

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Fourth Quarter, 2017
01/04/2018

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 author of "Momma I Should Have Listened". This is a true account of how one woman dealt with her child being incarcerated. The importance of not blaming yourself
- **CULTURAL:** The guest is an actor on NBC's "Chicago Hope". While acting is an extremely competitive profession, it can be very rewarding for those who stick with it and aren't easily discouraged
- **ECONOMIC:** The guest is from The Lens Nola. Discussion on the effects of Air BNB, which many New Orleans hotel and motel operators see as a threat to their business.
- **EDUCAITON:** The guest is a recent Ronald McDonald House scholarship winner. Discussion of the scholarship process and his higher education goals
- **EDUCATION:** Tips for helping families raise money for college. There are many grants and scholarships out there these days and not all are income based.
- **FAMILY SERVICES:** The guest is author of a book designed to help women better understand auto mechanics and to be able to perform basic maintenance themselves
- **FINANCES:** The guest is a personal money management consultant and author and tips for surviving Christmas's financial challenges. Making a budget and sticking with it
- **HEALTH:** The guest is a nurse practiconer with tips for long term health. Also discussion of her profession. How what she does differs from other medical careers

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
HEALTH	SUNDAY JOURNAL	The guest is a nurse practitioner with tips for long term health. Also discussion of her profession. How what she does differs from other medical careers	DR. SCHARMAINE BAKER	10/01/2017 07:00 AM	017:00
HEALTH	SUNDAY JOURNAL	The guest is a breast cancer specialist making an appearance during National Breast Cancer Month. At what age are yearly exams a good idea?	DR. NICOLE GERLEY MCGUIRE	10/01/2017 07:17 AM	012:00
EDUCATION	SUNDAY JOURNAL	The guest is a recent winner of a Ronald McDonald Housing college scholarships. He discusses the scholarship application process and his higher education goals	MATTHEW TILMAN	10/01/2017 08:54 AM	006:00
EDUCATION	SUNDAY JOURNAL	Promotion of the upcoming UNCF Run/ Walk. This is one of the organization's chief annual fundraisers. Discussion of the UNCF scholarship program	NONE	10/08/2017 07:17 AM	012:00
EDUCAITON	SUNDAY JOURNAL	The guest is a recent Ronald McDonald House scholarship winner. Discussion of the scholarship process and his higher education goals	MYLES SAMUEL	10/08/2017 07:55 AM	005:00
HEALTH	SUNDAY JOURNAL	Discussion of Alzheimers and other forms of age-related dementia. Why we still don't full understand the causes and how to recognize the early signs	DOCTORS DEAN AND AYSHEA SHERZAI	10/08/2017 08:15 AM	015:00
HEALTH	SUNDAY JOURNAL	Discussion of immunizations and why its important to make sure all family members are up to date. The importance of at- risk populations receiving the flu vaccine	DR. CARL ROBINSON	10/08/2017 08:35 AM	025:00
FAMILY	SUNDAY	The guest is author of a book	PATRICE	10/15/2017	016:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
SERVICES	JOURNAL	designed to help women better understand auto mechanics and to be able to perform basic maintenance themselves	BANKS	07:00 AM	
FINANCES	SUNDAY JOURNAL	Discussion of the success secrets of Napoleon Hill, a 19th century self help guru who authored "Think and Grow Rich", one of the most successful self help books of all time	MITCH HOROWITZ	10/15/2017 07:30 AM	013:00
EDUCATION	SUNDAY JOURNAL	The guest is a recent winner of a Ronald McDonald House scholarship. Discussion of the scholarship process and her higher education goals	SAVANNAH BILBO	10/15/2017 07:57 AM	003:00
EDUCATION	SUNDAY JOURNAL	Promotion of upcoming Southern University of New Orleans fundraising event. SUNO is one of the oldest predominantly African American institutions of higher learning in New Orleans	NONE	10/22/2017 07:20 AM	025:00
EDUCATION	SUNDAY JOURNAL	Tips for helping families raise money for college. There are many grants and scholarships out there these days and not all are income based.	LEAH INGRAM	10/22/2017 08:00 AM	024:00
CRIME	SUNDAY JOURNAL	The guest is author of "Momma I Should Have Listened". This is a true account of how one woman dealt with her child being incarcerated. The importance of not blaming yourself	TOSHA SMITH MILLS	10/29/2017 07:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is author of "Unbreakable". IT is the story of how the author went from being an abused teen bride and other of four to a self- made millionaire.	KATRINA WALKER	10/29/2017 07:30 AM	015:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is a motivational/ empowerment speaker. How to recognize the powers that	DR. SHIEKA SQUARE	11/05/2017 07:30 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		are holding you back and making a commitment towards a better life			
CULTURAL	SUNDAY JOURNAL	Promotion of the Black Girls with Purpose Event, which offers workshops and instruction to help African American girls and young women get more fulfillment and direction out of life	NONE	11/05/2017 07:50 AM	010:00
ECONOMIC	SUNDAY JOURNAL	The guest is from The Lens Nola. Discussion on the effects of Air BNB, which many New Orleans hotel and motel operators see as a threat to their business.	CHARLES MALDONADO	11/05/2017 08:47 AM	013:00
CULTURAL	SUNDAY JOURNAL	Dear Black People stage play. This is a satirical play that discusses black culture in America by infusing racial identity, racism, stereotypes and more	NONE	11/12/2017 07:30 AM	015:00
CULTURAL	SUNDAY JOURNAL	Discussion of reparations and why the possibility seems to become more and more remote given the currently political climate. What are the pros and cons to society as a whole?	DR. RON DANIELS	11/12/2017 08:00 AM	023:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is a representative of Wendy's talking about adoption programs. Wendy's founder Dave Thomas was himself adopted and become a big support of these programs as his business success grew	TYRA MERCADEL	11/12/2017 08:23 AM	007:00
CULTURAL	SUNDAY JOURNAL	Discussion of next weekend's Bayou Classic, which pits historically black colleges Southern and Grambling against each other. But it has become much more than a football game with a job fair and many networking events	NONE	11/19/2017 07:30 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is a CPA with tips for better money management during the	KEMBERLEY WASHINGTON	11/19/2017 07:45 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		holiday season. Make a budget and stick to it to avoid January bills that may take you by surprise			
EDUCATION	SUNDAY JOURNAL	The guest is a representative of SUNO's school of social work. Gaining an education and making a living while trying to pursue the greater good and assist those who need help	DR. SAMUEL ODOMS	11/19/2017 08:15 AM	015:00
CULTURAL	SUNDAY JOURNAL	Repeat of segment on slavery reparations and the factors that are preventing it. Is much a controversial move possible in today's political climate?	DR. RON DANIELS	11/26/2017 07:00 AM	021:00
CULTURAL	SUNDAY JOURNAL	The guest is an actor on NBC's "Chicago Hope". While acting is an extremely competitive profession, it can be very rewarding for those who stick with it and aren't easily discouraged	S. EPARTHA MERKERSON	11/26/2017 07:30 AM	015:00
CRIME	SUNDAY JOURNAL	Author of "Mama I Should Have Listened". This is the real life story of a women who's child was incarcerated. Learning how to love your child while not making excuses for the crime.	TOSHA SMITH MILLS	11/26/2017 08:30 AM	030:00
CRIME	SUNDAY JOURNAL	Discussion of a new incarcerated women's initiative. Recognizing that even behind bars people have rights. How to transition back into society.	DOLFINETTE MARTIN	12/03/2017 07:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Promotion of Queen's Inc., which is a girls mentoring organization. Finding positive role models for at-risk youth to look up to	NONE	12/03/2017 07:21 AM	015:00
CULTURAL	SUNDAY JOURNAL	Discussion of a historical project on African American high schools. While many of these institutions are a produce of segregation they have overcome the obstacles	KEN GROOMS	12/03/2017 08:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and regularly produce graduates who are qualified to take the next step			
HEALTH	SUNDAY JOURNAL	Discussion of HIV programs for testing and services for those who are diagnosed with the virus. More and more people are living longer with HIV/ AIDS than ever before	DOUGLAS BROOKS	12/10/2017 07:00 AM	013:00
HEALTH	SUNDAY JOURNAL	Show discussing healing arthritis. Arthritis symptoms are becoming more and more common in younger people. What are some simple steps that people can take to improve their joint health and avoid arthritis?	SR. SUSAN BLUM	12/10/2017 07:13 AM	017:00
FAMILY SERVICES	SUNDAY JOURNAL	Building resilience in children. While all children deserve to be loved and protected, it is also important to give them the tools they will need to deal with life's challenges	DR. KATE LUND	12/10/2017 07:30 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money management consultant and author and tips for surviving Christmas's financial challenges. Making a budget and sticking with it	DR. LISA FRYE	12/17/2017 07:30 AM	030:00
HEALTH	SUNDAY JOURNAL	The guest is a licensed clinical social worker with tips for dealing with the holiday blues. This is a real mental health phenomenon that affects millions of people every year	VICTOR SIMS	12/17/2017 08:00 AM	015:00
FAMILY SERVICES	SUNDAY JOURNAL	Segment called "God is My CEO". Putting the higher power in charge of your life and living by the golden rule of doing unto others as you would have done to you	LARRY JULIAN	12/24/2017 07:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is author of "Mama, He Touched Me". Real life accounts of sexual abuse and the aftermath, which can tear families apart.	ZITA SCOTT	12/24/2017 07:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Making decisions that are in the best interest of the child but may not be popular with others			
HEALTH	SUNDAY JOURNAL	Author of "Black Man in a White Coat". The challenges faced by African Americans in the health care profession	DR. DAMON TWEEDY	12/24/2017 08:15 AM	015:00
FAMILY SERVICES	SUNDAY JOURNAL	Discussion of a women's self defense course. What steps women can take to protect themselves. When should you fight back?	STEVE KARDIAN	12/24/2017 08:30 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Discussion of the NFL controversy of players not standing for the National Anthem. Is this hurting the game? Should players have the right to express themselves	MARK CLARK	12/31/2017 07:00 AM	060:00
CRIME	SUNDAY JOURNAL	Discussion of violence in New Orleans. As 2017 draws to a close, are we any safer than we were a year ago?	AL MIMS/VICTOR SIMS/ AMEER BARAKA	12/31/2017 08:00 AM	060:00

**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
	EDUCAITON, MUSIC HELPS ME BE UNDERSTOOD, OCT 8, 6AM, 30 MINS			
	HEALTH, THE SOUND OF HEROES: MUSICIANS ON CALL, NOV 5, 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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ANIMAL SERVICES	LOW COST ANIMAL MED CENTER	000:31	055
CHARITABLE	City of New Orleans	000:32	018
CHARITABLE	STRIKES FOR KIDS	000:30	054
CHARITABLE	TOYS FOR TOTS	000:30	085
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	005
CULTURE	WHITNEY PLANTATION	000:31	049
EDUCATION	Choice Foundation	000:31	059
FAMILY SERVICES	EACH ONE SAVE ONE	000:29	044
FAMILY SERVICES	EACH ONE SAVE ONE	000:30	079
FAMILY SERVICES	SILENCE THE VIOLENCE FOUND.	000:32	014
HEALTH	alzheimers association La.	000:33	054
HEALTH	AM. CANCER SOCIETY	000:30	015
HEALTH	Juvenile Diabetes Research Found	000:30	049
HEALTH	SCOTT ELI JACKSON FOUND	000:30	004
HEALTH	SCOTT ELI JACKSON FOUND	000:32	048
HEALTH AND FITNESS	SAVE THE MALES	000:30	004
HOMELESSNESS	TRAVELERS AID SOCIETY	000:30	010
SAFETY	DEPT OF HOMELAND SECURITY	000:30	005
HEALTH	JED FOUNDATION	000:30	003
SAFETY	National Promo Inventory	000:30	001
HEALTH	RED	000:29	007
HEALTH	RED WORLD AIDS DAY	000:29	013
SAFE DRIVING	do something	000:28	001