

WYLD
New Orleans, LA
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WYLD
Quarterly Issues/Programs List

WYLD 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:

- **American Heart Month, Women's Health:** Celina Gorre, Chief Executive Officer at Women Heart. Celina Gorre joins the show for American Heart Month to discuss the issue of heart disease among women, along with the work Women Heart does supporting the millions of American women living with or those at risk of heart disease. Host: iHeart's Ryan Gorman.
- **Cancer Awareness, Law Enforcement:** Robert Ginyard, Former Chairman of the Board of Directors for Zero Prostate Cancer. Robert Ginyard shares his personal experience battling prostate cancer and discusses Zero Prostate Cancer's mission to bring awareness, advocacy, and resources to the fight against prostate cancer. Bill Alexander, CEO of the National Law Enforcement Officers Memorial Fund. Bill Alexander discusses a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide. Host: iHeart's Ryan Gorman.
- **Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cure:** Robin Nunley, Spokesperson for the National MS Society. Robin Nunley joins the show for MS Awareness Week to discuss multiple sclerosis, resources available for those diagnosed with the disease, research underway to find a cure, and their annual Walk MS event. Host: iHeart's Ryan Gorman.
- **Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.:** Jennifer Pipa, Vice President of American Red Cross Disaster Programs. Jennifer Pipa joins the show for Red Cross Month and ahead of Red Cross Giving Day to discuss Red Cross disaster relief efforts, as 2024 is expected to be a busy year for natural disasters. Lillian Singh, Senior Vice President for Family Economic Mobility at Share Our Strength. Lillian Singh checks in to discuss how Share Our Strength is working to uplift women, particularly single mothers and their children, with their Jeremiah Program initiative. Host: iHeart's Ryan Gorman.
- **Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.:** Jim Whaley, CEO of Mission Roll Call. Jim Whaley joins the show to discuss Mission Roll Call's recent polling among veterans on the issues they're most concerned about, along with the battle against veteran homelessness and food insecurity. Trovon Williams, SVP of Marketing & Communications for the NAACP. Trovon Williams checks in for Black History Month to discuss the NAACP's work in organizing voter turnout ahead of the November elections and other initiatives underway for 2024. Host: iHeart's Ryan Gorman.
- **Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.:** Monica Anderson, Director of Internet & Technology Research at the Pew Research Center. Monica Anderson joins the show to discuss the Pew Research Center's work and its latest survey of U.S. teenagers and parents on smartphones and social media. Bryan Stern, Founder & CEO of Project Dynamo. Bryan Stern explains how his veteran-led, donor-funded international rescue non-profit organization is rescuing Americans around the world, including its upcoming mission to Haiti. Host: iHeart's Ryan Gorman.
- **Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.:** Dr. Kristy Marynak, Health Science Advisor in the CDC Office of Smoking & Health and Angie P, former smoker featured in the CDC's Tips From Former Smokers campaign. Dr. Marynak and Angie P. discuss the dangers of smoking, issues

specifically related to menthol cigarettes, and tips for quitting. Pamela Zaballa, CEO of No More. Pamela Zaballa joins the show to discuss her organization's work helping those dealing with domestic violence and sexual assault. Host: iHeart's Ryan Gorman.

- **NAMI St. Tammany, Mental Health:** UWSELA President/CEO Michael Williamson talks with Nick Richard, executive director of NAMI (National Alliance on Mental Illness) St. Tammany. NAMI St. Tammany offers understanding to anyone concerned about mental illnesses and the treatment of mental illness. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **National Cancer Prevention Month:** Dr. David Spigel, Chief Scientific Officer at the Sarah Cannon Research Institute. Dr. Spigel joins the show for National Cancer Prevention Month to discuss how to be proactive about your health regarding cancer, the importance of screenings, understanding risk factors, and advancements in treatment and cancer research. Host: iHeart's Ryan Gorman.
- **New Orleans Area Habitat for Humanity:** UWSELA President/CEO Michael Williamson talks with Marguerite Oestreicher, executive director of the New Orleans area Habitat for Humanity (NOAHH). Since its inception, NOAHH has been working in partnership with hard working, low-income families in New Orleans to build and finance new, safe, affordable homes. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **Tax Season, Blood Donation Shortage:** Mark Steber, Chief Tax Information Officer for Jackson Hewitt. Mark Steber joins the show for the start of tax season, providing numerous tips on filing 2023 tax returns and information on important tax changes. Jonathan McNamara, Regional Communications Director for the American Red Cross. Jonathan checks in to recap National Blood Donor Month and discuss the shortage of blood donations nationwide and how the American Red Cross is working to address the shortage. Host: iHeart's Ryan Gorman.
- **United Way of Southeast Louisiana's Centennial of Service:** UWSELA President/CEO Michael Williamson is joined by Chief Equity and Impact Officer Mary Ambrose and Chief Strategy Officer Michelle Clark Payne discuss United Way of Southeast Louisiana's Centennial of Service. United Way of Southeast Louisiana is celebrating 100 years of driving positive change, all thanks to the support of our donors, volunteers, advocates, and partners. Host: Michael Williamson with the United Way of Southeast Louisiana.

**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
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<p>NAMI St. Tammany, Mental Health</p>	<p>PUBLIC AFFAIRS: United Way</p>	<p>UWSELA President/CEO Michael Williamson talks with Nick Richard, executive director of NAMI (National Alliance on Mental Illness) St. Tammany. NAMI St. Tammany offers understanding to anyone concerned about mental illnesses and the treatment of mental illness. Host: Michael Williamson with the United Way of Southeast Louisiana.</p>	<p>M. Williamson, N. Richard</p>	<p>01/07/2024 06:57 AM</p>	<p>027:31</p>
<p>New Orleans Area Habitat for Humanity</p>	<p>PUBLIC AFFAIRS: United Way</p>	<p>UWSELA President/CEO Michael Williamson talks with Marguerite Oestreicher, executive director of the New Orleans area Habitat for Humanity (NOAHH). Since its inception, NOAHH has been working in partnership with hard working, low- income families in New Orleans to build and finance new, safe, affordable homes. Host: Michael Williamson with the United Way of Southeast Louisiana.</p>	<p>M. Williamson, M. Oestreicher</p>	<p>01/14/2024 06:53 AM</p>	<p>026:57</p>

<p>United Way of Southeast Louisiana's Centennial of Service</p>	<p>PUBLIC AFFAIRS: United Way</p>	<p>UWSELA President/CEO Michael Williamson is joined by Chief Equity and Impact Officer Mary Ambrose and Chief Strategy Officer Michelle Clark Payne discuss United Way of Southeast Louisiana's Centennial of Service. United Way of Southeast Louisiana is celebrating 100 years of driving positive change, all thanks to the support of our donors, volunteers, advocates, and partners. Host: Michael Williamson with the United Way of Southeast Louisiana.</p>	<p>M. Williamson, 01/21/2024 M. Ambrose, 07:00 AM M. Clark</p>	<p>026:54</p>
<p>Cancer Awareness, Law Enforcement</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Robert Ginyard, Former Chairman of the Board of Directors for Zero Prostate Cancer. Robert Ginyard shares his personal experience battling prostate cancer and discusses Zero Prostate Cancer's mission to bring awareness, advocacy, and resources to the fight against prostate cancer. Bill Alexander, CEO of the National Law Enforcement Officers Memorial Fund. Bill Alexander discusses a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide. Host: iHeart's Ryan Gorman.</p>	<p>R. Ginyard, 01/28/2024 B. Alexander 06:58 AM</p>	<p>029:49</p>

Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	<p>Robert Ginyard, Former Chairman of the Board of Directors for Zero Prostate Cancer. Robert Ginyard shares his personal experience battling prostate cancer and discusses Zero Prostate Cancer's mission to bring awareness, advocacy, and resources to the fight against prostate cancer. Bill Alexander, CEO of the National Law Enforcement Officers Memorial Fund. Bill Alexander discusses a new report on law enforcement line-of-duty deaths for 2023, along with the NLEOMF's work recognizing those who died while serving and providing resources and training to agencies nationwide. Host: iHeart's Ryan Gorman.</p>	R. Ginyard, B. Alexander	01/28/2024 06:59 AM	029:50
Tax Season, Blood Donation Shortage	9007792 iHeartRadio Communities: Public Affairs Special	<p>Mark Steber, Chief Tax Information Officer for Jackson Hewitt. Mark Steber joins the show for the start of tax season, providing numerous tips on filing 2023 tax returns and information on important tax changes. Jonathan McNamara, Regional Communications Director for the American Red Cross. Jonathan checks in to recap National Blood Donor Month and discuss the shortage of blood donations nationwide and how the American Red Cross is working to address the shortage. Host: iHeart's Ryan Gorman.</p>	M. Steber, J. McNamara	02/04/2024 06:59 AM	029:50

American Heart Month, Women's Health	9007792 iHeartRadio Communities: Public Affairs Special	Celina Gorre, Chief Executive Officer at Women Heart. Celina Gorre joins the show for American Heart Month to discuss the issue of heart disease among women, along with the work Women Heart does supporting the millions of American women living with or those at risk of heart disease. Host: iHeart's Ryan Gorman.	C. Gorre	02/11/2024 06:59 AM	029:50
National Cancer Prevention Month	9007792 iHeartRadio Communities: Public Affairs Special	Dr. David Spigel, Chief Scientific Officer at the Sarah Cannon Research Institute. Dr. Spigel joins the show for National Cancer Prevention Month to discuss how to be proactive about your health regarding cancer, the importance of screenings, understanding risk factors, and advancements in treatment and cancer research. Host: iHeart's Ryan Gorman.	D. Spigel	02/18/2024 06:54 AM	029:50

<p>Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.</p>	<p>9007792 iHeartRadio Communities: Public Affairs Special</p>	<p>Jim Whaley, CEO of Mission Roll Call. Jim Whaley joins the show to discuss Mission Roll Call's recent polling among veterans on the issues they're most concerned about, along with the battle against veteran homelessness and food insecurity. Trovon Williams, SVP of Marketing & Communications for the NAACP. Trovon Williams checks in for Black History Month to discuss the NAACP's work in organizing voter turnout ahead of the November elections and other initiatives underway for 2024. Host: iHeart's Ryan Gorman.</p>	<p>J. Whaley, 02/25/2024 T. Williams 06:54 AM</p>	<p>029:50</p>
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<p>Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.</p>	<p>9007792 iHeartRadio Communities: Public Affairs Special</p>	<p>Dr. Kristy Marynak, Health Science Advisor in the CDC Office of Smoking & Health and Angie P, former smoker featured in the CDC's Tips From Former Smokers campaign. Dr. Marynak and Angie P. discuss the dangers of smoking, issues specifically related to menthol cigarettes, and tips for quitting. Pamela Zaballa, CEO of No More. Pamela Zaballa joins the show to discuss her organization's work helping those dealing with domestic violence and sexual assault. Host: iHeart's Ryan Gorman.</p>	<p>Dr. K. Marynak, P. Zaballa 03/03/2024 06:51 AM</p>	<p>029:50</p>
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<p>Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cure</p>	<p>9007792 iHeartRadio Communities: Public Affairs Special</p>	<p>Robin Nunley, Spokesperson for the National MS Society. Robin Nunley joins the show for MS Awareness Week to discuss multiple sclerosis, resources available for those diagnosed with the disease, research underway to find a cure, and their annual Walk MS event. Host: iHeart's Ryan Gorman.</p>	<p>R. Nunley</p>	<p>03/10/2024 06:57 AM</p>	<p>029:50</p>
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<p>Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.</p>	<p>9007792 iHeartRadio Communities: Public Affairs Special</p>	<p>Monica Anderson, Director of Internet & Technology Research at the Pew Research Center. Monica Anderson joins the show to discuss the Pew Research Center's work and its latest survey of U.S. teenagers and parents on smartphones and social media. Bryan Stern, Founder & CEO of Project Dynamo. Bryan Stern explains how his veteran-led, donor-funded international rescue non-profit organization is rescuing Americans around the world, including its upcoming mission to Haiti. Host: iHeart's Ryan Gorman.</p>	<p>M. Anderson, B. Stern</p>	<p>03/17/2024 06:56 AM</p>	<p>029:50</p>
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Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	9007792 iHeartRadio Communities: Public Affairs Special	Jennifer Pipa, Vice President of American Red Cross Disaster Programs. Jennifer Pipa joins the show for Red Cross Month and ahead of Red Cross Giving Day to discuss Red Cross disaster relief efforts, as 2024 is expected to be a busy year for natural disasters. Lillian Singh, Senior Vice President for Family Economic Mobility at Share Our Strength. Lillian Singh checks in to discuss how Share Our Strength is working to uplift women, particularly single mothers and their children, with their Jeremiah Program initiative. Host: iHeart's Ryan Gorman.	J. Pipa, L. Singh	03/24/2024 06:55 AM	029:50
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:58 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	LPI/WYLD-FM LOCAL PSA1 Veterans Nation's Finest	000:30	1
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	2
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	2
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	13
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
FINANCIAL COACHING	OPERATION HOPE	000:29	6
PSA	Local Promo Inventory	000:30	86
PSA	Local Promo PSA	000:30	80
PSA	Local Promo PSA	000:32	8
SS 24 WYLD-FM CF GU	Local Promo Inventory	000:16	128