

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
First Quarter, 2013  
04/03/2013

WYLD-FM  
Quarterly Issues/Programs List

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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:** One of the city's biggest fundraisers to support various charities called Ball in the City
  - **CIVIL RIGHTS:** The guest is the Ex. Dir. of the La. ACLU, protecting the individuals civil rights in a series of law cases.
  - **CRIME:** The Dixon Reform School for Boys. Are reform schools the answer for turning around at- risk youth or do they compound the problem?. Also, house of Jahi, families visiting loved ones in prison
  - **CULTURAL:** The N'Kafu Dance Collective Benefit, exposing young people to the wonders of African dance.
  - **EDUCATION:** The Recovery School District's One App system, by which a student can apply at several schools at the same time
  - **FAMILY SERVICES:** The guest is a motivation speaker who can help people stay positive in stressful situations
  - **FINANCES:** The guest is a personal money management consultant. How to make a budget and stick to it
  - **HEALTH:** The TXT 4 Health Campaign and how subscribers can get health advisories via text
  - **HOUSING:** Services available through Neighborhood Housing Services, how to spot predatory lending practices.
  - **SAFETY:** Self- defense classes for women. How to spot and avoid potential trouble
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**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 the upcoming Delta Sigma Theta benefit to advance education	NONE	01/06/2013 07:00 AM	020:00
EDUCATION	SUNDAY JOURNAL	Essay competition on the Teacher Who Changed My Life. The qualities that make up a good teacher who stays with the student	VINCENT SYLVAIN	01/06/2013 07:46 AM	028:00
HEALTH	SUNDAY JOURNAL	The guest is a personal fitness instructor with tips for finding time and simple exercises to improve your health	LYLE JOHNSON	01/06/2013 08:14 AM	020:00
FAMILY SERVICES	SUNDAY JOURNAL	The guest is a motivation speaker who can help people stay positive in stressful situations	LES BROWN	01/13/2013 07:00 AM	006:53
EDUCATION	SUNDAY JOURNAL	Guest is the author of "Looking For Lincoln", a look at the struggles the nation faced on the way to abolishing slavery	HENRY LOUIS GATES	01/13/2013 07:30 AM	015:00
EDUCATION	SUNDAY JOURNAL	Debate over New Orleans public schools. With all the choices now, Orleans Public, Recovery School Dist, charter schools, have more choices led to better education?	WALTER UMRANI	01/13/2013 07:46 AM	030:00
HEALTH	SUNDAY JOURNAL	Discussion of an AKA Sorority event to raise awareness for asthma, which is become more prevalent among New	NONE	01/20/2013 07:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Orleans children					
EDUCATION	SUNDAY JOURNAL	New Orleans Center for the Creative Arts upcoming application deadline, looking for new students for the new semester. Teaches musical and visual arts	NONE	01/20/2013 07:16 AM	030:00
HOUSING	SUNDAY JOURNAL	Neighborhood Housing Services of New Orleans, services for home buyers, particularly first time home buyers.	NONE	01/20/2013 07:46 AM	015:00
EDUCATION	SUNDAY JOURNAL	The Recovery School District's One App system, by which a student can apply at several public schools at once	NONE	01/27/2013 07:00 AM	020:00
HOUSING	SUNDAY JOURNAL	A new home financing initiative that is a joint partnership of the city of New Orleans and Neighborhood Housing Services. Also, changes in the HANO applicant process	NONE	01/27/2013 07:20 AM	040:00
HOUSING	SUNDAY JOURNAL	Guest is Ex. Dir. of the GNO Community Data Center with the city's latest population numbers. The influx in the wake of Katrina rebuilding seems to have leveled off	ALLISON PLYER	02/03/2013 07:45 AM	030:00
CRIME	SUNDAY JOURNAL	Listener- driven discussion on gun control and mental illness. How do we keep guns away from the mentally ill without jeopardizing the gun rights of the average citizen?	NONE	02/03/2013 08:00 AM	040:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EDUCATION	SUNDAY JOURNAL	The Recovery School District's One App system, by which a student can apply at several schools at the same time	NONE	02/10/2013 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	The TXT 4 Health Campaign and how subscribers can get health advisories via text	NONE	02/10/2013 08:00 AM	015:00
CULTURAL	SUNDAY JOURNAL	Filmmaker, "Player Hatin", a look at the relationships within the African American community and the influence of rap music and culture.	MAGGIE HADLEY	02/10/2013 08:30 AM	030:00
HEALTH	SUNDAY JOURNAL	Hospice fundraiser. The organization provides home and hospital care for the terminally ill during their final days	THERESA SANCHEZ	02/17/2013 07:15 AM	015:00
CRIME	SUNDAY JOURNAL	Charges of police brutality in the French Quarter. Are young black males being singled out unfairly? Thoughts on profiling.	DANATUS KING- NAACP	02/17/2013 08:00 AM	045:00
HEALTH	SUNDAY JOURNAL	Services offered by the Daughters of Charity in New Orleans. The health services are being scaled down due to financial difficulty	THERESA SANCHEZ	02/24/2013 07:20 AM	010:00
EDUCATION	SUNDAY JOURNAL	The planned closing of Xavier Prep and efforts by the community to keep the school open despite staffing shortages	KIM DILOSA	02/24/2013 08:00 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money management consultant. How to	DR. LISA FRYE	02/24/2013 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		make a budget and stick to it			
EDUCATION	SUNDAY JOURNAL	A look at the high and low performing schools in Jefferson parish and a book called "Swallowed Tears" a memoir of the integration of public schools in Baton Rouge	NONE	03/03/2013 07:30 AM	030:00
HEALTH	SUNDAY JOURNAL	Promotion of a free health fair put on by Delta Sigma Theta. Free screenings for disorders like cholesterol and high blood pressure.	NONE	03/03/2013 08:00 AM	030:00
CULTURAL	SUNDAY JOURNAL	The N'Kafu Dance Collective Benefit, exposing young people to the wonders of African dance.	NONE	03/10/2013 07:29 AM	030:00
CIVIL RIGHTS	SUNDAY JOURNAL	The guest is the Ex. Dir. of the La. ACLU, protecting the individuals civil rights in a series of law cases.	MARJORIE ESMAN	03/10/2013 08:00 AM	030:00
CHARITABLE	SUNDAY JOURNAL	One of the city's biggest fundraisers to support various charities called Ball in the City	LAJUANA CHENIER	03/17/2013 07:15 AM	015:00
HEALTH	SUNDAY JOURNAL	Author of the book "Coping Better When Loved Ones Have Cancer". The mistakes that family members often make	DR. WILLIAM PENZER	03/17/2013 07:30 AM	045:00
HEALTH	SUNDAY JOURNAL	Discussion of women and cervical cancer. Why this particular form of cancer seems to be on the rise	DR. MICHAEL KRYCHMAN	03/24/2013 07:00 AM	030:00
CRIME	SUNDAY JOURNAL	The Dixon Reform School for Boys. Are	ANTOINETTE HARRELL	03/24/2013 07:30 AM	060:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		reform schools the answer for turning around at- risk youth or do they compound the problem?. Also, house of Jahi, families visiting loved ones in prison	MILLER		
EDUCATION	SUNDAY JOURNAL	Segment called "Bad schools in good neighborhoods", proof that there are many different factors that dictate a school's success	EDDIE FRANCIS	03/31/2013 07:00 AM	030:00
HOUSING	SUNDAY JOURNAL	Services available through Neighborhood Housing Services, how to spot predatory lending practices.	NONE	03/31/2013 07:30 AM	030:00
SAFETY	SUNDAY JOURNAL	Self- defense classes for women. How to spot and avoid potential trouble	NONE	03/31/2013 08:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	International Day at Dillard University. This is a celebration of foreign cultures to help fund scholarships for students studying abroad.	NONE	03/31/2013 08:15 AM	015:00

**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	MLK DAY PARADE	:15	20
EDUCATION	LAB SCHOLARSHIPS	:15	20
ARTS	National Promo Inventory	000:31	036
BULLYING	National Promo Inventory	000:30	056
CHARITABLE	EXCEL STAR	000:31	027
CHARITABLE	Family Services of Greater NO	000:31	034
COMMUNITY INVOLVEMENT	National Promo Inventory	000:30	014
COMMUNITY INVOLVEMENT	National Promo Inventory	000:31	027
CRIME	OP. CLEAN SWEEP	000:32	042
ECONOMIC DEVELOPMENT	LA. GREEN CORPS	000:31	040
EDUCATION	AMERICAN LEGION	000:31	003
EDUCATION	Delgado Community College	000:32	035
EDUCATION	NAB	000:30	039
EDUCATION	UNCF	000:30	021
EDUCATION	URBAN LEAGUE	000:33	034
FAMILY SERVICES	Local Promo PSA	000:30	007
FAMILY SERVICES	MOTHER'S HELPERS	000:32	042
FAMILY SERVICES	RAINTREE FAMILY SERVICES	000:31	037
FAMILY SERVICES	SON OF A SAINT FOUND.	000:31	026
FINANCES	IRS	000:31	046
HEALTH	Xavier University	000:30	015
HEALTH AND FITNESS	National Promo Inventory	000:31	059
HOUSING	GNO Fair Housing	000:32	041
HOUSING	Local Promo PSA	000:30	008