

January 1, 2013

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 problems and needs of particular concern to members of our listening area:

1. Health Insurance
2. Army National Guard Support
3. Flu Shots in Mobile
4. Question of Health
5. Shopping Smart Online
6. Alabama Broadcasters Association – “Foreclosure”
7. Airbus Supplier Moving To Mobile
8. Weather and Community Events

Title: Consumer Reports

Date: Monday, November 5th, 2012

Time: 7:20 AM & 1:20 PM

Duration: 1 minute and 30 seconds

Problem # 1: *Health Insurance*

For the third year running Consumer Reports has compiled the rankings of private Medicare and Medicaid Health Insurance plans based on data and calculations from the National Committee for Quality Assurance.

For the third straight year, the number one ranked private plan in the nation was the HMO of Harvard Pilgrim Health Care, a non-profit in New England. And, one of its PPO's finished fifth in the ranking. In fact, every one of the top 10 private plans is a non profit that doesn't have to satisfy investors with growing profits.

Moreover, five of those plans are integrated health systems, meaning that in addition to providing insurance, they employ the doctors. And, in some cases, own the hospitals that care for their customers. They are Capital Health Plan in Florida, Group Health Cooperative of South Central Wisconsin and the Kaiser Foundation Health Plans in Colorado, Northern California and Southern California.

Overall, Kaiser ranks the best of any of the major private insurers, with seventy-five percent of its private plans in the top 25 percent of rankings. Kaiser also did the best of any brand in the Medicare category.

Other big brands didn't fare as well. Aetna, Humana, and United Healthcare, the second largest health insurer in the U.S. after Blue Cross Blue Shield, all have more private plans in the bottom 100 than in the top.

Title: Real Life

Date: October 1st, 2012 –December 31st, 2012

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 2: *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: *WKRG TV-5 News*

Date: Monday, October 29th, 2012

Time: 9:40 AM

Duration: 1 Minute

Problem # 3: *Flu Shots in Mobile*

On Thursday, November 1, people can get a flu shot from the comfort of their cars when Mobile County Health Department staff offer the 2012-2013 seasonal flu vaccine to those 6 months and older at a drive-through flu clinic. The event is planned from 8 a.m. until 1 p.m. at Dauphin Way Baptist Church, 3661 Dauphin St. in Mobile.

The shots are \$15 each, payable in the exact amount by cash or check, or by using Medicaid or Medicare Part B. The waiting time can be decreased by completing a consent form before arriving. The form can be downloaded at www.MobileCountyHealth.org. Short-sleeve clothing is recommended.

Dr. Bernard Eichold, Health Officer, Mobile County Health Department, advises that those 6 months of age and older should be vaccinated. The immunizations are especially important for people at higher risk of developing severe influenza and their close contacts, and for health care workers and close contacts of children younger than 6 months old.

Title: Consumer Reports

Date: Friday, October 12th, 2012

Time: 7:20 AM & 1:20 PM

Duration: 1 Minute 30 Seconds

Problem # 4: *Questions of Health*

Your hands and feet are always cold, even when it's warm out. Should you be worried?

Probably not. Cold hands and feet are common and can occur in perfectly healthy people. They can also be a side effect of stress, caffeine, smoking, and certain drugs, notably beta-blockers that are often taken for high blood pressure. Diabetes, Anemia, and other conditions that reduce circulation may contribute to cold hands and feet.

But, if your cold hands are accompanied by numbness, tingling, or a white or pale-blue skin color, all your doctor. This could indicate a disorder that affects blood vessels in the fingers. And, in rare cases, can signal a more serious problem.

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Your husband insists his pipe smoking isn't harmful because he doesn't inhale. Is he right?

No. Just having tobacco smoke in one's mouth exposes the cheeks, gums, tongue, and larynx to cancer-causing carcinogens as well as to the irritating effects of the smoke itself. Nicotine, the addictive chemical in tobacco, can enter the bloodstream, even if not inhaled, by passing through the lining of the cheeks into tiny blood vessels of the circulatory system.

While less is known about the health effects of pipe smoking than cigarette smoking, it's still considered a serious health hazard increasing the risk of lung cancer as well as cancer of the upper GI tract. Quitting at any age can substantially reduce those risks.

Title: *Consumer Reports*

Date: Tuesday, November 13th, 2012

Time: 7:20 AM & 1:20 PM

Duration: 1 Minute 30 Seconds

Problem # 5: *Shopping Smart Online*

In the first quarter of 2012 e-commerce accounted for 53.1 billion dollars, nearly five percent of total retail purchases in the U.S., that's an increase of more than fifteen percent from the first quarter of 2011. Here are some factors to consider when shopping online, especially when buying from a retailer you haven't tried before.

To keep spam from reaching your regular e-mail account, it's smart to use a different e-mail address for your online purchases. Many internet service providers let you set up numerous e-mail accounts which you can change any time you want.

Before purchasing big-ticket items online, check them out at a local retailer to see how they work in the real world. You can always buy online if the walk-in store won't match the price.

Read the site's "Terms and Conditions", "F-A-Q's", and "Privacy Policy". Find out "What information will be collected?", "How long it will be kept?", and "What will be done with it?". If a site shares data, see whether there's a way to limit that sharing. Also, read-up on warranties.

See what others say. Some sites, such as Amazon, let customers rate retailers who sell through them. Search the web with the name of the site and terms like review and complaints.

Pay with a credit card. They provide greater security than debit cards allowing you a chargeback if there's a problem.

And, keep a copy of the order page in case you don't receive an order confirmation via email.

Title: *Foreclosure*

Date: October 1st, 2012 –December 31st, 2012

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 6: *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: Thursday, December 6th, 2012

Time: 9:40 AM

Duration: 1 Minute

Problem # 7: *Airbus Supplier Moving To Mobile*

The first official Supplier to Airbus announced they will be moving to Mobile.

Safran, a French engineering firm, plans to open up an office in the Brookley Aeroplex in the first quarter of 2013.

"Safran is pleased to continue our growth by delivering value to our customers, providing superior products and investing in high quality American jobs. Our new Safran Engineering Center in Mobile reflects that commitment," said Safran USA CEO Peter Lengyel.

The new engineering office will support aerospace and transportation companies in Alabama and bring additional capabilities and support to Airbus.

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.