

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
First Quarter, 2014  
04/02/2014

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 guest is a Criminologist at Tulane University. A look at the latest crime trends in New Orleans
- **CULTURE:** A new play at the Anthony Bean Community Theater.
- **EDUCATION:** Tips for improving children's reading skills. How to get your children excited about reading. Finding material they will want to read
- **EMPLOYMENT:** A career segment with a look at the growing trends and what sort of preparation young people should be doing now in order to enter the workforce
- **FAMILY IISSUES:** How parents should go about giving young children more freedom, "letting go". It is a gradual process
- **FAMILY ISSUES:** Youth mentoring program. How the program makes connections with kids in the community in need of a positive role model
- **FINANCES:** The guest is a money management consultant with tips for budgeting your household expenses
- **HEALTH:** The issue of kidney disease. This is one of the fastest growing disorders in the country. More patients on the organ transplant waiting list in Louisiana need kidneys than any other organ
- **RECREATION:** The guest is a dance instructor. More and more people are turning to dance as a way to have fun and stay fit. Even people who don't think of themselves as good dancers are doing it

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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
HEALTH	SUNDAY JOURNAL	Segment on health and fitness, simple things we can all do everyday to stay fit	RICHARD GRAM	01/05/2014 07:00 AM	030:00
CRIME	SUNDAY JOURNAL	The guest is a Criminologist at Tulane University. A look at the latest crime trends in New Orleans	DR. PETER SCHARF	01/05/2014 07:30 AM	015:00
FINANCES	SUNDAY JOURNAL	A look at when one should consider bankruptcy. What are the facts and the long term ramifications	EDWIN SHORTY	01/05/2014 08:00 AM	020:00
FAMILY ISSUES	SUNDAY JOURNAL	The Mothers Helpers organization. Who they are and how they help single mothers of at-risk youth	NONE	01/12/2014 07:21 AM	010:00
HEALTH	SUNDAY JOURNAL	Health Matters segment on the importance of getting screened regularly for things like high blood pressure and cholesterol	DR. CARL ROBINSON	01/12/2014 07:33 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	Organization called the Blessed 26 Foundation, which mentors youth and provides positive role models	NONE	01/12/2014 08:00 AM	040:00
FAMILY ISSUES	SUNDAY JOURNAL	Louisiana Reconstruction Conference with recommendations for improving social services for families	NONE	01/19/2014 07:19 AM	012:00
FINANCES	SUNDAY JOURNAL	The guest is a money management consultant with tips for budgeting your household expenses	LISA FRYE	01/19/2014 08:15 AM	045:00
FAMILY ISSUES	SUNDAY JOOURNAL	A look at marriage and the family. Why so many young people are choosing to leave together before they get married. Is this a moral issue?	DR. KENNETH FOY	01/26/2014 07:00 AM	030:00
CULTURE	SUNDAY	A new play at the Anthony	TOMMYE	01/26/2014	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	JOURNAL	Bean Community Theater.	MYRICK	07:30 AM	
EDUCATION	SUNDAY JOURNAL	The guest is the daughter of Malcolm X. A look at her father's work and the progress towards civil rights made since his death	ILYASHA SHABAZZ	02/02/2014 08:00 AM	030:00
EDUCATION	SUNDAY JOURNAL	A new program designed to get kids interested in science and technology. How to use "cool" things to make learning fun	DR. CALVIN MACKIE	02/02/2014 08:30 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	A new program called The Links, which is an anti-bullying effort. How to recognize the signs in your child	NONE	02/09/2014 07:15 AM	015:00
FAMILY ISSUES	SUNDAY JOURNAL	How parents should go about giving young children more freedom, "letting go". It is a gradual process	DR. KRISTEN RACE	02/09/2014 08:15 AM	045:00
EDUCATION	SUNDAY JOURNAL	A look at the role that black soldiers played in the American Revolution. Why is it that their contributions have been largely ignored by history	MARION LANE	02/16/2014 07:14 AM	015:00
HEALTH	SUNDAY JOURNAL	Health matters segment on allergies. How to prepare and arm yourself against the approaching spring allergy season.	DR. CARL ROBINSON	02/16/2014 07:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	Tips for improving children's reading skills. How to get your children excited about reading. Finding material they will want to read	DR. ANGELO REYNOLDS	02/16/2014 08:00 AM	030:00
EDUCATION	SUNDAY JOURNAL	A look at a reading initiative put on by the N.O. Public Library. Reading resources at the library	ANGEL SAUNDERS	02/23/2014 07:00 AM	030:00
FAMILY ISSUES	SUNDAY JOURNAL	Youth mentoring program. How the program makes connections with kids in the community in need of a positive role model	KENDAL FRANCIS	02/23/2014 08:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH	SUNDAY JOURNAL	The issue of kidney disease. This is one of the fastest growing disorders in the country. More patients on the organ transplant waiting list in Louisiana need kidneys than any other organ	NONE	03/02/2014 07:09 AM	060:00
RECREATION	SUNDAY JOURNAL	The guest is a dance instructor. More and more people are turning to dance as a way to have fun and stay fit. Even people who don't think of themselves as good dancers are doing it	MARIAMA CURRY	03/09/2014 07:10 AM	010:00
EDUCATION	SUNDAY JOURNAL	Freedom Summer Redux, being presented by Tulane and Xavier universities. The lessons still applicable today that were learned from that historic journey	NONE	03/09/2014 07:22 AM	040:00
EDUCATION	SUNDAY JOURNAL	The new Lake Area Tech school, which can offer students a technical education and develop skills they may not know they had	NONE	03/16/2014 07:20 AM	010:00
EMPLOYMENT	SUNDAY JOURNAL	A career segment with a look at the growing trends and what sort of preparation young people should be doing now in order to enter the workforce	EDDIE FRANCIS	03/16/2014 07:30 AM	045:00
HEALTH	SUNDAY JOURNAL	Kidney disease awareness. How to recognize the early warning signs. Common ailments.	DR. ROGERS	03/23/2014 07:00 AM	015:00
HEALTH	SUNDAY JOURNAL	The deadline to sign up for insurance through the Affordable Care Act is the end of this month. How to get free help in determining what coverage is right for you	VALARIE JARRETT	03/23/2014 07:46 AM	010:00
EDUCATION	SUNDAY JOURNAL	New reading initiative put on by the Public Library system to make N.O. the most literate city in	IRVIN MAYFIELD	03/23/2014 08:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		America. Also, fundraiser for the Delgado School of Nursing			
CRIME	SUNDAY JOURNAL	Discussion of the case of a Louisiana man recently released from prison after serving almost 30 years on death row for a murder DNA testing proved he did not commit	NONE	03/23/2014 08:30 AM	030:00
EDUCATION	SUNDAY JOURNAL	Discussion of a Dillard University Legacy Event and a new enrollment push by the New Orleans Public School System	NONE	03/30/2014 07:00 AM	060:00

**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
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**(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
MILITARY AND VETERANS	Louisiana Assoc Of Broadcasters / NATL GUARD	000:30	143
CULTURE	MLK DAY PARADE	:15	30
CHARITABLE	United Way of New Orleans	000:31	007
EDUCATION	JOHN BESH FOUNDATION	000:31	052
EDUCATION	N.O. ASSOC OF BLACK JOURNALIS	000:31	050
EDUCATION	N.O. PUBLIC LIBRARY SYSTEM	000:32	038
EMPLOYMENT	LA. GREEN CORPS	000:30	044
FINANCES	United Way of New Orleans	000:30	061

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH	AM. CANCER SOCIETY	000:32	006
HEALTH	United Way of New Orleans	000:30	058
MILITARY AND VETERANS	National Promo Inventory	000:30	004
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	076
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	086
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	208
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	275
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	063
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	040
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	006
EDUCATION	DRESS FOR SUCCESS	:15	30
HEALTH	ST. JUDE CHILDREN'S RESEARCH HOSP	:15	30
EDUCATION	BLACK HISTORY MONTH MOMENT	:15	30