

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:

- **Early Child Care and Education:** UWSELA President/CEO Michael Williamson talks with Dr. Paula Polito, owner of Beary Cherry Tree Child Care Center in Metairie, about the importance of early childcare and education. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **Financial Capability Month:** Discussing Financial Capability Month with Ellenor Simmons from UWSELA. Host: Kirby Jane Nagle with the United Way of Southeast Louisiana.
- **Home For Good program, helping homeless and unhoused in New Orleans:** UWSELA President/CEO Michael Williamson sits down with New Orleans City Councilwoman for District B Lesli Harris to discuss the Home For Good program, which aims to help the unhoused in New Orleans. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **March to the Finish - Update on UWSELA's annual fundraising campaign:** UWSELA President/CEO Michael Williamson is joined by Paul Matthews, CEO of the Port of South Louisiana, UWSELA campaign cabinet chair and Board of Trustees member, along with Cammie Proctor, UWSELA Vice President, Resource Development, to discuss the "March to the Finish" - the conclusion of this year's UWSELA fundraising campaign. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **Mental Health:** UWSELA President/CEO Michael Williamson sits down with Dr. Rochelle Head-Dunham, executive director and medical director of the Metropolitan Human Services District (MHSD), and New Orleans City Council District A Councilman Joe Giarruso on collaborative efforts for equitable access to mental health care and resources. MHSD's mission is to ensure that person-centered support and services are available and are provided to eligible individuals with mental illness, addictive disorders and intellectual and/or developmental disabilities in Orleans, Plaquemines and St. Bernard parishes. Host: Michael Williamson with the United Way of Southeast Louisiana.
- **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.
- **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.
- **UWSELA Got Gumbo Fundraiser:** United Way of Southeast Louisiana (UWSELA) President/CEO Michael Williamson is joined by Al Groos, General Manager of the Royal Sonesta New Orleans, Nicole Koster, Senior Marketing Coordinator at the Royal Sonesta New Orleans, and Jamie Clark, UWSELA Special Events Manager, to discuss the UWSELA 22nd annual "Got Gumbo" cook-off at the Royal Sonesta Hotel on Tuesday, March 29. The 22nd Annual "Got Gumbo" Cook-Off is back, serving up tasty gumbo and decadent desserts from the city's finest chefs. Come out and see the creative

booths and enter to win fabulous door prizes while helping United Way in its mission to eradicate poverty in Southeast Louisiana. All proceeds benefit United Way of Southeast Louisiana's gumbo of services. Host: Michael Williamson with the United Way of Southeast Louisiana.

- United Way and LCMC Health collaborations:** UWSELA President/CEO Michael Williamson talks with John Nickens, CEO of University Medical Center New Orleans and President of LCMC Health Hospital Services about collaborations between the two. Host: Michael Williamson with the United Way of Southeast Louisiana.
- 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.
- United Way of Southeast Louisiana's VITA program - Volunteer Income Tax Assistance:** A look at United Way of Southeast Louisiana's VITA (Volunteer Income Tax Assistance) program. VITA sites offer free person-to-person and virtual tax preparation services to low- to moderate-income individuals, including persons with disabilities, older adults and limited English-speaking taxpayers. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals who generally make \$63,398 or less. Host: Michael Williamson with the United Way of Southeast Louisiana.
- Women United Global Leadership Council:** UWSELA President/CEO Michael Williamson talks with Cathy McRae, chair of the Women United Global Leadership Council. Women United is a global, growing force of 55,000+ women dedicated to creating a world of opportunity – for everyone. 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
NAMI St. Tammany, Mental Health	PUBLIC AFFAIRS: United Way	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.	M. Williamson, N. Richard	01/07/2024 05:59 AM	027:31

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
New Orleans Area Habitat for Humanity	PUBLIC AFFAIRS: United Way	<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>	M. Williamson, M. Oestreicher	01/14/2024 06:00 AM	026:57
United Way of Southeast Louisiana's Centennial of Service	PUBLIC AFFAIRS: United Way	<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>	M. Williamson, M. Ambrose, M. Clark Payne	01/21/2024 06:00 AM	026:54
United Way of Southeast Louisiana's VITA program - Volunteer Income Tax Assistance	PUBLIC AFFAIRS: United Way	<p>A look at United Way of Southeast Louisiana's VITA (Volunteer Income Tax Assistance) program. VITA sites offer free person-to-person and virtual tax preparation services to low- to moderate-income individuals, including persons with disabilities, older adults and limited English-speaking taxpayers. IRS-certified volunteers provide free basic income tax return preparation with electronic filing to qualified individuals who generally make \$63,398 or less. Host: Michael Williamson with the United Way of Southeast Louisiana.</p>	M. Williamson	01/28/2024 06:03 AM	026:49

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Women United Global Leadership Council	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson talks with Cathy McRae, chair of the Women United Global Leadership Council. Women United is a global, growing force of 55,000+ women dedicated to creating a world of opportunity – for everyone. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, C. McRae	02/04/2024 06:00 AM	027:06
Early Child Care and Education	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson talks with Dr. Paula Polito, owner of Beary Cherry Tree Child Care Center in Metairie, about the importance of early childcare and education. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, P. Polito	02/11/2024 05:59 AM	026:17
Early Child Care and Education	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson talks with Dr. Paula Polito, owner of Beary Cherry Tree Child Care Center in Metairie, about the importance of early childcare and education. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, P. Polito	02/18/2024 05:57 AM	026:17
Home For Good program, helping homeless and unhoused in New Orleans	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson sits down with New Orleans City Councilwoman for District B Lesli Harris to discuss the Home For Good program, which aims to help the unhoused in New Orleans. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, L. Harris	02/25/2024 05:59 AM	024:39
United Way and LCMC Health collaborations	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson talks with John Nickens, CEO of University Medical Center New Orleans and President of LCMC Health Hospital Services about collaborations between the two. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, J. Nickens	03/03/2024 05:58 AM	026:00

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial Capability Month	PUBLIC AFFAIRS: United Way	Discussing Financial Capability Month with Ellenor Simmons from UWSELA. Host: Kirby Jane Nagle with the United Way of Southeast Louisiana.	K.J. Nagle, E. Simmons	03/10/2024 05:59 AM	028:49
UWSELA Got Gumbo Fundraiser	PUBLIC AFFAIRS: United Way	United Way of Southeast Louisiana (UWSELA) President/CEO Michael Williamson is joined by Al Groos, General Manager of the Royal Sonesta New Orleans, Nicole Koster, Senior Marketing Coordinator at the Royal Sonesta New Orleans, and Jamie Clark, UWSELA Special Events Manager, to discuss the UWSELA 22nd annual "Got Gumbo" cook-off at the Royal Sonesta Hotel on Tuesday, March 29. The 22nd Annual "Got Gumbo" Cook-Off is back, serving up tasty gumbo and decadent desserts from the city's finest chefs. Come out and see the creative booths and enter to win fabulous door prizes while helping United Way in its mission to eradicate poverty in Southeast Louisiana. All proceeds benefit United Way of Southeast Louisiana's gumbo of services. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, A. Groos, N. Koster, J. Clark	03/17/2024 05:57 AM	024:17
March to the Finish - Update on UWSELA's annual fundraising campaign	PUBLIC AFFAIRS: United Way	UWSELA President/CEO Michael Williamson is joined by Paul Matthews, CEO of the Port of South Louisiana, UWSELA campaign cabinet chair and Borad of Trustees member, along with Cammie Proctor, UWSELA Vice President, Resource Development, to discuss the "March to the Finish" - the conclusion of this year's UWSELA fundraising campaign. Host: Michael Williamson with the United Way of Southeast Louisiana.	M. Williamson, P. Matthews, C. Proctor	03/24/2024 06:00 AM	026:49

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Mental Health	PUBLIC AFFAIRS: United Way	<p>UWSELA President/CEO Michael Williamson sits down with Dr. Rochelle Head-Dunham, executive director and medical director of the Metropolitan Human Services District (MHSD), and New Orleans City Council District A Councilman Joe Giarruso on collaborative efforts for equitable access to mental health care and resources. MHSD's mission is to ensure that person-centered support and services are available and are provided to eligible individuals with mental illness, addictive disorders and intellectual and/or developmental disabilities in Orleans, Plaquemines and St. Bernard parishes. Host: Michael Williamson with the United Way of Southeast Louisiana.</p>	M. Williamson, R. Head-Dunham, J. Giarruso	03/31/2024 05:59 AM	025:32

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
	iHM/PSA	000:30	44
	iHM/PSA	000:30	52
	Local Promo PSA	000:30	30