

WYLD FM
 New Orleans, LA
 Quarterly Issues/Programs List
 Fourth Quarter, 2020
 1/1/2021
 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:

- Pandemic Response
- Hurricane Response
- Poverty
- Education
- Hunger
- Homelessness

**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
HURRICANE RESPONSE	UNITED WAY	The United Way response to Hurricane Laura, which includes helping thousands of evacuees in the New Orleans area from SW La. Also the SNAP program, which includes employment and training which U.W. contracts with the state for	JEMENE DAHMER	10/04/2020 07:00 AM	030:00
HURRICANE RESPONSE	UNITED WAY	United Way response to Hurricane Laura, which includes help for thousands of evacuees from SW La. now in the New Orleans area. Also the Snap program, which includes employment and training through state contracts	JEMENE DAHMER	10/11/2020 07:00 AM	030:00
HOMELESSNESS	UNITED WAY	The guest is Executive Director of Unity for GNO, discussing a grant to end chronic homelessness by	MARTHA KAGEL	10/18/2020 07:00 AM	030:00

		providing housing and a steady income. Unity is a collaborative of 60 agencies			
HOSPITALITY	UNITED WAY	Discussion of the hospitality industry, which is a major employer in New Orleans. The lack of big events due to the pandemic has led to thousands of hospitality workers being furloughed	MICHELLE DUNNICK	10/25/2020 07:00 AM	030:00
SOCIAL SERVICES	UNITED WAY	Promotion of the Via Link 211 service, which provides free, confidential crisis help for callers. Services include temporary housing, suicide prevention and many other services that have been in demand during the pandemic	ANDREW HOLBEIN	11/01/2020 07:00 AM	030:00
DIVERSITY	UNITED WAY	A look at how United Way funding targets agencies that work for inclusion, equity and diversity. Its important that all United Way-supported projects model those values	TODD BATISTE/ KAOME APPLETON GAINES	11/08/2020 07:00 AM	030:00
PANDEMIC	UNITED WAY	Guest is Executive Director of United Way for S.E. La., a look at how the region is fairing in the face of the pandemic. What United Way initiatives are addressing the biggest needs? Talk of a vaccine coming soon has improved the outlook	MICHAEL WILLIAMSON	11/15/2020 07:00 AM	030:00
HURRICANE RESPONSE	UNITED WAY	United Way efforts to raise funds for Hurricane Delta and	MICHAEL WILLIAMSON/ DENISE	11/22/2020 07:00 AM	030:00

		Laura victims in S.W. La. This has become more difficult since Hurricane Zeta, which struck the New Orleans area	DURRELL/ CAM JORDAN		
EDUCATION	UNITED WAY	Guests are from the Campaign for Grade Level Reading and the Toddlers' University. Discussion of an upcoming Dec 5 vote on a proposal to help early childhood care and education. Would also increase library services	JILLIAN REYES/ TIFFANY SPEARS	11/29/2020 07:00 AM	030:00
POVERTY	UNITED WAY	Discussion of Alice, which stands for Asset Limited, Income constrained, Employed. These are households that may be a missed paycheck away from poverty. The number of Alice households has skyrocketed since the pandemic began	MICHAEL WILLIAMSON	12/06/2020 07:00 AM	030:00
HUNGER	UNITED WAY	Guest is from Second Harvest Food Bank, discussing the challenges of the pandemic, the holidays and the hurricanes the region has experienced this year. Many people need food now who have never been in that position before. Second Harvest has been conducting regular mass food giveaways since the early days of the pandemic	NATALIE JAYROE	12/13/2020 07:00 AM	030:00
PANDEMIC	COVID-19 VACCINE IN LOUISIANA: WHAT YOU NEED TO KNOW	Roundtable discussion between Gov. Edwards and a panel of medical experts on the soon to be released	GOV. EDWARDS/ DR. JOSEPH KANTER/ DR. REYNOLD VERRETT	12/20/2020 07:00 AM	030:00

		Covid- 19 vaccine. To date 275,000 Louisiana residents have been infected by the virus with almost 7,000 deaths			
SOCIAL SERVICES	UNITED WAY	Discussion of Via Link 211, which sees a major increase in calls around the holidays. These are people seeking crisis intervention, many of whom are battling depression and suicidal ideations	LAVONDRA DOBBS	12/27/2020 07:00 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
(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
LPI/WYLD FM LOCAL PSA1 - CCD Blood Drive	CRESCENT CITY DAMES	000:30	8
LPI/WYLD FM LOCAL PSA1 - Kidney Walk	KIDNEY FOUNDATION LA	000:28	14
LPI/WYLD FM LOCAL PSA1 - MAKING STRIDES	AM. CANCER SOCIETY	000:29	39
LPI/WYLD FM LOCAL PSA1 - MASK UP	NEW ORLEANS RECREATION DEPT	000:30	2
LPI/WYLD FM LOCAL PSA1 - NOLA Cleanup Day	Everything BSC	000:30	17
LPI/WYLD FM LOCAL PSA1 - NORD Fall Fest	Morris Bart Law Office	000:31	20
LPI/WYLD FM LOCAL PSA1 - NORD TOY DRIVE	NEW ORLEANS RECREATION DEPT	000:31	13
LPI/WYLD FM LOCAL PSA1 - TOYS FOR TOTS	TOYS FOR TOTS	000:31	83
LPI/WYLD FM LOCAL PSA1 Kedila Youthbuild	Kedila Family Learning Center	000:30	17
LPI/WYLD FM LOCAL PSA2 - FLU VACCINATION	LA. DEPT OF HEALTH AND HOSP.	000:30	68
LPI/WYLD FM LOCAL PSA2 - Gumbo Nation Gives	Dwayne Stein	000:30	37
LPI/WYLD FM LOCAL PSA2 - Gumbo Nation Gives	LPI/WYLD FM LOCAL PSA2 - Gumbo Nation Gives	000:30	2

LPI/WYLD FM LOCAL PSA2 - MASK UP	Morris Bart Law Office	000:30	3
LPI/WYLD FM LOCAL PSA2 - MASK UP	St Tammany News	000:30	5
LPI/WYLD FM LOCAL PSA2 - Operation Spark	LPI/WYLD FM LOCAL PSA2 - Operation Spark	000:30	1
LPI/WYLD FM LOCAL PSA2 - Operation Spark	OPERATION SPARK	000:30	26
LPI/WYLD FM LOCAL PSA2 - RONALD MCDONALD HOUSE	RONALD MCDONALD HOUSE	000:29	31
LPI/WYLD FM LOCAL PSA2 - Samaritans Purse	SAMARATAN'S PURSE	000:30	3
LPI/WYLD FM LOCAL PSA2 - TOY DRIVE THRU	Morris Bart Law Office	000:30	24
LPI/WYLD FM LOCAL PSA2 - TOYS FOR TOTS	Morris Bart Law Office	000:31	28
LPI/WYLD FM LOCAL PSA1	Local Promo PSA	000:30	16
LPI/WYLD FM LOCAL PSA2	Local Promo PSA	000:30	15
PSA/NUL - RECLAIM YOUR VOTE	National Urban League	000:30	32
PSA/PROJECT YELLOW LIGHT-TELEGRAPHING	PROJECT YELLOW LIGHT	000:29	1
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	DEPT OF HEALTH & HUMAN SERVIC	000:29	8
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	UNCF	000:29	12
PSA/UN GOALS/FOOD WASTE	UN GOALS	000:30	6
PSA/UN GOALS/GARBAGE	UN GOALS	000:29	6
PSA/UN GOALS/LED LIGHT BULB	UN GOALS	000:30	6
PSA/UNCF-HBCU DONATION	UNCF	000:29	12