

April 1, 2020

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. Looking For A Job? Job Fair
3. Consumer Affairs: Preventing Coronavirus Scams
4. Consumer Affairs: Factory Jobs Remain Unfilled
5. Consumer Affairs: The White House's Plea for "Responsible Shopping"
6. University Of South Alabama Moving To Online Classes Amid COVID-19 Concerns
7. Weather and Community Events

Title: Alabama Broadcasters Association Pep Spots

Date: January 1st, 2020 – March 31st, 2020

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.

Alabama Department of Transportation has enrolled in the PEP program for the remainder of the year. From now through Dec 31, 2019, we will air the two remaining spots. 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, March 9th, 2020

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

Duration: 1 Minute

Problem # 2: *Looking For A Job? Job Fair*

The Baldwin County Career & Job Fair is happening Tuesday on the Eastern Shore. About 50 employers are expected to be at the Daphne Civic Center meeting with potential candidates from 9 a.m. until 2 p.m.

“Whether you’re under-employed, just graduating or have been searching for the perfect fit, the Career & Job Fair offers the chance to see what’s available,” said Eastern Shore Chamber Workforce Development Director Christina Hellmich.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, March 3rd, 2020

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

Duration: 1 Minute

Problem # 3: Preventing Coronavirus Scams

The outbreak of the coronavirus that dominates the news cycle is being exploited by scammers who hope to profit off the panic. In a pre-emptive move Facebook has announced a ban of any ad on its platform that uses the word "coronavirus" in relation to prevention or remedy, or seeks to create a sense of urgency.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, January 14th, 2020

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

Duration: 1 Minute

Problem # 4: *Factory Jobs Remain Unfilled*

Factories are having such a difficult time filling jobs they are offering unheard-of incentives. The Wall Street Journal reports manufacturers are paying relocation costs and signing bonuses to persuade workers to move to take their jobs. Even then The Journal reports a half-million factory jobs remain unfilled.

Title: The Daily Consumer Radio Newscast

Date: Tuesday, March 17th, 2020

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

Duration: 1 Minute

Problem # 5: *The White House's Plea for "Responsible Shopping"*

The White House and the nation's retailers are asking consumers to engage in "responsible shopping" and not buy more food and other products than they need. The National Retail Federation said its members are working with government agencies to keep shelves stocked with essential supplies.

Title: WKRG-TV News

Date: Friday, March 13th, 2020

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

Duration: 1 Minute

Problem # 6: *University of South Alabama Moving To Online Courses Amid COVID-19 Concerns*

The University of South Alabama has announced they will transition to online courses.

The university posted a message to their students and faculty Friday on their website.

In response to the serious public health threat from a novel coronavirus (COVID-19), the University of South Alabama has made the decision to cancel on-campus classes during the week of March 16 through March 22 for all classes except for those offered by the College of Medicine. Students are encouraged to remain home during this period.

Fully online courses will continue to operate as previously scheduled during this time.

Beginning March 23, 2020, courses that previously were offered on-campus, in either a face-to-face, or hybrid method, will resume in a fully online format. These courses will continue to be delivered in an online format through at least April 19, 2020

The University is taking these actions to protect the health of our students, faculty, and other employees and to help limit the spread of infection in our community.

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.