

April 1, 2014

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. Army National Guard Support
2. Becoming A Victim Of Identity Theft
3. Cost of Stamps Going Up
4. Alabama Broadcasters Association – “Foreclosure”
5. Can’t Pay Heating Bills? You’re Not Alone
6. Weather and Community Events

Title: Real Life

Date: January 1st, 2014 – March 31st, 2014

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 1: *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: My Money Life

Date: Monday, February 3rd, 2014

Time: 9:20 AM, 1:20 PM, 6:20 PM, & 10:20 PM

Duration: 2 Minutes

Problem # 2: *Becoming A Victim Of Identity Theft*

Are you vulnerable to the number one financial fraud in the U.S.? Chuck Bentley with My Money Life from Crown Financial Ministries discussed becoming a victim of identity theft. Identity theft happens when someone steals your personal information and uses it without your permission. It's a serious crime that can wreak havoc with your finances, credit history, and reputation. And it takes time, money, and patience to resolve. According to the Federal trade commission here are the primaries clues that someone has stolen your information:

You see withdrawals from your bank account that you can't explain.

You don't get your bills or other mail.

Merchants refuse your checks.

Debt collectors call you about debts that aren't even yours.

You find unfamiliar accounts of charges on your credit report.

Medical providers bill you for services that you didn't even use.

Your health plan rejects your legitimate medical claim because the records show you reached your benefits limit.

A health plan won't cover you because your medical records show a condition that you don't have.

The IRS notifies you that more than one tax return was filed in your name or that you have income from an employer that you don't work for.

Finally you get a notice that your information was compromised by a data breach at a company where you do business or have an account.

If you've experienced any of these, it's an obvious red flag that demands your immediate attention. The Federal trade commission has created a free guide the help. It's comprehensive and very much worth your time to review. You can get your free copy at crown.org.

Title: *WKRG-TV5 News*

Date: Friday, January 24th, 2014

Time: 9:40 AM

Duration: 1 Minute

Problem # 3: *Cost of Stamps Going Up*

If you have letters or bills to mail, you might want to rush. Saturday is the last day when it will cost you 46 cents. Starting Sunday, you'll pay more - 49 cents.

The planned 3-cent hike is the largest increase in consumer postage prices in more than a decade for the U.S. Postal Service.

The price hike will affect millions, even though fewer Americans these days use snail mail to pay bills and keep in touch.

One way around it is buying Forever Stamps now and using them any time for first-class mail, the kind used by most consumers. Launched in 2007, Forever Stamps are always valid, no matter what people paid for them and even if prices go up in the future.

They are also very popular: In 2012, 21.8 billion Forever Stamps were sold, making up 84% of stamp sales. That same year, the U.S. Postal Service delivered 68.7 billion pieces of first-class mail.

Still, declining mail volume continues to plague the agency. Some 2 billion fewer pieces of mail were sent in 2013 compared with 2012.

But more people are using the post office to mail packages. In 2013, package volume rose 8%.

A year ago, the price of a first-class mail stamp went up by 1 cent in January.

On Sunday, the cost of mailing a post card will also go up to 34 cents, a 1-cent increase.

Title: *Foreclosure*

Date: January 1st, 2014 – March 31st, 2014

Time: Affidavit Attached

Duration: 30 Seconds

Problem # 4: *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, January 23rd, 2014

Time: 9:40 AM

Duration: 1 Minute

Problem # 5: *Can't Pay Heating Bills? You're Not Alone*

It's a universal truth that southerners love the heat.

And some have to pay dearly to keep that warmth close at hand, seeing increases in their power bill.

There are a few good tricks at keeping that cost down to a more reasonable amount.

Like setting your thermostat down to 68 degrees, and opening up your blinds and letting the natural light heat your home.

"Be sure to check around windows or doors for leaks or drafts. And also check around your air filters, you want those return vents free of any dust or debris," says Beth Thomas with Alabama Power.

And unfortunately it looks like the cold is making itself at home in the Port City.

"Just based on this overall larger weather pattern that we've been in since really last fall, I would suspect that we're going to have more cold outbreaks coming up," says meteorologist Jonathan Owens.

If you need help with paying your power bill, the Mobile Community Action Group gets federal funding for just that purpose. It's based on a first come-first serve basis. And there are certain eligibility requirements you must meet such as the need and your income. This year the group was given only \$3 million, that's a million less than what they received last year, so you may want to act fast. Their number is 251-206-6117.

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.