

October 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. Army National Guard Support
2. What A Government Shutdown Means Locally
3. Beware Of New Healthcare Law Scams
4. Alabama Broadcasters Association – “Foreclosure”
5. Kiosks For Tag Renewal In the Works For Mobile County
6. Weather and Community Events

Title: Real Life

Date: July 1st, 2013 – September 30<sup>th</sup>, 2013

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: *WKRG TV-5 News*

Date: Monday, September 30<sup>th</sup>, 2013

Time: 9:40 AM

Duration: 1 Minute

Problem # 2: *What A Government Shutdown Means Locally*

Democrats and Republicans point fingers in Washington over the possibility of a Government shutdown. But who is to blame? the answer depends on who you ask.

"Unfortunate. They just need to learn how to work together. Both parties are at fault, but I think the democrats need to give a little bit more than they've been doing," said Tom Hendricks.

"People across the United States have no confidence in our government what so ever. It's just too much spending, to much wrong doing, there's no accountability," said Mack Wilson.

A major disagreement with the budget has to do the funding for President Obama's Healthcare Law, and while the shutdown will have no effect on Obamacare rolling out tomorrow, people still have their opinions about it.

"It seems like Obama and the Democrats are holding America hostage in order to fund Obamacare, and that's wrong," said Roy Pope.

"I think the republicans are holding the government hostage with Obamacare and basically they want to get their way and they are acting like children in my opinion," said Jennifer Henry.

Local federal agencies are closely watching Washington. The US Army corp of Engineers says its plans are still in the air as to what it will do tomorrow. But no matter the outcome, the federal courthouse plans to keep its doors open. The judiciary will use available fee balances that have been saved from previous years to pay judges and court employees to work 10 to 15 days more days as normal.

All 5 VA hospitals and clinics in our viewing area will be open tomorrow - whether there's a government shutdown or not.

Title: *WKRG-TV5 News*

Date: Monday, September 30<sup>th</sup>, 2013

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Problem # 3: *Beware Of New Healthcare Law Scams*

The countdown to open enrollment of Obamacare is down to hours and the local healthcare community is getting ready.

"We have persons available on our team to help answer questions about the exchange. What we're really trying to do is encourage people to look at our website so they can get the most current information," says Mobile County Health Officer Bert Eichold.

But there are others out there also reaching out to the people—making money off the fact that not everyone is up to date on the new laws.

"May be calling people on the phone telling them that they must sign up with various companies," says State Health Insurance Program Coordinator James Roberson.

Whenever there is confusion, there's an opportunity for scammers to strike, and they're targeting seniors. While the exchanges start Tuesday, open enrollment for Medicare isn't until October 15th.

"So there's going to be a lot of confused seniors out here who don't know what to do and we just want to step in and be able to help them," adds Roberson.

If you have questions, you can call the State Health Insurance Office at 251-433-6541. You can also visit the Mobile County Health Department website at [MCHD.org](http://MCHD.org).

Title: *Foreclosure*

Date: July 1<sup>st</sup>, 2013 – September 30<sup>th</sup>, 2013

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: Friday, September 27<sup>th</sup>, 2013

Time: 9:40 AM

Duration: 1 Minute

Problem # 5: Kiosks For Tag Renewal In the Works For Mobile County

How long did your last trip to the tag office take?

Numbers show for the month of August, the Theodore location did 10 minute tags 91 percent of the time, Michael Boulevard 87 percent, and Eight Mile 85 percent. License Commissioner Kim Hastie says although the mark isn't hit every time, her goal of 10 minute tags is a success.

"Do I want it to be 100 percent of the time, yes I do and that's our goal, but we are so proud of those numbers because on the last day of the month, even though we try to have every window filled with no stop in between, you just have so many people and it brings your times down for the month," said Hastie.

She says budget cuts 4 out of her 5 years in office forced her to cut about 15 positions. For the new fiscal year beginning October 1st, her personnel budget will be cut another 3 percent taking away 90 thousand dollars. She says the county commissioners recent approval to double the tag and issuance fee to \$2.50 will come in handy to fund future projects. It's the fee's first increase in 40 years.

"I'm not for raising any fees or anything and we tried really hard not to do it," said Hastie.

She says her next goal is the make it so that people won't have to step foot inside a License Commissioner office at all.

"We want to do is get funding to try to have kiosks. So our goal is to put ATM machine kiosks around the whole county. So if you live in outer counties like Dauphin Island or Bayou La Batre, or somewhere, we are trying to give you an alternative to where you don't need to come to one of our locations," she said.

Hastie says early figures show each kiosk will cost about 50 thousand dollars, and she hopes to have the first one up and running in 18 months. She also says she will use the money generated by the fee-increase to create a disaster recovery plan to preserve records.

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.