

WYLD-FM
 New Orleans, LA
 Quarterly Issues/Programs List
 Third Quarter, 2021
 10/1/2021
 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: **Hurricane Ida Response and Recovery, Pandemic response, Education, Crime, Housing**

**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
SAFETY	UNITED WAY - LIVE UNITED	4th of July fireworks safety and promotion of the Red Beans and Rice Cookoff, which is one of the United Way's major fundraisers. Last year was take out only due to the pandemic, in person this year	CHRIS KAUFFMAN/ SONIA NEWSOME	07/04/2021 06:59 AM	028:13
LEGAL AID	UNITED WAY - LIVE UNITED	Southeast Louisiana Legal Services, which provides legal services to the underprivileged population. One of the main focuses has been helping people access unemployment benefits, in great demand due to pandemic layoffs	LAURA TUGGLE	07/11/2021 07:02 AM	028:59
POVERTY	UNITED WAY - LIVE UNITED	The United Way's Blueprint for Prosperity presents the Prosperity Dashboard, an on-line tool which presents community indicators of poverty to services can be more targeted	ED KRAUSE/ JEFF HEBERT	07/18/2021 06:59 AM	029:06

CRIME	UNITED WAY - LIVE UNITED	The Youth Empowerment project offers support for formerly incarcerated young people. Services have been expanded to include mentoring, employment training, GED and adult education	JEROME JUPITER	07/25/2021 06:59 AM	028:52
COVID	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Updated guidance from the CDC regarding the Delta Variant. Covid infection has become more of a regional phenomenon. CDC has recommended a new mask mandate, stress the importance of the vaccine	US SURGEON GEN DR. VIVEK MURTHY	08/01/2021 07:01 AM	029:46
COVID	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Updated guidance from the CDC regarding the Delta Variant. Covid infection has become more of a regional phenomenon. CDC has recommended a new mask mandate, stress the importance of the vaccine	US SURGEON GENERAL DR. VIVEK MURTHY	08/08/2021 07:01 AM	028:28
EMERGENCY PREPAREDNESS	UNITED WAY- LIVE UNITED	Hurricane prep as we move into what is traditionally the busiest time of the hurricane season. Safety tips from the Red Cross. Flash flooding is always the biggest threat to people and property	STEPHANIE FOX/ JOEL SULLIVAN	08/15/2021 07:01 AM	028:14
RACISM	UNITED WAY- LIVE UNITED	Race Around the Table is an annual discussion of racial equity. There is no agenda and no outcomes are	MICHAEL WILLIAMSON/ SHAWN BARNEY	08/22/2021 07:00 AM	028:21

		necessary. An opportunity for an honest, open dialogue			
FINANCES	UNITED WAY-LIVE UNITED	The Northshore Prosperity Center, which just opened in Covington. Offers assistance with financial guidance from creating a budget to finding loans and grants that applicants might be eligible for	MICHAEL WILLIAMSON/ CHAQUITA LATTIMORE	08/29/2021 07:02 AM	029:15
IDA RECOVERY	HURRICANE IDA RECOVERY COVERAGE	No United Way show this week due to continuous coverage of Hurricane Ida recovery	N/A	09/05/2021 02:00 AM	000:00
DISASTER RELIEF	UNITED WAY-LIVE UNITED	The Ida Relief fund established by the United Way, which is targeting services and assistance to those in the most impacted area. The United Way has remained on the front lines of recovery even as the United Way building itself suffered significant damage and many employees and volunteers are dealing with their own issues	MICHAEL WILLIAMSON	09/12/2021 06:59 AM	029:00
DISASTER RELIEF	UNITED WAY-LIVE UNITED	Heavy rain from Tropical Storm Nicholas is now threatening the area as Ida response continues. There are sheltering and sandbagging efforts across the region	MICHAEL WILLIAMSON/ GORDON WADGE	09/19/2021 07:01 AM	029:02
DISASTER RELIEF	UNITED WAY-LIVE UNITED	United Way's ongoing Ida relief and recovery	MICHAEL WILLIAMSON/ MELANIE	09/26/2021 07:01 AM	028:45

		efforts. As many who evacuated are moving back to their homes, helping to assess the needs with a changing dynamic	REED		
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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
(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
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	4
SOCIAL SERVICES	CBCF	000:30	7
CHILD MENTORING	SAVE THE CHILDREN	000:29	1
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
COVID 19	CDC VACCINE PSA	000:29	67
COVID 19	CDC VACCINE PSA	000:29	36
COVID 19	LA Healthcare Connection	000:30	35
DISASTER RELIEF	HURRICANE IDEA RECOVERY	000:26	3
DISASTER RELIEF	HURRICANE IDEA RECOVERY	000:26	12
DISASTER RELIEF	HURRICANE IDEA RECOVERY	000:26	18
DISASTER RELIEF	SAMARATAN'S PURSE	000:30	39
EDUCATION	NOLA PUBLIC SCHOOL	000:30	73
EMPLOYMENT	Jefferson Business & Career*	000:29	40
HEALTH AND FITNESS	NEW ORLEANS RECREATION DEPT	000:30	2
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	8
MENTORING	Son of a Saint	000:30	28
MUSIC	NOLA KEYS	000:31	61
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	19
NO KID HUNGRY	NO KID HUNGRY	000:30	4
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	8
NO KID HUNGRY	NO KID HUNGRY	000:30	4
POVERTY	FEEDING AMERICA	000:30	3
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	21
SCHOOL SUPPLIES	CRAFT IT CONSULTING	000:30	11
SEX TRAFFICING	FREE NOLA DOT ORG	000:30	6

SEX TRAFFICING	FREE NOLA DOT ORG	000:30	42
EDUCATION	UNCF	000:30	3
VOLUNTEERING	VOLUNTEER OPPORTUNITES	000:30	36