

October 1, 2021

*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. Alabama Broadcasters Association PEP Spots*
- 2. MCHD COVID-19 Response Team Making Changes To It's Clinic Schedule*
- 3. Consumer Affairs: A Product That Prevents and Tests For Covid*
- 4. Masks Optional, Except On School Buses, In Baldwin County Schools*
- 5. Consumer Affairs: Apple Urges Users to Install Important Update To Avoid Malicious Malware*
- 6. There's Another Pandemic*
- 7. Learning Loss From COVID-19*
- 8. Weather and Community Events*

Title: Alabama Broadcasters Association Pep Spots

Date: July 1st, 2021 – September 30th, 2021

Time: 2 times per day everyday

Duration: 30 Seconds

Problem # 1: Bringing Attention To The “Move Over” Law

The Alabama Department of Transportation (ALDOT) is bringing awareness to two issues of great importance across our state for the remainder of the year. Spot announcements will air on the following subject matter: “Railway Safety” and “Move Over” when you see flashing lights.

One spot focuses on Railway Safety... “Never try to beat and train. It is a deadly game.” A second spot is designed to bring attention to The “Move Over” law which requires that you move over when you see flashing lights. If you can’t move over – Slow Down!

Title: WKRG-TV News

Date: Monday, September 27th, 2021

Time: 6:46 AM, 7:46 AM, 8:46 AM, 4:46 PM & 5:46 PM

Duration: 1 Minute

Problem # 2: MCHD COVID-19 Response Team Making Changes To It's Clinic Schedule

MCHD says because of decreased demand and competing priorities, all COVID-19 testing and vaccinations at the Keeler Memorial Building (251 North Bayou St. in Mobile) will cease on Monday until further notice.

The public can continue to get the Pfizer vaccine (for those 12 and older), the Moderna vaccine (for those 18 and older) or Johnson & Johnson vaccine (for those 18 and older) at MCHD's Newburn Building (248 Cox St. in Mobile facing Saint Stephens Road). The weekday hours are from 9 a.m. to 7 p.m. The vaccine is also available from 10 a.m. to 2 p.m. on Saturdays.

Title: The Daily Consumer Radio Newscast

Date: Friday, July 23rd, 2021

Time: 6:16 AM, 12:16 PM & 6:16 PM

Duration: 1 Minute

Problem # 3: A Product That Prevents and Tests For Covid

How about a product that prevents COVID-19 and tests for it at the same time? Researchers at Harvard and M-I-T says they have developed a face mask that also indicates if the wearer has the virus. A network of sensors are woven into the fibers that indicate the presence of the virus within 90 minutes.

Title: WKRG-TV News

Date: Monday, September 27th, 2021

Time: 6:46 AM, 7:46 AM, 8:46 AM, 4:46 PM & 5:46 PM

Duration: 1 Minute

Problem #4: Masks Optional, Except On School Buses, In Baldwin County Schools

Baldwin County Schools Superintendent Eddie Tyler announced Sunday masks will be optional on school campuses and offices starting Monday, Sept. 27. However, masks will still be required on school buses.

Disposable masks will continue to be available on school buses and at all campus and office locations. The school district is continuing sanitizing procedures and public reporting and says it is ready to go back to required masks if COVID-19 numbers increase within schools and the community.

Title: The Daily Consumer Radio Newscast

Date: Thursday, July 29th, 2021

Time: 6:16 AM, 3:46 PM & 6:16 PM

Duration: 1 Minute

Problem # 5: Apple Urges Users to Install Important Update To Avoid Malicious Malware

Apple users are being urged to immediately install an update on their devices to avoid a nasty exploit that could lead to a malicious malware infection. Apple has issued a security update for Mac, iPhone, and iPad users to repair a memory corruption issue that enables the breach.

Title: The Point

Date: Monday, August 9th, 2021

Time: 9:46 AM, 1:46 PM, 6:46 PM & 11:46 PM

Duration: 1 Minute

Problem # 6: There's Another Pandemic

Many feared that the isolation and unemployment from Covid lockdowns would lead to an increase in "deaths from despair." Those predictions were tragically spot on.

According to new numbers from the CDC, drug overdose deaths in the U.S. skyrocketed by nearly 30 percent in 2020, the greatest increase in decades. According to The Wall Street Journal most of the 93,000-plus fatalities involved fentanyl.

Responding to health crises by focusing only on physical sickness just won't do. Nor can we continue to value pharmaceutical profits over human life.

These numbers expose a second pandemic facing our culture: a radical lack of hope. We're worshipping at the altar of stuff, sex, state, and self, and it cannot satisfy.

We were made for something more. Sharing that with the world is more than a matter of obedience—it's a matter of public health.

Title: The Point

Date: Thursday, September 23rd, 2021

Time: 9:46 AM, 1:46 PM, 6:46 PM & 11:46 PM

Duration: 1 Minute

Problem # 7: Learning Loss From COVID-19

While some studies conclude that “students made little or no progress while learning from home,” the effects of school shutdowns vary depending on additional factors: socio-economic status, the type of distance learning, and especially the involvement of parents.

Though it’s mostly bad news, there is a marked silver lining. For example, one teenager told the New York Times, “... Although living through COVID has been really hard ... I am so incredibly lucky to say that I probably gained more than I lost.”

Like most of the damage from this pandemic, the key factors for education were pre-existing conditions. Students already accustomed to facing challenges can grow more resilient in adversity. Students whose education was already more than information transfer were able to build curiosity in new ways. Parents who accepted that their kids’ education was primarily their responsibility made necessary pivots. In other words, the important lessons to be learned are about far more than crisis management. It’s about what education really is.

Title: Weather & Community Events

Date: Daily

Time: Randomly and Frequently

Duration: 30 seconds & 60 seconds

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