

April 1, 2024

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. Wastewater Overflow In Prichard – How To Protect Yourself*
- 3. Consumer Affairs: A Diet Of Ultra Processed Food Is Really Bad For You*
- 4. Three Shelters Coming To Mobile County*
- 5. Consumer Affairs: All First Class Mail Products Had A 2 Percent Increase*
- 6. Keeping Kids Safe Online*
- 7. A Sense Of Purpose Challenges Addiction*
- 8. Weather and Community Events*

Title: Alabama Broadcasters Association Pep Spots

Date: January 1st, 2024 – March 31st, 2024

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: Wednesday, March 27th, 2024

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

Duration: 1 Minute

Problem # 2: Wastewater Overflow In Prichard – How To Protect Yourself

The Prichard Water Works & Sewer Board says recent heavy rains caused over 170,000 gallons of wastewater to overflow.

According to a press release, the Mobile County Health Department said the Prichard Water Works & Sewer Board responded to these manhole locations after reports of sanitary sewer overflows on March 26. An estimated 178,025 gallons of wastewater overflowed from these incidents.

The board said heavy rains caused the overflows.

Health officials advised residents to take precautions when encountering standing water that may have accumulated from overflows.

“Those who have come into direct contact with untreated sewage are advised to wash their hands and clothing thoroughly,” said the Health Officer for Mobile County, Dr. Kevin Philip Michaels.

Area residents should be on guard when using Gum Tree Branch and Toulmins Spring Branch for recreational purposes or harvesting seafood from the area, according to the health department.

All seafood harvested should be cooked thoroughly before eating, and people should wash their hands after cleaning seafood and before preparing food.

Title: The Daily Consumer Radio Newscast

Date: Wednesday, March 6th, 2024

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

Duration: 1 Minute

Problem # 3: A Diet of Ultra Processed Food Is Really Bad For You

An Australian review of 45 meta-analysis of health studies seems to confirm what nutritionist have Long suspected. A diet heavy in ultra processed food is really really bad for you. Researchers say ultra processed food can negatively affect mental as well as physical health.

More information is available at consumeraffairs.com.

Title: WKRG-TV News

Date: Friday, March 29th, 2024

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

Duration: 1 Minute

Problem # 4: Three Shelters Coming To Mobile County

Three shelters are opening in Mobile County to help people get back on their feet.

The shelters are Ryan's Refuge, Wendy's Haven, and Sheena's Hope.

Erick Overstreet and Pastor Victor Herman of First Baptist Church of Chickasaw joined WKRG News 5's Shamonee Baker and Bill Riales Thursday morning to discuss what they hope the shelters are able to do for people.

Ryan's Refuge and Wendy's Haven have already opened. Ryan's Refuge is for men and is open on Craft Highway. Wendy's Haven is a shelter for families.

Sheena's Hope has yet to open, but it will be a shelter for girls with no kids.

Both Wendy's Haven and Sheena's Hope are at First Baptist Church of Chickasaw.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, January 23rd, 2024

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

Duration: 1 Minute

Problem # 5: All First Class Mail Products Had A 2 Percent Increase

The price of a first class postage stamp went up again this week. All first class mail products had a 2% price increase on Sunday. The cost of a first class mail forever stamp increased from \$.66 to \$.68. That's the third price increase in the last 12 months.

More information is available at consumeraffairs.com.

TTitle: The Point

Date: Wednesday, February 14th, 2024

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

Duration: 1 Minute

Problem # 6: Keeping Kids Safe Online

The clear takeaway from the U.S. Senate's recent hearing, "Big Tech and the Child Sexual Exploitation Crisis," is that social media is not safe for children. Senators from both sides of the aisle questioned social media CEOs about the harms their platforms cause to kids.

Democratic Senator Dick Durbin noted, "As early as 2017, law enforcement identified Snapchat as the pedophile's go-to sexual exploitation tool." Republican Ted Cruz chided Meta CEO Mark Zuckerberg for Instagram allowing users to view child sexual content.

For years, social media companies have claimed that better parental controls would protect children, but as CEO of the National Center on Sexual Exploitation Dawn Hawkins argued in a Heritage Foundation panel after the hearing, "[T]he parental controls ... do not work. ... They've designed these platforms without parents in mind." The conclusion is obvious. Tech companies cannot (and will not even if they could) protect kids. Parents have to.

Title: The Point

Date: Wednesday, March 13th, 2024

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

Duration: 1 Minute

Problem # 7: A Sense Of Purpose Challenges Addiction

Eastern Kentucky has been an epicenter of the opioid epidemic that has ravaged middle America. As jobs declined and a sense of futility set in, drug use spiked. Coal mines were replaced with “pill mills.”

Recently, however, the region has seen hopeful signs. In the town of Hazard, 43 businesses have opened, creating 171 new jobs, about a quarter of which are held by those recovering from opioid addiction. Several businesses have been started by those who fought for their own sobriety. Other communities are seeing similar growth. As one small business owner and former addict put it, “When somebody gets clean, they want to change the world, and have ideas of how to change the world. You do something just to prove you can do it.”

This is a powerful reminder of the importance of purpose. Underneath the social epidemics we face is a catastrophic loss of meaning and purpose. The antidote is finding the true WHY of life. And, when they do, there’s an awful lot to celebrate.

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.