

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
Fourth Quarter, 2015  
01/02/2016

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:

- **CRIME:** The guests discussed police brutality and whether "driving while black" is a real issue or a creation of the media
- **CULTURE:** The Silverback Society, which has as one of its central missions to reach out to male black youth and provide positive role models for them. Many come from fatherless homes
- **EDUCATION:** The SUNO BASH event. This is a fundraiser for Southern University of New Orleans, one of the city's oldest predominantly African American colleges
- **EMPLOYEMENT:** The guest is a careers consultant. Suggestions to help listeners find the path towards a career, not just a job, that is right for them, their temperment and skill sets
- **ENVIRONMENTAL:** Discussion of Solar Power program at Nunez Community College. Is solar really the cost saver it is made out to be? Is it practical for most homes and businesses?
- **FAMILY ISSUES:** The Jeramiah Group, which advocates for youth in need and provides them with opportunities for advancement they may not otherwise have
- **FAMILY ISSUES:** The guest is a relationship specialist. The work it takes from both parties to make any relationship work. What happens when the balance of power becomes unbalanced
- **FINANCES:** The guest is a registered CPA. As the holiday shopping season begins she discusses the importance of making a budget and sticking to it
- **HEALTH:** The New Orleans Black Nurses. This is an organization of local African American men and women who work in the health care field. Open discussion and sharing of ideas to help each perform better in their careers
- **POLITICS:** The controversial former Governor of Minnesota. His thoughts and opinions on the way political discourse is going in the country

now. Why is there so little tolerance for opposing view points?

- **SAFETY:** Discussion of the Southeast La. Levee Dist and plans for flood improvement projects across the New Orleans area. How coastal erosion is impacting flood safety

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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	Discussion of the upcoming UNCF Run/ Walk, one of the area's biggest annual fundraisers to help high school seniors earn scholarships to college	LISA PHILLIPS	10/04/2015 07:00 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	The book The Psychology of Black Boys and Adolescents. The importance of helping black youth gain confidence and empowerment as they grow	NONE	10/04/2015 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The Jeramiah Group, which advocates for youth in need and provides them with opportunities for advancement they may not otherwise have	JACKIE AND ANGELA ST. HILL	10/04/2015 08:16 AM	015:00
EDUCATION	SUNDAY JOURNAL	The American Federation for Children, which advocates for school choice. Promotion of voucher programs to make students at low performing schools	KEVIN CHAVOUS	10/11/2015 07:15 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		eligible to attend better schools			
FINANCES	SUNDAY JOURNAL	The guest is a CPA with financial advice for families. In particular the need to create and stick to a budget as the holidays approach	KIMBERLY WASHINGTON	10/11/2015 07:30 AM	015:00
CRIME	SUNDAY JOURNAL	The guest is the city of New Orleans Independent Police Monitor. Her observations as to why the city's violent crime rate remains so high. Why the NOPD has trouble holding on to new officers	SUSAN HUTSON	10/11/2015 08:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	Dillard University's 80th anniversary program. The school is one of the oldest African American Catholic universities in the country	NONE	10/18/2015 07:15 AM	015:00
CULTURE	SUNDAY JOURNAL	The Silverback Society, which has as one of its central missions to reach out to male black youth and provide positive role models for them. Many come from fatherless homes	LLOYD DENNIS	10/18/2015 08:00 AM	030:00
HEALTH	SUNDAY JOURNAL	The guest is an actor on NBC-TV's "Chicago Med" and he lives with Type 2 diabetes. Discussion of the warning signs and how those with the disease can learn to manage it	S. EPATHA MERKERSON	10/18/2015 08:30 AM	020:00
EDUCATION	SUNDAY JOURNAL	The SUNO BASH event. This is a fundraiser for Southern University of New Orleans, one	NONE	10/25/2015 07:14 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		of the city's oldest predominantly African American colleges			
EDUCATION	SUNDAY JOURNAL	Promotion of the upcoming open house for prospective students at St. Augustine High School. This is one of the oldest and most respected predominantly African American Catholic high schools in the country	NONE	10/25/2015 07:30 AM	015:00
CULTURE	SUNDAY JOURNAL	The guest is the "Big Chef" in one of the city's most famous Mardi Gras Indian tribes. Discussion of the importance of the Indian culture to the make up of the city	ALFRED DOUCETTE	10/25/2015 07:45 AM	010:00
CULTURE	SUNDAY JOURNAL	The guest is a Professor of African Studies. Discussion of African influences around the world.	TUKUFU ZUBERI	11/01/2015 07:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is author of the book The Principles of Manhood. Important lessons that boys must learn on their way to manhood. Responsibilities that all people share	RON BARNES	11/01/2015 08:00 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a relationship specialist. The work it takes from both parties to make any relationship work. What happens when the balance of power becomes unbalanced	DR. KENNETH FOY	11/01/2015 08:30 AM	015:00
EDUCATION	SUNDAY JOURNAL	Discussion of STEM NOLA program.	DR. CALVIN MACKIE	11/08/2015 07:00 AM	010:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		This is a program aimed at emphasizing math and science in area schools. A look at the growing industries that require more of this sort of instruction			
HEALTH	SUNDAY JOURNAL	The New Orleans Black Nurses. This is an organization of local African American men and women who work in the health care field. Open discussion and sharing of ideas to help each perform better in their careers	NONE	11/08/2015 07:30 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of the new stage play Fishers of Men. The production teaches important life lessons like the smallest decisions we all make can have a lasting impact	OLIVER THOMAS	11/08/2015 08:30 AM	015:00
HEALTH	SUNDAY JOURNAL	The guest is a Hollywood actor who lives with Type 2 Diabetes. Tips for recognizing the warning signs and simple life style choices that can greatly improve the health of a diabetes sufferers	S. EPATHA MERKERSON	11/15/2015 07:00 AM	020:00
SAFETY	SUNDAY JOURNAL	Discussion of the Southeast La. Levee Dist and plans for flood improvement projects across the New Orleans area. How coastal erosion is impacting flood safety	NONE	11/15/2015 07:45 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EMPLOYEMENT	SUNDAY JOURNAL	Discussion of a new black business initiative. The importance of African American businesses owners helping their own and providing a network of support	WALTER UMRANI	11/15/2015 08:30 AM	030:00
POLITICS	SUNDAY JOURNAL	The controversial former Governor of Minnesota. His thoughts and opinions on the way political discourse is going in the country now. Why is there so little tolerance for opposing view points?	JESSE VENTURA	11/22/2015 07:00 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a registered CPA. As the holiday shopping season begins she discusses the importance of making a budget and sticking to it	KIMBERLY WASHINGTON	11/22/2015 07:42 AM	010:00
FAMILY ISSUES	SUNDAY JOURNAL	Repeat segment with the author of Principles of Manhood. Are there some universal truths that all men must accept to become productive and responsible members of society?	RON BARNES	11/29/2015 07:00 AM	030:00
EMPLOYEMENT	SUNDAY JOURNAL	The guest is a careers consultant. Suggestions to help listeners find the path towards a career, not just a job, that is right for them, their temperament and skill sets	EDDIE FRANCIS	11/29/2015 08:00 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money	LISA FRYE	11/29/2015 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		management consultant. Tips for making it through the holiday season without spending more than you can afford. Avoiding those high January credit card bills			
CULTURE	SUNDAY JOURNAL	Discussion of the Ashe Cultural Arts Center's Holiday on the Blvd. This is a holiday market place with much of the proceeds going to support the programs of the center	NONE	12/06/2015 07:01 AM	010:00
ENVIRONMENTAL	SUNDAY JOURNAL	Discussion of Solar Power program at Nunez Community College. Is solar really the cost saver it is made out to be? Is it practical for most homes and businesses?	NONE	12/06/2015 07:11 AM	012:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest discussed a youth empowerment project. Efforts to make youth more responsible by giving them more responsibility. Helping them to rise to the challenge	MARLEY JOHNSON	12/06/2015 07:30 AM	012:00
HEALTH	SUNDAY JOURNAL	The guest is a licensed clinical social worker. Discussion of the holiday blues. Why some people get depressed this time of year and how to tell the difference between that and true depression that requires treatment	VICTOR SIMS	12/13/2015 07:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH	SUNDAY JOURNAL	Discussion of obesity, how much of this condition is genetic and environmental factors that contribute to it, particularly during the holidays. Easy life style choices	DR. CARL ROBINSON	12/13/2015 07:15 AM	015:00
CRIME	SUNDAY JOURNAL	The guest was falsely accused of taking part in the recent Bunny Friends Park shooting, which wounded 17 people. He was briefly in jail until his mother produced video proof that he was in Texas at the time of the shooting	JOSEPH ALLEN	12/13/2015 08:20 AM	040:00
HEALTH	SUNDAY JOURNAL	Author of The Law of Happiness. The struggle so many people face to find happiness and satisfaction in their lives. What are the common desires that we all share?	DR. HENRY CLOUD	12/20/2015 07:00 AM	018:00
CULTURE	SUNDAY JOURNAL	The recent decision by the New Orleans City Council to remove 4 Confederate monuments from public view. While many find the monuments offensive, other claim that they have become part of the city's history and culture	BYRON COLE	12/20/2015 08:00 AM	060:00
CRIME	SUNDAY JOURNAL	The guests discussed police brutality and whether "driving while black" is a real issue or a creation of	STEVE PERRY AND JEFF JOHNSON	12/27/2015 07:00 AM	030:00



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		the media			
CRIME	SUNDAY JOURNAL	The guest is a former FBI agent. Discussion of some of the tactics and investigation techniques used by the Bureau and other law enforcement units	DR. JACK SHAFER	12/27/2015 08:30 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
<b>SUBSTANCE ABUSE, PARTNERSHIP FOR DRUG FREE KIDS, NOV 15, 2015, 9AM, 30 MINS</b>				

**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	002
CRIME	Crimestoppers	000:31	004
CRIME	Crimestoppers	000:32	006
FAMILY SERVICES	LINDY'S PLACE	:15	20
BULLYING	BYSTANDER REVOLTUION	000:30	004
CHARITABLE	PROJECT HOPE	000:31	029
CHARITABLE	US Marine Corp	000:30	062
EDUCATION	Delta Sigma Theta-NOA Chapter	000:31	044
CRIME	NATL NIGHT OUT AGAINST CRIME	:15	20
EDUCATION	UNCF	000:32	005
FAMILY SERVICES	IHEART MEDIA/ TOY DRIVE	000:31	013

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
HEALTH	City of New Orleans / HEALTH CARE INS	000:29	033
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	028
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	037
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	091
VOTING	ROCK THE VOTE	000:30	002
HEALTH	PARKINSON'S WALK	:15	20
FAMILY ISSUES	TURKEY GIVEAWAY	:15	20
FAMILY ISSUES	WENDY'S TOY DRIVE	:15	20
FAMILY ISSUES	LAKESIDE TOY DRIVE	:15	20