

October 1, 2018

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. Adoption and Foster Care Programs
2. How To Develop A Savings Mindset
3. We All Need Help
4. Consumer Affairs
5. (Re)Learning To Read
6. Consumer Affairs
7. 13th West Nile Virus Case Reported in Mobile County
8. Weather and Community Events

Title: Open Your Heart, Open Your Home

Date: July 1st, 2018 – September 30th, 2018

Time: 2 times per day everyday

Duration: 30 Seconds

Problem # 1: Adoption and Foster Care Programs

Alabama Department of Human Resources issued two new :30 radio spots under an existing campaign titled "Open Your Heart, Open Your Home." These new spots feature former University of Alabama star running back Bobby Humphrey and Auburn University Athletic Director Jay Jacobs.

Title: My Money Life

Date: Thursday, July 26th, 2018

Time: 12:16 AM, 3:46 AM, 11:16 AM, & 5:16 PM

Duration: 2 Minutes

Problem # 2: *How To Develop A Savings Mindset*

The first time I taught my sons how to ski was a little bit of a disaster. Lesson one was learning to steer with your shoulders, mainly away from the trees and other people!

See, my boys felt out of control until they learned how to point their skis in the right direction.

You may feel the same way about your finances – out of control, not sure what direction you're headed, and maybe about to crash.

But just like your shoulders can direct your skis on the slopes, a budgeting mindset can direct your financial future.

Even if you're starting on the bunny slopes, adopting a budget will bring purpose and order to your finances. It will keep you out of danger!

Crown's easy-to-use Budget Guide can help you put this mindset into practice. Download it for free today at crown.org/money.

Title: The Point

Date: Tuesday, August 7th, 2018

Time: 12:46 AM, & 1:46 PM

Duration: 1 Minute

Problem # 3: *We All Need Help*

Seeking help should be the norm, not the exception.

Cleveland Browns wide receiver Josh Gordon recently announced he'll miss training camp to focus on his mental health. Gordon has received multiple suspensions for substance abuse, but hopefully is now seeking real help and heading toward lasting recovery.

It's not rare to hear about professional athletes or celebrities with addictions. It's far more rare to hear them admit they need help.

It's worth a look in the mirror: How quick are we to seek help for our addictions—to alcohol, porn, or losing our tempers?

Why don't we? Is it pride? Shame? Is it fear that our sins will become known? Many Christian leaders conceal their sins only to descend into sexual scandal. What if they'd sought help and accountability early on?

Seeking help should be the norm for believers, not the exception. And we can always be ready to help a brother or sister in need. That's the Body of Christ. We are our brother's keeper. And our brother is ours.

For more on faith and culture, come to BreakPoint.org.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, July 17th, 2018

Time: 6:16 AM, 12:16 PM & 4:16 PM

Duration: 1 Minute

Problem # 4: Consumer Affairs

For the first time in nearly two years, consumers are paying more for their cellphones. The government's Consumer Price Index shows cellphone bills went up three-tenths of one-percent year-over-year in June, mainly because cellphone providers are phasing out price promotions.

The Federal Communications Commission has voted to stop reviewing informal complaints. Instead, informal complaints will be sent directly to the telecom company in question. To file a complaint that will be reviewed by the FCC, consumers will have to pay a 225 dollar fee.

A new report from the Urban Institute shows the homeownership rate for millennials is sharply lower than it was for baby boomers, when they were the same age. The researchers say that will have long-term consequences, since owning a home is linked to a higher net worth.

Title: The Point

Date: Tuesday, July 10th, 2018

Time: 12:46 AM, 1:46 PM & 11:46 PM

Duration: 1 Minute

Problem # 5: *(Re)Learning To Read*

So, what's your page limit these days?

A page shouldn't be a tough thing to turn, but for countless smart-phone owners, reading books—either in paper or digital form—has become really hard.

"Last year, I read four books," admits Hugh McGuire in the San Francisco Chronicle. "I needed a little something else...Something to scratch that little itch at the back of my mind—just a quick look at e-mail on my iPhone; to write, and erase, a response to a funny tweet..."

You see, he's describing the battle that we all face in this age of distraction. Constantly available electronic stimulus in various forms is rewiring our brains—it's making it difficult for us to read, and to think, deeply.

But here's the good news: electronic detox is possible. McGuire went on to describe how banishing mobile devices just from his bedroom offered him the mind space he needed to settle back into books. To really love God with all our minds, and to deeply engage His book—and any others that are worthy of our attention—may mean that we do likewise.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, July 31st, 2018

Time: 6:16 AM, 12:16 PM & 4:16 PM

Duration: 1 Minute

Problem # 6: Consumer Affairs

Consumers will likely pay for the growing trade war. The evidence emerged last week as many major U.S. corporations reported quarterly earnings and reassured investors on conference calls that higher costs from tariffs would not cut into profit margins, but would be paid by consumers.

Kraft Heinz Foods is recalling approximately seven-thousand cases of Taco Bell Salsa Con Queso Mild Cheese Dip. The product shows signs of product separation that could allow for the growth of botulism, a life-threatening bacteria.

Title: WKRG-TV News

Date: Friday, September 28th, 2018

Time: 6:15 AM, 7:15 AM, 8:15 AM, & 5:00 PM

Duration: 1 Minute

Problem # 7: 13th *West Nile Virus Case Reported in Mobile County*

The Mobile County Health Department is reporting another person has tested positive for West Nile Virus, bringing the total number of confirmed human cases in the county to 13 this year.

A confirmed lab test result has come back as positive for West Nile Virus (WNV) in the community, the Mobile County Health Department's Infectious Disease & Outbreaks (ID&O) division has reported. Since the initial lab-confirmed case was announced in August, there are now 13 humans with the disease.

"The public should assume that there are mosquitoes carrying the disease throughout Mobile County," said Dr. Bernard H. Eichold II, Health Officer for Mobile County. "Don't let your guard down."

Humans with WNV and other mosquito-borne diseases often have symptoms of high fever, severe headache, nausea, stiff neck, confusion, muscle weakness, paralysis, disorientation, and seizures that are severe enough to require medical attention, Dr. Eichold said. In rare cases, WNV can cause coma or death. The seriousness of an illness may depend on a person's health and age.

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.