

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Third Quarter, 2013
10/03/2013

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:** Centerplate, the food service company that runs concessions at the Superdome and downtown Arena, is offering local non-profits a chance to work the food stands and keep the profits.
- **CRIME:** Tulane University criminologist with a look at the city's recent violent crime statistics and a decrease in homicide.
- **CRIMESTOPPERS:** Reward system operated by Crimestoppers of GNO. How the organization picks crimes and wanted criminals to highlight.
- **CULTURE:** Promotion of upcoming acting workshops. How performing in public can improve one's self confidence and help make new friends
- **ECONOMIC DEVELOPMENT:** Discussion of a new business initiative for African American owned businesses. Opportunities to partner with the government
- **EDUCATION:** Upcoming fundraiser for the La. Chapter of the United Negro College Fund. Efforts to fund more scholarships
- **ENVIRONMENTAL:** The La. Bucket Brigade program, which empowers local residents to monitor the quality of the air and water in their neighborhoods
- **FAMILY ISSUES:** What couples can do to improve their marriage. Even strong marriages encounter bumps along the way. Should marriage really be a 50- 50 proposition
- **FAMILY SERVICES:** The guest is a licensed clinical social worker with tips for helping people stay on track and centered despite the pressures of work, school and family
- **FINANCIAL SERVICES:** Tips for saving money and building a nest egg. Why it is important to put away at least a little every paycheck

- **HEALTH:** Tips for keeping children healthy with the new school year starting. What vaccinations should they have already had?
- **HOUSING:** Programs offered by Neighborhood Housing Services, including tips for helping first time homebuyers avoid predatory interest rates
- **SUBSTANCE ABUSE:** The Salvation Army's Adult Rehabilitation Center, which offers a residential program to help addicts kick the habit and get back on their feet

**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	Tips for better health by increasing screenings and testing for certain disorders as one gets older	DR. CALVIN MACKIE	07/07/2013 07:00 AM	018:00
EDUCATION	SUNDAY JOURNAL	Scholarships offered by the United Negro College Fund, which gives students the opportunity to attend college that they might not have otherwise	DR. MICHAEL LOMAX	07/07/2013 07:09 AM	045:00
HOUSING	SUNDAY JOURNAL	Programs offered by Neighborhood Housing Services, including tips for helping first time homebuyers avoid predatory interest rates	NONE	07/07/2013 07:31 AM	020:00
ENVIRONMENTAL	SUNDAY	The La. Bucket	NONE	07/14/2013	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	Brigade program, which empowers local residents to monitor the quality of the air and water in their neighborhoods		07:08 AM	
HOUSING	SUNDAY JOURNAL	Elevated New Orleans, which provides funding for residents who want to elevate their homes to reduce the flooding threat	NONE	07/14/2013 07:36 AM	020:00
CRIME	SUNDAY JOURNAL	Tulane University criminologist with a look at the city's recent violent crime statistics and a decrease in homicide.	DR. PETER SCHARF	07/14/2013 08:15 AM	040:00
ENVIRONMENTAL	SUNDAY JOURNAL	Another session with the La. Bucket Brigade, which gives local residents the tools to test air and water quality in their own neighborhoods	NONE	07/21/2013 07:03 AM	015:00
EDUCATION	SUNDAY JOURNAL	Upcoming fundraiser for the La. Chapter of the United Negro College Fund. Efforts to fund more scholarships	LAJUANA CHENIER	07/21/2013 07:30 AM	020:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is a licensed clinical social worker with tips for helping people stay on track and centered despite the pressures or	VICTOR SIMS	07/21/2013 08:20 AM	040:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		work, school and family			
CHARITABLE	SUNDAY JOURNAL	Centerplate, the food service company that runs concessions at the Superdome and downtown Arena, is offering local non- profits a chance to work the food stands and keep the profits.	NONE	07/28/2013 07:10 AM	020:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on foot problems. How to recognize a more serious condition that may require treatment	DR. CARL ROBINSON	07/28/2013 07:32 AM	015:00
HOUSING	SUNDAY JOURNAL	Neighborhood Housing Services and programs for first time homebuyers, such as how to determine how much house you can afford	NONE	07/28/2013 07:51 AM	035:00
FAMILY SERVICES	SUNDAY JOURNAL	Author of Improving Black Males Lives. Steps the African American man can take to find more fulfillment in their professional and personal lives	DR. KWELIE TOOTASHIND A	08/04/2013 06:59 AM	060:00
HEALTH	SUNDAY JOOURNAL	Discussion of the problem of asthma in the African American community. What are some	NONE	08/11/2013 06:58 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		of the early warning signs for children and steps towards to prevention			
EDUCATION	SUNDAY JOURNAL	Tips for students to score well in the ACT test and college study habits in general. What changes after high school.	NONE	08/11/2013 07:25 AM	035:00
CRIME	SUNDAY JOURNAL	Discussion of police interactions with the African American community. Is there enough trust on both sides? How to improve relations.	NONE	08/11/2013 08:00 AM	060:00
HEALTH	SUNDAY JOURNAL	Tips for keeping children healthy with the new school year starting. What vaccinations should they have already had?	DR. CARL ROBINSON	08/18/2013 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	Author of Momma He Touched Me, Now What. How parents can protect their children from the treat of sexual abuse.	ZITA SCOTT	08/18/2013 08:00 AM	030:00
EDUCATION	SUNDAY JOURNAL	Tips for improving your children's reading performance. At what age should a child know how to read?	DR. ANGELO REYNOLDS	08/18/2013 08:30 AM	030:00
CRIME	SUNDAY	The recent	EDWIN	08/25/2013	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	murder of 11-year old Ahlittia North, who was abducted from her bedroom and killed by a family friend. The lesson to be learned by all parents	BUGGAGE	07:43 AM	
CRIME	SUNDAY JOURNAL	The anti- crime organization The Peacekeepers. Giving at- risk youth alternatives to the streets. Positive role models	NONE	08/25/2013 08:19 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	What couples can do to improve their marriage. Even strong marriages encounter bumps along the way. Should marriage really be a 50- 50 proposition	DR. KENNETH FOY	09/01/2013 06:58 AM	030:00
CULTURE	SUNDAY JOURNAL	Programs and exhibits at the New Orleans Museum of Art. Highlight of some of the lesser known permanent exhibits.	NONE	09/01/2013 07:46 AM	030:00
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	Discussion of a new business initiative for African American owned businesses. Opportunities to partner with the government	NONE	09/01/2013 08:39 AM	015:00
CULTURE	SUNDAY JOURNAL	Production of 'Four Little	NONE	09/08/2013 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Girls" at the Ashe Cultural Arts Center. Its the story of the African American girls who were killed in the firebombing of a Birmingham church during the civil rights struggle			
CRIMESTOPPERS	SUNDAY JOURNAL	Reward system operated by Crimestoppers of GNO. How the organization picks crimes and wanted criminals to highlight.	NONE	09/08/2013 07:32 AM	010:00
HEALTH	SUNDAY JOURNAL	Part 2 of the discussion of blacks and asthma. What are some of the treatments and preventative steps	NONE	09/08/2013 07:42 AM	020:00
SUBSTANCE ABUSE	SUNDAY JOURNAL	The Salvation Army's Adult Rehabilitation Center, which offers a residential program to help addicts kick the habit and get back on their feet	MAJOR CHARLES STEWART	09/15/2013 07:30 AM	030:00
FINANCIAL SERVICES	SUNDAY JOURNAL	Tips for saving money and building a nest egg. Why it is important to put away at least a little every paycheck	GEORGETTE MILLER	09/15/2013 08:02 AM	030:00
EDUCATION	SUNDAY JOURNAL	The United Negro College	NONE	09/22/2013 07:30 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Fund scholarship program. How students can determine their eligibility to apply. Upcoming fundraiser			
EDUCATION	SUNDAY JOURNAL	Programs and free books offered by the Community Book Center. And former Orleans School Board member on the state of public education in the city today	VERA WARREN WILLIAMS/ PHYLLIS LANDRIEU	09/22/2013 07:46 AM	045:00
CRIME	SUNDAY JOURNAL	Judge recently threw out convictions of NOPD officers convicted of shooting unarmed civilians during Hurricane Katrina. Should they be retried?	NONE	09/22/2013 08:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	New Orleans Center for the Creative Arts, which offers an arts education to high school students in their chosen area of performance	NONE	09/29/2013 07:25 AM	030:00
CULTURE	SUNDAY JOURNAL	Promotion of upcoming acting workshops. How performing in public can improve one's self confidence and help make new friends	LANCE NICHOLS	09/29/2013 08:00 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
FAMILY SERVICES	National Promo Inventory	000:30	022
FAMILY SERVICES	National Promo Inventory	000:31	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	017
MILITARY AND VETERANS	SHOW OUR STRIPES	:15	20
EDUCATION	CLEAR CHANNEL SCHOOL SUPPLY DRIVE	30	20
CHARITABLE	LA. SPECIAL OLYMPICS	000:32	029
CULTURE	NEW ORLEANS MUSEUM OF ART	000:30	013
ECONOMIC DEVELOPMENT	LA. GREEN CORPS	000:32	031
ECONOMIC DEVELOPMENT	Urban League of Greater N O	000:32	030
EDUCATION	Clear Channel / SCHOOL SUPPLIES	000:31	034
EDUCATION	NATL BLACK CHILD DEV INST	000:32	034
EDUCATION	UNCF	000:31	019
FAMILY SERVICES	BOY SCOUTS	000:33	028
HEALTH	AMERICAN HEART ASSOC	000:31	021
HEALTH	ST. JUDE COMMUNITY CENTER	000:32	038
HEALTH	YOU GEAUX GIRL	000:31	029
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	085
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	140

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	076
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:33	039
FAMILY SERVICES	National Promo Inventory	000:28	006
FAMILY SERVICES	National Promo Inventory	000:29	007
FAMILY SERVICES	National Promo Inventory	000:30	086
FAMILY SERVICES	National Promo Inventory	000:31	041
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	015
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	061
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	011