	SUNDAY JOURNAL	Repeat of segment with author of "Living In The Land Of Dementia". The book is an encouraging message for people living with and/ or caring for someone suffering from progressive memory loss	DEBORAH SHOUSE	12/04/2016 07:00 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is a CPA with tips for saving money at the end of the year through last minute tax deductions, like charitable contributions	KEMBERLY WASHINGTON	12/04/2016 07:30 AM	030:00
CULTURE	SUNDAY JOURNAL	The guest is a sociologist and film maker who has made several documentaries on Africa and the African diaspora.	DR. TUKUFU ZUBERI	12/04/2016 08:30 AM	030:00
HOUSING	SUNDAY JOURNAL	The guest is a writer with the New Orleans Tribune. Discussion on affordable housing. What factors have transpired to drive up rents in certain parts of the city. Is owning a home still an attainable dream for most?	ANITRA BROWN	12/11/2016 07:00 AM	014:00
CULTURE	SUNDAY JOURNAL	Discussion of NOLA Christmas Fest, back for a second year. Designed to bring more holiday revelers into the	DIANE LYONS	12/11/2016 07:14 AM	005:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		downtown area, the event is open daily through Dec 30, featuring Santa and ice skating			
CRIME	SUNDAY JOURNAL	A look at the recent shooting death of former football star Joe McKnight in an apparent road rage incident. This comes just months after former Saints player Will Smith was killed in a similar encounter	DR. JOSEPH HAMPTON	12/11/2016 07:30 AM	020:00
CULTURE	SUNDAY JOURNAL	Discussion of tourism in Johannesburg, South Africa. More than 2 decades now after the collapse of apartheid, more and more African Americans are visiting for educational and cultural purposes	NONE	12/18/2016 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Licensed clinical social worker discussing the holiday blues, which is a very real emotion for millions of people. How to recognize the difference between down feelings that will pass and true depression	VICTOR SIMS	12/18/2016 07:48 AM	012:00
VOLUNTEERING	SUNDAY JOURNAL	Delta Sigma Theta Community News. A look at the work that the local sorority chapter is doing in the community, including many public service projects	NONE	12/18/2016 08:23 AM	008:00
CRIME	SUNDAY JOURNAL	A look at the plight of the formerly incarcerated. What are the challenges facing these men and women as they attempt to return to society. What can be done to reduce the rate of returning to the criminal justice system	SYRITA STIEB MARTIN	12/25/2016 07:00 AM	048:00
FAMILY ISSUES	SUNDAY JOURNAL	Christmas time is a good time to reflect on	BISHOP T.D. JAKES	12/25/2016 08:22 AM	008:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		forgiveness. How are the people in your life that you have wronged and who would you like to forgive you? How to begin the process with those you have wronged			
CULTURE	SUNDAY JOURNAL	A look back at 2016 and the passing of one of the greats of sports and African American culture- Muhammad Ali. Lessons "The Greatest" taught us that we should all live by	DON HUBBARD	12/25/2016 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
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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	CAJUN SANTA CHRISTMAS CAMPAIG	000:30	047
CHARITABLE	TOYS FOR TOTS	000:30	070
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	006
EDUCATION	Delta Sigma Theta-NOA Chapter	000:32	008
EDUCATION	Local Promo PSA	000:32	039
EDUCATION	SUMMER LEARNING	000:31	005
EMPLOYMENT	Bayou Classic	000:31	052

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH	AM. DIABETES ASSOC	000:32	022
HEALTH	AMERICAN HEART ASSOC	000:31	060
HEALTH	LEUKEMIA & LYMPHOMA SOCIETY	000:29	069
HEALTH AND FITNESS	iHEART RED	000:31	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	079
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	057
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	068
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	023
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	005
VOTING	ROCK THE VOTE	000:31	006
VOTING	ROCK THE VOTE	000:32	004