

January 1, 2012

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. Data Mining
2. Army National Guard Support
3. Heating Assistance Program Begins
4. General Electric Hiring in Pensacola, AL
5. Questions Of Money
6. Alabama Broadcasters Association – “Foreclosure”
7. Immigration Law on Hold at Mobile License Commission
8. Cutting Health Care Costs
9. Weather and community Events

Title: Consumer Reports

Date: Wednesday, October 19th, 2011

Time: 7:20 AM & 1:20 PM

Duration: 1 minute and 30 seconds

Problem # 1: *Data Mining*

There's no such thing as coincidence online. You bought a grill last week and now ads for t-bones keep popping up. You researched heartburn and now you're dodging pitches for antacids.

Technology gives companies the ability to track your online movements like never before. And legal limits give them the right.

Consumers are not pleased. In a May Consumer Reports poll, eighty-two percent of respondents said they're at least somewhat concerned that companies they do business with online are sharing or selling their personal information without asking permission. And nearly two-thirds agree completely that there should be a central place where one can go to opt-out of internet tracking.

Many companies do manage consumer information responsibly. But data mining is extremely profitable and voluntary industry self-regulation isn't working.

Congress is considering bills that would set standardized enforceable privacy rules to spell out how companies are permitted to collect, maintain, use, and share consumer information. Besides giving us say over what information is collected and where it goes. The laws would also give us the ability to easily opt-out of certain forms of online tracking.

These crucial laws would give some transparency to an opaque practice that confounds even the experts. And, let us decide whether we want our internet habits and history tracked and traded.

Title: *Real Life*

Date: October 1st, 2011 – December 31st, 2011

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, December 12th, 2011

Time: 9:40 AM

Duration: 1 Minute

Problem # 3: Heating Assistance Program Begins

Mobile Community Action Inc. will begin taking applications for the Low Income Home Energy Assistance Program (LIHEAP) on Monday, December 12, 2011.

This is a federally funded program designed to assist low income families in Mobile and Washington counties with their heating bills. Priority will be given to the elderly (60-years and older), citizens with life threatening crisis, citizens with small children and citizens seeking help for the first time.

To qualify for assistance applicants must reside in Mobile or Washington counties and be income eligible. The utility bill must be in the head of household's or spouse's name.

To apply for assistance, individuals should make an appointment by calling the Mobile Community Action Inc. agency in their respective area.

Appointments are made on Mondays. For more information call 457-5700.

Title: *WKRG-TV5 NEWS*

Date: Friday, December 16th, 2011

Time: 9:40 AM

Duration: 1 Minute

Problem # 4: *General Electric Hiring in Pensacola, FL*

General Electric is looking to fill 50 positions at their wind turbine and hub assembly in Pensacola.

Applications are now being accepted for Maintenance Technicians, Wind Turbine Assemblers and Electrical Testers.

Detailed job descriptions, list of necessary qualifications, and application methods for each position are provided on the Employ Florida Marketplace, <https://www.employflorida.com/>, under job order no. 9629724 (Electrical Tester), 9629713 (Wind Turbine Assembler), and 9629720 (Maintenance Technician).

Area non-profit employment and training agency, Workforce Escarosa, will assist General Electric Company with recruitment.

Title: *Consumer Reports*

Date: Friday, October 14th, 2011

Time: 7:20 AM & 1:20 PM

Duration: 1 Minute 30 Seconds

Problem # 5: Questions Of Money

You've had the same two credit cards for more than fifteen years and are thinking about applying for a third. How would that affect your credit score?

Every application for credit will affect your credit score. But, while opening several accounts in a short period of time could have a negative impact on your score, opening just one will generally lower it by less than five points. A new card can have a bigger impact if you have a short credit history or few credit accounts. But your payment history and the amount you owe all your creditors play a much larger role. As long as you carry low or no balances on the two cards you already have, go ahead and apply for the third.

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You're been driving for sixty-five years and have never caused an accident. Yet, in shopping for auto insurance, one insurer wouldn't even issue a quote because of your age. Is this legal?

Some insurers may deny coverage based on age. But they typically consider other criteria such as credit score and driving record. They can also charge higher premiums for people in certain age groups if they can demonstrate to state regulators a correlation between age and frequency or severity of accidents. Teenagers and young adults are penalized for the same reason. They and older drivers are involved in more fatal accidents per miles driven than those in other age groups.

You might be better off staying with your current insurer and taking advantage of discounts for being a good driver and long-term policyholder.

Title: *Foreclosure*

Date: October 1st, 2011 – December 31st, 2011

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: Monday, December 19th, 2011

Time: 9:40 AM

Duration: 1 Minute

Problem # 7: *Immigration Law on Hold at Mobile License Commission*

The strictest illegal immigration law in the country is not being enforced at the Mobile County License Commission - at least not for now. The law was costing the operation hundreds of thousands of dollars, and headaches to taxpayers.

If you have any business to take care of at the Mobile County License Commission now would be a good time to do it. When the law went in to effect in September, License Commissioner Kim Hastie says it was nothing but bad news at her office.

The wait for customers skyrocketed from ten minutes to about two hours. The office also had to spend \$150-thousand for equipment that would comply with the law. Locals were forced to prove their citizenship to register a car, transfer a title, even to get a handicapped plate.

So now it's on hold - and back to the "good ole days" - until the law undergoes further review. Commissioner Hastie says she doesn't disagree with the law, she just thinks they were unprepared to enforce it so soon.

But it could be reinforced at any time. Governor Robert Bentley says he will not repeal the law. But he will meet with lawmakers to help clarify and simplify what it stands for.

Title: *Consumer Reports*

Date: Tuesday, November 8th, 2011

Time: 7:20 AM & 1:20 PM

Duration: 1 Minute 30 Seconds

Problem # 8: *Cutting Health Care Costs*

Forty-eight percent of Americans who take prescription drugs have tried to cut their health-care costs by skipping doctor visits or a test or procedure, cutting their medicine use, or seeking cheaper drugs abroad according to a recent consumer reports survey.

The survey also found that to save money, Twenty-eight percent of adults on meds have resorted to potentially dangerous practices. These include: skipping filling a prescription, taking an expired medication, skipping a scheduled dose without asking a doctor or pharmacist, splitting pills in half without consent of their doctor or pharmacist, and sharing a prescription with someone else.

You should never change the dosage of your drugs on your own. If cost is a concern, tell your doctor. Ask whether a generic version of the drug exists. If not, ask for a generic in the same class that could work as well. That's the case for many conditions.

Almost four out of five respondents who regularly take medicine said they take a generic. But thirty-nine percent said they had concerns. Some feared generics are not as effective or safe or don't have to meet the same federal standards. In fact, generic drugs use the same active ingredient as the brand-name drug. They're regulated in the same manner and they must prove their bio-equivalence (that they release the same amount of the drug at the same rate as their brand-name counterparts).

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.