

WYLD-FM  
New Orleans, LA  
Quarterly Issues/Programs List  
Second Quarter, 2012  
07/05/2012

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:

- **ANIMAL SERVICES:** Discussion of pit bulls. Why these dogs have such a bad reputation. Are they a bad breed or made bad by bad owners?
- **CHARITABLE:** Fundraiser to benefit St. Vincent DePaul and the social service work done by the organization.
- **CRIME:** The ongoing problem of violence in the N.O. community and how black police officers interact with the black communities they serve.
- **CULTURE:** Update on the Ashe Cultural Arts Center, upcoming productions and programs
- **EDUCATION:** The guest is a veteran educator who shares her thoughts on what it takes to be a teacher today. Are the challenges really that different from what they were years ago?
- **EMPLOYMENT:** NOLA Job Corps program which offers job training and placement to the under employed of the area
- **ENVIRONMENTAL:** BP Oil Spill 2nd Anniversary and efforts to restore the Gulf. It could be years before the full extent of damage is known.
- **FAMILY ISSUES:** Father's Day segment aimed at young fathers. Why are so many of them absent from the lives of their children?
- **FAMILY SERVICES:** Lemonade Day, which is an opportunity for young people to learn the principles of business through lemonade stands.
- **FINANCES:** Guest is from the Finance Authority of New Orleans. How people get into debt and the first steps towards climbing out of it.
- **HEALTH:** S.J.W. Health Fair, offering free screenings for many common ailments. Why early diagnosis is critical.

- **HOUSING:** The services of the Neighborhood Housing Services of Greater New Orleans. How the organization can help potential home buyers locate and buy a home of their own. Finding a low interest rate
- **RECREATION:** Efforts to revitalize Hunter's Field to make it more of a recreation area for kids.
- **SAFETY:** Discussion of motorcycle safety and why so many fatal motorcycle accidents seem to involve young male African American riders.

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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 |
|-----------------|-----------------|--|--------------------------------|------------------------|----------|
| EMPLOYMENT      | SUNDAY JOURNAL  | NOLA Job Corps program which offers job training and placement to the under employed of the area               | RANDY SAVOIE                   | 04/01/2012<br>07:20 AM | 025:00   |
| HEALTH          | SUNDAY JOURNAL  | Health Matters segment on how to make time to exercise even during a busy work week.                           | DR. CARL ROBINSON              | 04/01/2012<br>07:45 AM | 015:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | Conflict resolution. Tips for stopping problems before they escalate.  | VICTOR SIMS/<br>HILLARY GREENE | 04/01/2012<br>08:00 AM | 030:00   |
| HEALTH          | SUNDAY JOURNAL  | ADHD. How to recognize the signs and treatments that may help. The disorder is often overdiagnosed these days. | DR. UMAR JOHNSON               | 04/01/2012<br>08:30 AM | 030:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION  | GUEST                             | DATE/TIME              | DURATION |
|-----------------|-----------------|--|-----------------------------------|------------------------|----------|
| FAMILY ISSUES   | SUNDAY JOURNAL  | Author of "Yes Ma'am, No Sir" with tips on how to impress respectful attitudes on today's youth. Are kids today really as disrespectful as some say?                   | COACH CARTER                      | 04/08/2012<br>07:15 AM | 015:00   |
| HEALTH          | SUNDAY JOURNAL  | S.J.W. Health Fair, offering free screenings for many common ailments. Why early diagnosis is critical.  | NONE                              | 04/08/2012<br>07:30 AM | 045:00   |
| SAFETY          | SUNDAY JOURNAL  | Discussion of motorcycle safety and why so many fatal motorcycle accidents seem to involve young male African American riders.   | NONE                              | 04/15/2012<br>07:00 AM | 015:00   |
| HOUSING         | SUNDAY JOURNAL  | Guests are from the Greater New Orleans Data Center with new numbers on the city's population, what this means to the housing market, which seems to be turning around | PETRICE ABIODUN/<br>ALLISON PLYER | 04/15/2012<br>07:20 AM | 020:00   |
| RECREATION      | SUNDAY JOURNAL  | Efforts to revitalize Hunter's Field to make it more of a recreation area for kids.  | FATHER ANTHONY BOZEMAN            | 04/15/2012<br>08:00 AM | 030:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | Lemonade Day, which is an opportunity for young people to learn the principles of  | NONE                              | 04/22/2012<br>07:00 AM | 010:00   |

| ISSUE         | PROGRAM / TITLE   | DESCRIPTION   | GUEST              | DATE/TIME              | DURATION |
|---------------|-------------------|---|--------------------|------------------------|----------|
|               |                   | business through<br>leonade stands.   |                    |                        |          |
| EDUCATION     | SUNDAY<br>JOURNAL | Bayou Soul<br>Writers and<br>Readers<br>Conference,<br>instilling the love<br>of reading and<br>writing in young<br>people.   | CLARENCE<br>NERO   | 04/22/2012<br>07:10 AM | 020:00   |
| HOUSING       | SUNDAY<br>JOURNAL | The services of<br>the<br>Neighborhood<br>Housing Services<br>of Greater New<br>Orleans. How the<br>organization can<br>help potential<br>home buyers<br>locate and buy a<br>home of their<br>own. Finding a<br>low interest rate | NONE               | 04/22/2012<br>07:30 AM | 030:00   |
| ENVIORNMENTAL | SUNDAY<br>JOURNAL | BP Oil Spill 2nd<br>Anniversary and<br>efforts to restore<br>the Gulf. It could<br>be years before<br>the full extend of<br>damage is<br>known.   | JORDAN<br>FLAHERTY | 04/29/2012<br>07:30 AM | 030:00   |
| CRIME         | SUNDAY<br>JOURNAL | Former New<br>Orleans City<br>Councilman, who<br>was recently<br>released from<br>prison for<br>bribery, on<br>efforts to put his<br>mistakes behind<br>him   | OLIVER<br>THOMAS   | 04/29/2012<br>08:00 AM | 060:00   |
| HEALTH        | SUNDAY<br>JOURNAL | Programs offered<br>by the LSU<br>Health Sciences<br>Center, including<br>childhood<br>vaccination and<br>screenings for<br>routine disorders.  | DEBORAH<br>NETTLES | 05/06/2012<br>07:00 AM | 010:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION   | GUEST                       | DATE/TIME              | DURATION |
|-----------------|-----------------|---|-----------------------------|------------------------|----------|
| EDUCATION       | SUNDAY JOURNAL  | The group Rethink New Orleans Schools, which gives students a voice in how they want their schools organized and run. Also, discussion of the city's charter school system with its director. | DR. VERA TRIPLET            | 05/06/2012<br>07:10 AM | 040:00   |
| CRIME           | SUNDAY JOURNAL  | Discussion of violence in New Orleans and what can be done to address it, particularly as it relates to the youth   | KIM DILOSA/<br>LLOYD DENNIS | 05/06/2012<br>08:30 AM | 030:00   |
| HEALTH          | SUNDAY JOURNAL  | A retreat for special needs caretakers. This is an unrecognized population that needs a regular break from the responsibilities they face on a daily basis.                                   | EILEEN LUMAR JOHNSON        | 05/13/2012<br>07:09 AM | 030:00   |
| CULTURE         | SUNDAY JOURNAL  | New production celebrating the life and career of the legendary Billy Holliday  | NONE                        | 05/13/2012<br>07:44 AM | 060:00   |
| CULTURE         | SUNDAY JOURNAL  | Update on the Ashe Cultural Arts Center, upcoming productions and programs  | CAROL DEBELLE               | 05/20/2012<br>07:20 AM | 040:00   |
| ANIMAL SERVICES | SUNDAY JOURNAL  | Discussion of pit bulls. Why these dogs have such a bad reputation. Are they a bad breed or made  | NONE                        | 05/20/2012<br>08:00 AM | 030:00   |

| ISSUE           | PROGRAM / TITLE | DESCRIPTION  | GUEST                                       | DATE/TIME              | DURATION |
|-----------------|-----------------|--|---|------------------------|----------|
|                 |                 | bad by bad owners?   |   |                        |          |
| FAMILY SERVICES | SUNDAY JOURNAL  | Guest is a personal money management consultant and author. How to make a household budget that sticks.  | LISA FRYE                                   | 05/20/2012<br>08:30 AM | 030:00   |
| FAMILY SERVICES | SUNDAY JOURNAL  | African American Leadership Project and how to develop the potential in young people.  | ERNEST JONES                                | 05/27/2012<br>08:00 AM | 015:00   |
| EDUCATION       | SUNDAY JOURNAL  | A new writers collective which matches aspiring writers with the tools they need to succeed and fine tune their works.                                 | JEWEL BUSH                                  | 05/27/2012<br>08:15 AM | 045:00   |
| CULTURE         | SUNDAY JOURNAL  | Discussion of upcoming Juneteenth celebrations in the area. This is the day that African Americans recognize as the anniversary of the end of slavery. | NONE  | 06/03/2012<br>07:00 AM | 020:00   |
| CRIME           | SUNDAY JOURNAL  | The ongoing problem of violence in the N.O. community and how black police officers interact with the black communities they serve.                    | AL MIMS/<br>VICTOR SIMS/<br>DENNIS MUHAMMAD | 06/03/2012<br>07:30 AM | 090:00   |
| FINANCES        | SUNDAY JOURNAL  | Guest is from the Finance Authority of New Orleans. How  | MTUMISHI ST. JULIEN                         | 06/10/2012<br>07:00 AM | 020:00   |

| ISSUE      | PROGRAM / TITLE | DESCRIPTION   | GUEST             | DATE/TIME              | DURATION |
|------------|-----------------|---|-------------------|------------------------|----------|
|            |                 | people get into debt and the first steps towards climbing out of it.  |                   |                        |          |
| HOUSING    | SUNDAY JOURNAL  | Neighborhood Housing Services of New Orleans; helping people locate and buy a home of their own. Why the dream of homeownership is alive and well in N.O.               | NONE              | 06/10/2012<br>07:30 AM | 015:00   |
| CRIME      | SUNDAY JOURNAL  | Segment on identity theft. How criminals can need a surprisingly small amount of information to steal your identity, which can take years to repair.                    | THERESA CLAYPOOLE | 06/10/2012<br>07:45 AM | 015:00   |
| EDUCATION  | SUNDAY JOURNAL  | The guest is a veteran educator who shares her thoughts on what it takes to be a teacher today. Are the challenges really that different from what they were years ago? | CHARLESE BROWN    | 06/10/2012<br>08:00 AM | 030:00   |
| CHARITABLE | SUNDAY JOURNAL  | Fundraiser to benefit St. Vincent DePaul and the social service work done by the organization.  | THERESA SANCHEZ   | 06/17/2012<br>07:00 AM | 010:00   |
| HEALTH     | SUNDAY JOURNAL  | Health Matters segment on early testing and screening to detect and   | NONE              | 06/17/2012<br>07:30 AM | 030:00   |

| ISSUE         | PROGRAM / TITLE | DESCRIPTION   | GUEST                        | DATE/TIME              | DURATION |
|---------------|-----------------|---|------------------------------|------------------------|----------|
|               |                 | prevent common diseases.  |                              |                        |          |
| FAMILY ISSUES | SUNDAY JOURNAL  | Father's Day segment aimed at young fathers. Why are so many of them absent from the lives of their children?   | LLOYD DENNIS/<br>VICTOR SIMS | 06/17/2012<br>08:00 AM | 060:00   |
| CRIME         | SUNDAY JOURNAL  | Peacekeepers Worskshop. Helping people identify the root causes of violence and steps that can be taken to difuse the situation.                        | NONE                         | 06/24/2012<br>07:00 AM | 010:00   |
| HEALTH        | SUNDAY JOURNAL  | Fundraiser aimed at addressing health issues. Making early screening available to a wider segment of the population.                                    | JASMIN BINDOM                | 06/24/2012<br>07:10 AM | 020:00   |
| EDUCATION     | SUNDAY JOURNAL  | Bayou Soul Writers and Readers Conference; instilling the love of reading and writing in a greater segment of the population, particularly young people | NONE                         | 06/24/2012<br>08:15 AM | 015:00   |
| FINANCES      | SUNDAY JOURNAL  | Financial expert with a segment on estate planning. The steps to take to make sure your assets go where you want them too after your death.             | LISA FRYE                    | 06/24/2012<br>08:30 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 |
|---|-----------------|-------------|-----------|----------|
| <b>HEALTH, "GREATER THAN AIDS", show aimed at promotion HIV/AIDS testing and prevention in the African American community, 6/23, 6am, 26 mins</b> |                 |             |           |          |

**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 |
|-----------------|--------------------------------------|----------|------|
| FAMILY ISSUES   | Ad Council/Youth Reckless Driving    | 000:30   | 127  |
| FAMILY ISSUES   | LAB/ ARMY NATL GUARD                 | 000:30   | 149  |
| FAMILY ISSUES   | NAACP                                | :15      | 050  |
| EMPLOYMENT      | VIRTUAL JOB FAIR                     | :15      | 050  |
| HEALTH          | CITY OF HOPE                         | :15      | 050  |
| EMPLOYMENT      | URBAN LEAGUE WOMEN'S BUSINESS CENTER | :15      | 050  |
| BULLYING        | AD COUNCIL                           | 000:30   | 018  |
| BULLYING        | AD COUNCIL                           | 000:31   | 021  |
| BULLYING        | AD COUNCIL                           | 000:32   | 019  |
| CHARITABLE      | CHILDREN'S HOSPITAL                  | 000:30   | 013  |
| CHARITABLE      | NATL ASSOC OF BLACK JOURNALIS        | 000:32   | 031  |
| EDUCATION       | 2- CENT ENTERTAINMENT                | 000:30   | 024  |
| EDUCATION       | COOPER PROJ/TULANE                   | 000:30   | 036  |
| EDUCATION       | JOHN BESH FOUNDATION                 | 000:30   | 038  |
| EDUCATION       | NATL SOCIETY OF BLACK ENGINEE        | 000:30   | 038  |
| EDUCATION       | URBAN LEAGUE                         | 000:29   | 036  |
| EMPLOYMENT      | Total Community Action               | 000:32   | 032  |
| FAMILY SERVICES | N.O. REIONAL. LEADERSHIP INST.       | 000:31   | 039  |
| FAMILY SERVICES | YOUTHANASIA FOUND.                   | 000:32   | 007  |

| ISSUE              | ORGANIZATION OR TITLE         | DURATION | RUNS |
|--------------------|-------------------------------|----------|------|
| HEALTH             | AMERICAN HEART ASSOC          | 000:30   | 038  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:29   | 003  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:30   | 027  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:31   | 003  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:29   | 076  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:30   | 032  |
| HEALTH AND FITNESS | AD COUNCIL                    | 000:31   | 158  |
| HOUSING            | GNO Fair Housing              | 000:29   | 003  |
| HOUSING            | GNO Fair Housing              | 000:31   | 040  |
| LITERACY           | AD COUNCIL                    | 000:30   | 019  |
| MENTORING          | EACH ONE SAVE ONE             | 000:32   | 008  |
| RECREATION         | AM. RED CROSS                 | 000:31   | 033  |
| RECREATION         | SQUEAKY JOHNSON FATHERHOOD FO | 000:31   | 048  |
| RECREATION         | VOICES OF OUR GENERATION      | 000:29   | 031  |
| RECREATION         | VOICES OF OUR GENERATION      | 000:32   | 017  |
| SELF ESTEEM        | AD COUNCIL                    | 000:31   | 019  |