

July 1, 2016

Quarterly Problems and Needs List
WLPR AM, Prichard - Mobile, Alabama
Goforth Media, Inc.

Goforth Media, Inc., licensee of radio station WLPR AM in Prichard, AL has found the following issues and needs of particular concern to members of our listening area:

1. Army National Guard Support
2. Hovering Overprotective Parents
3. All Security System Owners Must Register With City of Mobile
4. Alabama Broadcasters Association – “Foreclosure”
5. MCPSS Offers Signing Bonus To Recruit Teachers
6. Now Hiring!
7. Weather and Community Events

Title: Real Life

Date: April 1st, 2016 – June 30th, 2016

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 1: *Army National Guard Support*

The demand for Army National Guard support here at home remains high. The hours of service Guard members have spent performing rescue and recovery and other duties increased by almost 60% in 2008. This year, the Alabama Army National Guard will help our communities deal with floods, fires, hurricanes, tornadoes and other emergency situations.

No one serves our hometowns like the men and women of the Alabama Army National Guard.

This year, the National Guard is launching Real Life, a new campaign consisting of five radio spots. They are inspired by and speak directly to today's media savvy youth. Four of the spots highlight the National Guard's domestic mission as well as the benefits and experience that come with being a Citizen-Soldier. The fifth spot is directed at parents, teachers and counselors and addresses some of the concerns these influencers typically have.

Title: My Money Life

Date: Monday, June 6th, 2016

Time: 12:20 PM, 1:20 PM, 3:20 PM, & 6:20 PM

Duration: 2 Minutes

Problem # 2: *Hovering Overprotective Parents*

Are you a hovering overprotective parent wondering how much you need to do for your children?

Chuck Bentley with "My Money Life" from Crown Financial asked the question "Is it okay to be a helicopter parent or not?" Well the controversy involves misunderstanding the need to adapt and adjust strategies as your children grow up.

To paraphrase Ecclesiastes: For everything there is a season, a time to closely supervise, standing ready to rescue our children and a time to allow your kids to figure out a few things on their own.

Young children need some hovering for their safety and to learn the basics of life. According to the Bible, the best way to teach your children the truth about the world is to talk with them as you spend time together. In Deuteronomy 6 Moses tells the Young Nation of Israel that parents are responsible for passing on the most important lessons of God's principles. It says impress them on your children. Talk about them when you sit at home and when you walk along the road, when you lie down and when you get up. But, as parents we also need to relax and trust God. Trying to raise perfect children is an impossible goal. And protecting our children from any type of failure prevents them from learning important lesson.

According to Chuck, he and his wife taught their sons God's view of money beginning with very basic money skills when they were in elementary school. But, as they became teenagers and prepared to leave home, it was important to allow them to make their own choices even if they made mistakes. So, let them practice what you preach.

For more tips on teaching God's view of money, visit crown.org.

Title: WKRG-TV5 News

Date: Wednesday, April 27th, 2016

Time: 4:46 PM

Duration: 1 Minute

Problem # 3: *All Security System Owners Must Register With City of Mobile*

If you're a business owner or a homeowner, and you have an alarm system, you'll be getting a letter from the city of Mobile asking you to register your system with the city. It'll cost you \$25 a year for your home, and \$50 a year if you have a business. It's an ordinance that's been around for 20 years, but Police Chief James Barber is putting his foot down and demanding it be enforced.

Police Chief James Barber wasn't able to meet for an interview but told me in an email that the registration part is so they can contact the security system to find out if false alarms are the company's fault or the owner's fault.

And, if your alarm isn't registered with the city and it goes off by accident, and there is no burglary, then the city could actually fine you \$100 and the police could refuse to respond to any other alarms.

Barber says false alarms are becoming increasingly problematic.

Title: *Foreclosure*

Date: April 1st, 2016 – June 30th, 2016

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 4: *Current Housing and Economic Crisis - "Foreclosure"*

The Alabama State Bar Association has developed a program to assist Alabama homeowners facing foreclosure during the current housing/economic crisis. The campaign is called "Foreclosure."

The thirty second radio spot directs listeners to a number (800-393-2333) and website where they can get free legal advice from Alabama State Bar members about home foreclosure.

Title: *WKRG-TV5 News*

Date: Tuesday, June 28th, 2016

Time: 4:46 PM

Duration: 1 Minute

Problem # 5: *MCPSS Offers Signing Bonus To Recruit Teachers*

Back in 2004 instructors at George Hall were offered a bonus to join the faculty. The school was underperforming.

"The first year was certainly eye opening, there were learning gaps with all of our students," said Melissa Mitchell.

Mitchell was one of those who signed up. Today she's the principal, but initially, she was recruited to help students advance in writing.

She worked her way up and helped the school become a top performer. Now Mobile County Superintendent Martha Peek wants to offer a \$10,000 signing bonus to math and science teachers.

Teachers have to sign on for three years at selected schools. Some of them are underperforming. The list includes middle schools, Calloway-Smith, Chastang, Washington, and high schools, Blount, BC Rain, Vigor, and Williamson High School. Peek says the money will be cut in administrative programs.

Principal Mitchell has one bit of advice.

"The money will attract people, it won't keep you there, your passion has to keep you there."

There are currently 20 positions open.

Title: *WKRG-TV5 News*

Date: Tuesday, May 31st, 2016

Time: 4:46 PM

Duration: 1 Minute

Problem # 6: *Now Hiring!*

If you need a job, there's no reason why you can't find one in South Baldwin County.

Help wanted signs are posted at businesses on Highway 59 from Loxley to Gulf Shores. Hundreds of part-time and seasonal positions are up for grabs. Some full-time jobs are also available.

Companies are desperate for help. The need is so bad, many companies are involved in wage wars with competitors. One company might offer higher wages while another business might provide hiring bonuses or jobs with benefits.

Many positions don't get filled because job seekers can't find affordable housing at the beach.

Many companies are holding on-site interviews and are hiring on the spot.

Title: *Weather & Community Events*

Date: Daily

Time: Randomly and Frequently

Duration: 30 seconds

WLPR-AM airs local weather and Community Events for our listening area all throughout the day.