

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Third Quarter, 2015
10/02/2015

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:** Topic of police brutality and the Black Lives Matter movement. Why have there been so many instances of violence involving police lately? Is it a cultural phenomenon?
- **CULTURE:** the Laboring for Peace March/ Rally. This is an effort to win a fair working wage and win more business for minority owned businesses
- **EDUCATION:** Updated discussion of the One Book One New Orleans campaign to get community residents to read the same book at the same time to develop a common experience
- **EMPLOYEMENT:** Women's business networking event. The key to success of any new business is networking, making the necessary contacts to spin your business forward
- **ENVIRONMENTAL:** Discussion of environmental justice and why so many poor neighborhoods become dumping grounds for bad air and water. How residents can protect their communities regardless of income
- **FAMILY SERVICES:** The father/ daughter talk. What all men need to talk to their daughters about as they grow. Different than the typical mother/ daughter birds and bees talk
- **FINANCES:** The guest is a personal money manager, with tips on how to create and keep to a household budget. Cutting unnecessary expenses
- **HEALTH:** The guest is a school psychologist who works with students who are having emotional problems. How to recognize the signs of trouble in your child
- **LITERACY:** Discussion of literacy efforts around the New Orleans area. How to tell if your child is developing reading skills at the appropriate level. Help for adult readers
- **RELIGION:** The legendary New Orleans pastor is retiring from preaching. Special events to honor him. His take on religion's place in our world today

**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
EDUCATION	SUNDAY JOURNAL	Promotion of Raisin Cane's school supply drive. The public can drop off the supplies at any Cane's restaurant in the area. Items will be donated to needy kids in the New Orleans community so they can be ready for the first day of school. Also, interview with McDonald's scholarship winner	NONE	07/05/2015 07:22 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	The father/ daughter talk. What all men need to talk to their daughters about as they grow. Different than the typical mother/ daughter birds and bees talk	NONE	07/05/2015 08:30 AM	030:00
RELIGION	SUNDAY JOURNAL	The legendary New Orleans pastor is retiring from preaching. Special events to honor him. His take on religion's place in our world today	BISHOP PAUL MORTON	07/12/2015 07:00 AM	020:00
EDUCATION	SUNDAY JOURNAL	One Book: One New Orleans. This is an annual event where residents of the community are all encouraged to read the same book at the same time and engage in discussion of the topics covered	NONE	07/12/2015 07:31 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		in the book			
ENVIRONMENTAL	SUNDAY JOURNAL	Discussion of environmental justice and why so many poor neighborhoods become dumping grounds for bad air and water. How residents can protect their communities regardless of income	DR. BETTYE WRIGHT	07/12/2015 08:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	Updated discussion of the One Book One New Orleans campaign to get community residents to read the same book at the same time to develop a common experience	NONE	07/19/2015 07:00 AM	015:00
HEALTH	SUNDAY JOURNAL	The guest is a school psychologist who works with students who are having emotional problems. How to recognize the signs of trouble in your child	DR. UMAR JOHNSON	07/19/2015 07:15 AM	015:00
FAMILY SERVICES	SUNDAY JOURNAL	Segment on marriage equality. Why the marriages that work best and stand the test of time are those where the spouses are truly partners, sharing the load and treating each other as equals	EDWIN BUGGAGE	07/19/2015 08:09 AM	020:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money manager, with tips on how to create and keep to a household budget. Cutting unnecessary expenses	LISA FRYE	07/19/2015 08:31 AM	030:00
LITERACY	SUNDAY JOURNAL	Discussion of literacy efforts around the New Orleans area. How to tell if your	KRISTEN MALLORY	07/26/2015 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		child is developing reading skills at the appropriate level. Help for adult readers			
HEALTH	SUNDAY JOURNAL	The guest is a breast cancer survivor. She shares her personal experiences from diagnoses to remission. Why regular mammograms are critical	TONYA FREEMAN-BROWN	07/26/2015 07:30 AM	015:00
CRIME	SUNDAY JOURNAL	Major call- in segment on the most recent rash of shootings and murders in the city. Violent crime always seems to increase in the summer months. Caller ideas for controlling crime	NONE	07/26/2015 08:00 AM	060:00
HEALTH	SUNDAY JOURNAL	Cancer awareness segment featuring information on spotting the warning signs and the most recent advances in treatment.	NONE	08/02/2015 07:15 AM	045:00
EMPLOYEMENT	SUNDAY JOURNAL	The guest is a careers consultant, helping young people find a career they can succeed in due primarily to their aptitude for a given field	EDDIE FRANCIS	08/02/2015 08:30 AM	030:00
CULTURE	SUNDAY JOURNAL	The Ashe to Amen Exhibition, a celebration of the contributions that religion has made to African American culture in New Orleans	NONE	08/09/2015 07:30 AM	025:00
HEALTH	SUNDAY JOURNAL	The guest is a motivational speaker	STAN SCHOFIELD	08/09/2015 08:00 AM	060:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		with tips on how each of us can cultivate what motivates us to become more successful in life			
CULTURE	SUNDAY JOURNAL	Discussion of religion in hip hop music. Even though the themes of the music are often violent and misogynistic religion plays a major part in hip hop	NONE	08/16/2015 07:00 AM	020:00
HEALTH	SUNDAY JOURNAL	Discussion of breast feeding. Why it is healthier for the baby. Does it really help to strengthen the mother- child bond?	NONE	08/16/2015 07:20 AM	010:00
CRIME	SUNDAY JOURNAL	The guest is the city's Independent Police Monitor, discussing of the things she has discovered while working with the department. Is the NOPD's limited manpower being used to its best effect?	SUSAN HUTSON	08/16/2015 08:00 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money management consultant. Planning for retirement is necessary for all of us and the steps are not as difficult as some may think. The key is regular contributions with time to grow	LISA FRYE	08/16/2015 08:30 AM	030:00
HEALTH	SUNDAY JOURNAL	A health fair sponsored by AKA fraternity. The day will include free health tips and	NONE	08/23/2015 07:21 AM	010:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		screenings for things like high blood pressure, glucose and HIV			
EDUCATION	SUNDAY JOURNAL	Education in New Orleans 10 years post Katrina. In some ways was the storm a blessing in disguise? The flooding forced many education reforms that seem to have improved public education around the city	DR. VERA TRIPLET/ KENNETH LEWIS	08/23/2015 08:20 AM	040:00
FINANCES	SUNDAY JOURNAL	Financial consultant with tips on making the household budget last. What is a realistic spending plan to save money but also make sure that the necessities are covered.	KEMBERLY WASHINGTON	08/30/2015 07:30 AM	010:00
CRIME	SUNDAY JOURNAL	Topic of police brutality and the Black Lives Matter movement. Why have there been so many instances of violence involving police lately? Is it a cultural phenomenon?	DR. STEVE PERRY/ JEFF JOHNSON	08/30/2015 08:00 AM	030:00
FAMILY SERVICES	SUNDAY JOURNAL	Discussion of relationships and the sacrifices that both partners need to make in order to make a long term relationship work. How to recognize that there may be trouble ahead.	MINISTER WILLIE MUHAMMAD	09/06/2015 07:00 AM	020:00
CULTURE	SUNDAY JOURNAL	Discussion of "Wading Home", a Loyola University production with a story based around	NONE	09/06/2015 07:30 AM	013:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Hurricane Katrina, the displacement of the population and the return home			
CRIME	SUNDAY JOURNAL	Crimestoppers segment which highlights recent violent crimes and offers a reward for information leading to an arrest	NONE	09/06/2015 07:55 AM	005:00
Culture	SUNDAY JOURNAL	the Laboring for Peace March/ Rally. This is an effort to win a fair working wage and win more business for minority owned businesses	CAPTAIN DENNIS MUHAMMAD	09/06/2015 08:02 AM	030:00
EMPLOYEMENT	SUNDAY JOURNAL	Women's business networking event. The key to success of any new business is networking, making the necessary contacts to spin your business forward	DEBORAH GOULD	09/13/2015 07:31 AM	030:00
HEALTH	SUNDAY JOURNAL	The guest is a heart disease survivor. The signs of the disease and recovery process following surgery. Recognizing the signs	ESSENCE HARRIS BANKS	09/13/2015 07:46 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money management consultant and author. Making a plan for fiscal responsibility and sticking with it	LISA FRYE	09/13/2015 08:30 AM	030:00
CRIME	SUNDAY JOURNAL	The guest is with the organization Victims and Citizens Against Crime. Discussion included efforts to protect the rights of victims in Louisiana and across the	AL MIMS	09/20/2015 07:15 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		country			
FAMILY SERVICES	SUNDAY JOURNAL	Discussion on domestic violence. Do high profile cases such as Ray Rice help to bring awareness to this issue? Why do so many abused women stay in the relationship?	KALI RED	09/20/2015 07:45 AM	015:00
CRIME	SUNDAY JOURNAL	Focus on reducing violence among at-risk youth. The importance of getting that population to understand that there is a better way than violence. Does early incarceration only hurt the situation?	LEROY CRAWFORD	09/20/2015 08:00 AM	030:00
CULTURE	SUNDAY JOURNAL	Promotion of an anti-hazing event at Dillard University. With fall rushing starting at many colleges and universities, its important to keep perspective on what is and is not appropriate initiation practice	MICHAEL MORTON	09/20/2015 08:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	Promotion of NOCCA, the New Orleans Center for the Creative Arts. How this school, which lists so many professional musicians and performers among its alumni, can cultivate a student's interest in the performing arts.	NONE	09/27/2015 07:00 AM	016:00
HEALTH	SUNDAY JOURNAL	Promotion of a fundraiser for Children's Hospital of New Orleans,	NONE	09/27/2015 07:23 AM	010:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		which is one of the leading facilities in the world for the diagnosis and treatment of many childhood diseases			
EDUCATION	SUNDAY JOURNAL	The One Book One New Orleans campaign and its progress around the community. This is an annual effort to get as many residents as possible to read the same book at the same time	BRIAN BOYLES	09/27/2015 08:31 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
CRIME	Crimestoppers	000:28	023
CRIME	Crimestoppers	000:31	021
CRIME	Crimestoppers	000:32	042
CRIME	CRIMESTOPPERS/CARLTONCHARLES	000:32	001
MILITARY AND VETERANS	Louisiana Assoc Of Broadcasters/ Natl Guard	000:30	121
EDUCATION	RAISIN CANE'S STUFF THE BUS SCHOOL SUPPLY DRIVE	:15	30

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CHARITABLE	FIRST TEE GNO	000:31	064
COMMUNITY INVOLVEMENT	National Promo Inventory	000:30	009
CULTURE	IHEART MEDIA	000:31	046
EDUCATION	DINERRAL SHAVERS ED. FUND	000:28	048
EDUCATION	DINERRAL SHAVERS ED. FUND	000:33	034
EDUCATION	IHEART MEDIA	000:31	059
EDUCATION	UNCF	000:32	065
HOUSING	FAIR HOUSING OF ST. BERNARD	000:30	073
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	236
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	136
EDUCATION	IHM SCHOOL SUPPLY SRIVE	:15	90
FAMILY SERVICES	LINDY'S PLACE	:15	30