

WYLD-FM
New Orleans, LA
Quarterly Issues/Programs List
Third Quarter, 2017
10/04/2017

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:

- **CRIME:** Repeat segment on proposed changes to the criminal justice system in Louisiana. What are some of the changes that can make the reform process less punitive and more productive for youthful offenders
 - **CULTURE:** The guest is author of "The Color of Law", which looks at the racially discriminatory laws at the state, local and federal level from the founding of the country on that contribute to racial inequality today
 - **ECONOMIC DEVELOPMENT:** The guests are on to promote an upcoming small business event which will allow local small business owners to network and make new contacts which can lead to new opportunities
 - **EDUCATION:** The guest is from the La. Association of Educators, the state wide teachers' union. Discussion of challenges facing today's teachers and topics from the recent national convention
 - **FAMILY ISSUES:** The guest is from the organization "Brothers at Peace", which provides care, recreation and enrichment programs to youth 17 years of age and younger
 - **FINANCES:** The guest is author of "The Millennial Money Fix", which is a guide to budgeting, debt management and financial freedom
 - **HEALTH:** The upcoming Healthy, Wealthy and Wise event put on by Alpha Kappa Alpha sorority. This is a health fair that also includes financial counseling as well as health screenings
 - **HOMELESSNESS :** The guest is a singer and advocate for the homeless, sharing experiences she has had in working with homeless across the country. There is no one profile that all homeless fit into
 - **RACE RELATIONS:** The guest is author of "White Men as Full Diversity Partners", which seeks to make white men more fully invested in diversity programs with the common goal of making the society we all live in better and stronger
-

**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
CULTURE	SUNDAY JOURNAL	The guest is author of "The Color of Law", which looks at the racially discriminatory laws at the state, local and federal level from the founding of the country on that contribute to racial inequality today	RICHARD ROTHSTEIN	07/02/2017 07:00 AM	030:00
HOMELESSNESS	SUNDAY JOURNAL	The guest is a singer and advocate for the homeless, sharing experiences she has had in working with homeless across the country. There is no one profile that all homeless fit into	CASME	07/02/2017 08:16 AM	014:00
HEALTH	SUNDAY JOURNAL	Discussion of mental health outcomes and how to better care for the mentally ill who may need long term care. Are these programs in jeopardy?	DR. BILL WADE	07/02/2017 08:30 AM	015:00
CULTURE	SUNDAY JOURNAL	The guest is a local playwright and actress who recently completed a one- woman show featuring classic characters from New Orleans	TRINESE JORDAN DUPLESSIS	07/04/2017 07:30 AM	015:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on heart health. What are some common heart ailments and symptoms that can indicate bigger programs down the line	DR. CARL ROBINSON	07/09/2017 07:00 AM	015:00
CULTURE	SUNDAY JOURNAL	The guest is an actress and motivational speaker who appears on the TV series "Queen Sugar". She talks about her personal journey of discovery thorough the roles she has played	TINA LIFFORD	07/09/2017 07:45 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FAMILY ISSUES	SUNDAY JOURNAL	The guest is from the organization "Brothers at Peace", which provides care, recreation and enrichment programs to youth 17 years of age and younger	RONALD SCOTT	07/16/2017 07:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	The guest is from the La. Association of Educators, the state wide teachers' union. Discussion of challenges facing today's teachers and topics from the recent national convention	DEBBIE MEAUX	07/16/2017 07:15 AM	015:00
CULTURE	SUNDAY JOURNAL	Discussion of Congo Square preservation. Most New Orleanians know Congo Square as an outdoor concert venue but don't have appreciation for its history and cultural significance	LUTHER GRAY	07/23/2017 07:15 AM	015:00
EDUCATION	SUNDAY JOURNAL	Promotion of the YMCA's Back to School event. Providing school supplies and support for area kids as they get ready to return for the new school year in a few weeks	NONE	07/23/2017 07:53 AM	007:00
CRIME	SUNDAY JOURNAL	Discussion of reform proposals for the criminal justice system in Louisiana. How to make the reform process less punitive for youthful offenders, increasing the chances that they will become productive members of society	SYRITA STIEB MARTIN/ FLOZELL DANIELS	07/23/2017 08:30 AM	030:00
FINANCES	SUNDAY JOURNAL	The guest is a business consultant and author of several books that provide a road map to financial freedom, from budgeting to safe investing	JIM WARD	07/30/2017 07:00 AM	015:00
EDUCATION	SUNDAY JOURNAL	Promotion of this year's One Book One New Orleans, which is an	NONE	07/30/2017 07:28 AM	012:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		annual effort to get as many residents as possible to read the same book at the same time. There are book club meetings to discuss			
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	The guests are on to promote an upcoming small business event which will allow local small business owners to network and make new contacts which can lead to new opportunities	REUBEN DETIEGE/ EUGENE GREEN	07/30/2017 07:48 AM	012:00
ECONOMIC DEVELOPMENT	SUNDAY JOURNAL	Repeat segment on upcoming small business event, which will give local business owners the opportunity to network and make new contacts	REUBEN DETIEGE/ EUGENE GREEN	08/06/2017 07:00 AM	016:00
HEALTH	SUNDAY JOURNAL	The upcoming Healthy, Wealthy and Wise event put on by Alpha Kappa Alpha sorority. This is a health fair that also includes financial counseling as well as health screenings	NONE	08/06/2017 07:16 AM	014:00
EDUCATION	SUNDAY JOURNAL	The DCSNO back to school event. Among the benefits are free school supplies for students who need them while supplies last	MICHAEL GRIFFIN	08/06/2017 07:45 AM	015:00
EDUCATION	SUNDAY JOURNAL	Discussion of the organization NOLA Homeschoolers, which provides support and resources to parents who chose to home school their children	TY SALVANT	08/06/2017 08:00 AM	016:00
HEALTH	SUNDAY JOURNAL	The guest is a cardiologist who discusses heart health and simple things we can all do to take care of our hearts. How to recognize the signs that something may be wrong	DT. JAY COHN	08/13/2017 07:30 AM	020:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a La. State Senator discussing the problems facing the Sewage and Water Board. Recent flooding revealed that most of the city's drainage and pumping system is not working like it should	J.P. MORRELL	08/13/2017 08:15 AM	045:00
EDUCATION	SUNDAY JOURNAL	Repeat of the segment on NOLA Homeschoolers, an organization which provides support and resources for parents who chose to home school their children	TY SALVANT	08/20/2017 07:00 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a well know motivational speaker who emphasizes the importance of mutual respect between differing points of view, which can lead to a more civilized public discourse	STAN SCHOFIELD	08/20/2017 08:00 AM	060:00
FAMILY ISSUES	SUNDAY JOURNAL	The guest is a child advocate and author of "Sparing the Rod", an examination of corporal punishment in black America and why "whupping" children isn't the appropriate response to their transgressions	DR. STACEY PATTON	08/27/2017 07:00 AM	039:00
HEALTH	SUNDAY JOURNAL	Discussion of cosmetic dentistry and why it should be used sparingly. Some cosmetic procedures can actually be bad for your teeth and their long term health	DR. JOHN MOORE	08/27/2017 07:40 AM	014:00
EDUCATION	SUNDAY JOURNAL	A look at ACT scores for black students in Louisiana. Why do these scores lag behind the national average and what can be done beginning in the secondary school level to improve them. Is the problem in the testing?	ED PRATT/ RUPERT ALEXIS	08/27/2017 08:30 AM	030:00
CRIME	SUNDAY	Repeat segment on	SYRITA STIEB	09/03/2017	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	proposed changes to the criminal justice system in Louisiana. What are some of the changes that can make the reform process less punitive and more productive for youthful offenders	MARTIN/ FLOZELL DANIELS	07:00 AM	
EDUCATION	SUNDAY JOURNAL	Repeat segment on ACT scores among black students in Louisiana. Why do these scores lag behind? Should the testing procedure be changed?	ED PRATT/ RUPERT ALEXIS	09/03/2017 07:30 AM	020:00
EDUCATION	SUNDAY JOURNAL	The guest is a recent winner of a McDonald's college scholarships. She discusses her winning entry and the course of student she plans to pursue	BREANNA BAILEY	09/03/2017 07:53 AM	007:00
RACE RELATIONS	SUNDAY JOURNAL	The guest is author of "White Men as Full Diversity Partners", which seeks to make white men more fully invested in diversity programs with the common goal of making the society we all live in better and stronger	BILL PROUDMAN	09/03/2017 08:00 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is author of "The Millennial Money Fix", which is a guide to budgeting, debt management and financial freedom	DOUG BONEPARTH	09/10/2017 07:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on immunizations. What vaccinations are important as children age and why some schools won't allow students who don't have proof of certain immunizations	DR. CARL ROBINSON	09/10/2017 07:30 AM	007:00
EDUCATION	SUNDAY JOURNAL	Discussion of New Orleans Center for the Creative Arts college fair. Matching up students with the right college to develop their artistic skills	NONE	09/10/2017 07:37 AM	012:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FAMILY ISSUES	SUNDAY JOURNAL	Author of "Momma, I Should Have Listened". This is a personal memoir touching with how the author dealt with her son's criminal conduct and ultimate imprisonment.	TOSHA SMITH	09/10/2017 08:00 AM	030:00
HEALTH	SUNDAY JOURNAL	Segment on African American Men's health awareness. Why are so many black men reluctant to seek the health care and screenings that can prolong their life? Is this a case of what we don't know can't hurt us?	BISHOP TOM WATSON	09/17/2017 07:00 AM	030:00
HOMELESSNESS	SUNDAY JOURNAL	Promotion of Hagar House, which helps homeless women. The face of homelessness is changing. More and more these days it is women and children. How do these women find themselves in this position and what can society do to help?	NONE	09/17/2017 07:30 AM	015:00
FINANCES	SUNDAY JOURNAL	The guest is a personal money manager and consultant and author of several books on the subject. The importance of making a budget and stick to it. Why financial discipline is so important	LISA FRYE	09/17/2017 08:30 AM	025:00
HEALTH	SUNDAY JOURNAL	Discussion of dyslexia and how it manifests itself in different people. Its not just getting your numbers and letters backwards.	AMEER BARAKA	09/24/2017 07:16 AM	014:00
HEALTH	SUNDAY JOURNAL	The guest is a resident at New Orleans East Hospital, which only opened its doors a few years ago, the first full service hospital in the East since Katrina. Services offered to the community	DT. TAKESHIA DAVIS	09/24/2017 07:30 AM	015:00
HEALTH	SUNDAY JOURNAL	Discussion on Alzheimer's disease and progress made	DEAN AND AYESHA	09/24/2017 08:00 AM	022:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		in the research into medications that can slow the progression. How to tell the difference between Alzheimer's and typical old age forgetfulness	SHERZAI		

**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
	RED CROSS SHOW FOR HURRIACNE HARVEY RELIEF, 9/3/17, 6AM, 30 MINS			

**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
CHARITABLE	IHR NOLA - Harvey Red Cross PSA	000:31	025
CHARITABLE	LPI/WYLDFMLLOCALPSA 1 STORM RELIEF AND SCHOOL SUPPLIES	000:31	001
ARTS	UNDERSTOOD.ORG	000:30	011
CHARITABLE	City of New Orleans	000:32	036
CHARITABLE	IHEART MEDIA	000:31	057
CHARITABLE	UNITED WAY	000:32	051
CHARITABLE	Zulu Club	000:29	054
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	005
DISASTER RELIEF	Partnership Promo Inventory	000:31	024
DISASTER RELIEF	Partnership Promo Inventory	000:33	012
EDUCATION	ACCESS HEALTH LA. PRIMARY CAR	000:30	048
EDUCATION	ALPHA KAPPA ALPHA	000:32	051

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	DINERRAL SHAVERS ED. FUND	000:31	057
EDUCATION	IHEART MEDIA	000:31	062
EDUCATION	KIDS ORGANIZATION	000:31	043
EDUCATION	NATIONAL SUMMER LEARNING	000:30	008
EMPLOYMENT	HOPE CENTER	000:31	063
FAMILY SERVICES	RAINTREE FAMILY SERVICES	000:29	053
FAMILY SERVICES	SILENCE THE VIOLENCE FOUND.	000:32	034
HEALTH	SICKLE CELL CENTER S. LA.	000:31	014
HEALTH	SICKLE CELL CENTER S. LA.	000:32	046
HEALTH AND FITNESS	SAVE THE MALES	000:30	006
HOUSING	VETERANS HOUSING OUTREACH PRO	000:30	054
PEACE	PEACE IN THE STREETS	000:31	008