

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Third Quarter, 2012
10/04/2012

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:** Organization called Hope For Haitian Children, raising money and awareness for efforts to help the children of Haiti, many of whom were orphaned in the 2010 earthquake.
- **CRIME:** Tulane Criminologist on the resignation of James Carter as the city's criminal justice administrator.
- **ECONOMIC DEVELOPMENT:** The services offered by the Algiers Economic Development Foundation. The organization's events which can help new business owners network more effectively.
- **EDUCATION:** The guest is the new president of Dillard University. Efforts the school is undertaking to attract new students.
- **EMPLOYMENT:** Programs sponsored by the Urban League of GNO to help train the work force and give residents better job skills
- **FAMILY SERVICES:** Tips for helping couples improve their marriage. What to do when arguments threaten to get out of hand. Is normal arguing healthy?
- **HEALTH:** TV One/ CNN segment on health tips. Making sure that the medicine you are taking is right for you.
- **HOUSING:** Services provided by Neighborhood Housing Services, which can help residents who suffered Isaac damage rebuild

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
CHARITABLE	SUNDAY JOURNAL	Organization acled Hope For Haitian Children, raising money and awareness for efforts to help the children of Haiti, many of whom were orphaned in the 2010 earthquake.	MARY JO POUX	07/01/2012 07:10 AM	020:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on simple things bush people can do to maintain good health. An easy one is eating better.	DR. CARL ROBINSON	07/01/2012 07:31 AM	045:00
HEALTH	SUNDAY JOURNAL	Open discussion on ObamaCare. What are some of the fears about the health care plan and are they based in reality?	NONE	07/01/2012 08:17 AM	030:00
HEALTH	SUNDAY JOURNAL	Airing of PBS Frontline interview on AIDS. In many populations across the world, the occurrence of the virus remains at epidemic proportions.	NONE	07/08/2012 07:44 AM	030:00
HEALTH	SUNDAY JOURNAL	TV One/ CNN segment on health tips. Making sure that the medicine you are taking is right for you.	DR. STEVE PERRY	07/08/2012 08:31 AM	030:00
HOUSING	SUNDAY JOURNAL	Guest is from the GNO Community Data Center with population estimates for the city. Where is the affordable, quality housing?	ALLISON PLYER	07/15/2012 07:30 AM	001:02
CRIME	SUNDAY	Discussion of the	DT. PETER	07/15/2012	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	prevalence of violent crime in the city. Why do young men keep killing each other and what is society's responsibility?	SHARF	08:30 AM	
HOUSING	SUNDAY JOURNAL	Services offered by Neighborhood Housing Services of NOLA. How can first time home buyers get into a house they can afford?	NONE	07/22/2012 07:15 AM	030:00
EDUCATION	SUNDAY JOURNAL	The guest is the new president of Dillard University. Efforts the school is undertaking to attract new students.	DR. WALTER KIMBROUGH	07/22/2012 08:29 AM	030:00
HEALTH	SUNDAY JOURNAL	Discussion of kidney disease in the black community. The misconceptions and advantages to testing.	NONE	07/29/2012 06:59 AM	010:00
HEALTH	SUNDAY JOURNAL	The guest is a personal fitness practitioner. Does walking really help to improve the health of most people?	DIANA BEASLEY	07/29/2012 07:29 AM	030:00
HOUSING	SUNDAY JOURNAL	KCBS Radio interviewer with a Katrina housing story. Is there discrimination in the renting of available housing stock?	BOB BUTLER	07/29/2012 08:00 AM	030:00
EMPLOYMENT	SUNDAY JOURNAL	Programs sponsored by the Urban League of GNO to help train the work force and	NONE	08/05/2012 07:14 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		give residents better job skills			
FAMILY SERVICES	SUNDAY JOURNAL	Discussion of bullying and cyber-bullying among children. Why is cyber-bullying so widespread and what can parents do to get a handle on it?	NONE	08/05/2012 08:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Tips for helping couples improve their marriage. What to do when arguments threaten to get out of hand. Is normal arguing healthy?	PASTOR KENNY FOY	08/12/2012 07:30 AM	030:00
CRIME	SUNDAY JOURNAL	Reducing the murder rate in New Orleans. What the family and the church community can do to redirect the anger and hopelessness that many young black males feel.	PASTOR TOM WATSON	08/12/2012 08:00 AM	060:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on the appropriate times for cancer screenings such as breast cancer for women and prostate cancer for men	DR. CARL ROBINSON	08/19/2012 07:30 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Part 2 of discussion on tips for couples to improve their marriage. Do the feelings of love fade over time?	DR. KENNETH FOY	08/19/2012 08:30 AM	030:00
HOUSING	SUNDAY JOURNAL	Katrina anniversary show with population estimates for the city. What is the housing stock like	ALLISON PLYER	08/26/2012 06:59 AM	060:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and how much has the rate of return slowed?			
CRIME	SUNDAY JOURNAL	Best of show due to Hurricane Isaac. Segment dealt with reducing the murder rate in New Orleans and giving hope to young black males	PASTOR TOM WATSON	09/02/2012 07:02 AM	060:00
FAMILY SERVICES	SUNDAY JOURNAL	A look at the damage from Hurricane Isaac by residents of Lafitte and Laplace, 2 areas that suffered flooding.	REV. HAROLD CLARK/ DARNETTA MAHAFFEY	09/09/2012 06:59 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is a licensed clinical social worker. How families can reduce stress resulting from fear of job loss	VICTOR SIMS	09/09/2012 07:31 AM	015:00
HOUSING	HOUSING	Services provided by Neighborhood Housing Services, which can help residents who suffered Isaac damage rebuild	LOUIS SCHINEDER	09/09/2012 07:46 AM	030:00
EDUCATION	SUNDAY JOURNAL	College prep roundup. What are some of the high school classes that college-bound students should be taking?	EDDIE FRANCIS	09/16/2012 07:00 AM	015:00
HOUSING	SUNDAY JOURNAL	More rebuilding tips for Isaac victims from Neighborhood Housing Services of GNO	LOUIS SCHNIDER	09/16/2012 07:14 AM	015:00
CRIME	SUNDAY JOURNAL	The guest is a former Tulane football player who was recently	TONY CONVERSE	09/16/2012 08:00 AM	060:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		released after a prison term. The mistakes he made and how others can avoid them			
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	The services offered by the Algiers Economic Development Founadtion. The organization's events which acn help new business owners network more effectively.	NONE	09/23/2012 08:01 AM	030:00
CRIME	SUNDAY JOURNAL	Tulane Criminologist on the resignation of James Carter as the city's criminal justice administrator.	DR. PETER SCHARF	09/23/2012 08:44 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Armstrong Family Services, which offers counseling for families facing a hard time as well as treatment programs for those with substance problems	NONE	09/30/2012 07:14 AM	030:00
EDUCATION	SUNDAY JOURNAL	Louisiana author who's novel "A Lesson Before Dying" is the featured book in several loacl events surrouding the "Big Read" literacy effort.	EARNEST GAINES	09/30/2012 08:44 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
HEALTH, STAND UP 2 CANCER, Show aimed at increasing awareness of cancer and encouraging testing, 9/1/12, 6AM, 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 SERVICES	Louisiana Assoc Of Broadcasters/ LA. NATL GUARD	000:30	153
ECONOMIC DEVELOPMENT	URBAN LEAGUE WOMEN'S BUSINESS RESOURCE CENTER	:15	30
EDUCATION	BACK TO SCHOOL SUPPLY DRIVE	:15	30
HEALTH	DAUGHTERS OF CHARITY HEALTH FAIR	:15	30
SAFETY	STORMWATCH	:15	30
COMMUNITY INVOLVEMENT	National Promo Inventory	000:30	085
COMMUNITY INVOLVEMENT	National Promo Inventory	000:31	028
ECONOMIC DEVELOPMENT	US REP. CEDRIC RICHMOND	000:31	036
EDUCATION	CLEAR CHANNEL SCHOOL SUPPLY DRIVE	000:31	043
EDUCATION	UNCF	000:31	042
EDUCATION	YMCA ADULT ED. SERVICES	000:29	032
FAMILY SERVICES	AM. RED CROSS	000:32	037
FAMILY SERVICES	Dress for Success*	000:31	034
FAMILY SERVICES	LA. DEPT OF CHILD SERVICES	000:32	038
FAMILY SERVICES	MALCOLM JENKINS FOUND.	000:31	041
FAMILY SERVICES	YOUTHANASIA FOUND.	000:32	034
HEALTH	AUTISM SPEAKS	000:31	010
HEALTH	MARCH OF DIMES	000:30	049
HEALTH AND FITNESS	National Promo Inventory	000:30	056
HEALTH AND FITNESS	National Promo Inventory	000:31	070
HUNGER	JUST THE RIGHT ATT. FOOD BANK	000:31	029

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MENTORING	EACH ONE SAVE ONE	000:32	034
SAFETY	MOSQUITO CONTROL, INC.	000:30	017
SAFETY	ZAVEN'S WISHES	000:31	048
CHARITABLE	MALCOLM JENKINS FOUNDATION	:15	30
HEALTH	OCHSNER HEALTH CARE	:15	30