

April 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. Essential job Skills
2. Army National Guard Support
3. 2013 Flu Shot
4. Home Office Tax Deductions
5. Income Tax Return Safety Tips
6. Alabama Broadcasters Association – “Foreclosure”
7. 150 Positions Ready To Fill
8. Weather and Community Events

Title: My Money Life

Date: Wednesday, January 16<sup>th</sup>, 2013

Time: 7:30 AM, 9:45 AM, 1:30 PM & 3:45 PM

Duration: 2 Minutes

Problem # 1: *Essential Job Skills*

You've heard that the official unemployment rate is around 7.8 percent and that it continues to go down. Well, you can take that with a big fat grain of salt. Just remember, to get that number, the government has stopped counting millions of people as unemployed because they've given up looking for work. So jobs remain few and far between and tough to get. But that just means—if you're looking for work—you've got to bring more to the table.

Here's a list of the "extras" employers are looking for these days—and these are from MarketWatch:

**Adaptability.** Companies want workers who can adapt quickly and take on new responsibilities in a time of rapid economic change. Show that you're flexible and willing to take on new projects.

**Creativity.** Can you figure out ways to do things quicker, cheaper, better? Show instances where you saved your company money and labor costs by improving delivery of a good or service.

**Technical literacy.** Get to know the processes that keep companies in your field operating smoothly—even mundane things like data input. —a general knowledge of how data is managed makes you a more attractive candidate.

**Business acumen.** Companies these days want employees who think sales and marketing even if they work in the mail room. You can't just be concerned about your area—employers want everyone on the payroll thinking about revenue.

If you're thinking about a career change, you should check out Crown's Career Direct, our proven assessment tool. No sense guessing when you can find out for sure what kind of work best matches your skills and interests.

Title: Real Life

Date: January 1st, 2013 – March 31st, 2013

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: Thursday, January 3<sup>rd</sup>, 2013

Time: 9:40 AM

Duration: 1 Minute

Problem # 3: *2013 Flu Shot*

Mobile County Health Department staff will offer flu shots for \$5 from noon until 3 p.m. on Sunday, Jan. 6, at Yorktown Baptist Church, at the corner of Peter Lee and East streets in Mobile's Plateau community. The health agency's mobile unit will be parked at the church.

Alabama is being hit hard by the early flu season and is one of 16 states reporting high numbers of flu or flu-like illness, according to the U.S. Centers for Disease Control and Prevention. The primary strain circulating this year appears to be H3N2, an influenza A virus health officials said, which has been associated in the past with more severe seasons.

Flu shots also are available on weekdays without an appointment -- for \$15 -- from 7:30 a.m. until 3:30 p.m. at the Health Department's Immunization Clinic at 251 N. Bayou St. The shots are available by appointment at the Health Department's outlying clinics. Appointments also can be made by calling 251-690-8889. Shots at other agency clinics are \$15.

Vaccination is especially important for people at higher risk of severe influenza and their close contacts, health care personnel and close contacts of children younger than 6 months old, said Dr. Bernard Eichold, Health Officer for the Mobile County Health Department.

For more information, call the Health Department's Immunization Clinic at 251-690-8821.

Title: My Money Life

Date: Monday, January 21<sup>st</sup>, 2013

Time: 6:15 AM, 7:30 AM, 11:45 AM & 3:45 PM

Duration: 2 Minutes

Problem # 4: *Home Office Tax Deductions*

With unemployment still high, a lot of folks are creating their own jobs by starting home-based businesses. But are they getting all the tax breaks available to them?

The home/office deduction has always been the Holy Grail of small business write-offs. It was often abused until the IRS clamped down with tighter restrictions years ago.

Since then, claiming a home office deduction has been like waving a red flag at the IRS—you're just begging to be audited.

But according to Investopedia, you can still take the home office deduction for your home-based business, as long as you meet a few important tests. So here they are:

**Test #1:** Is the space used only for business? It must be used exclusively and regularly for your business. You can't store the kids' toys in there or the elliptical. And if you use it for business exclusively, but only a few times a year, that won't cut it, either.

**Test #2:** Do you really have to work from home? Let's say you work for someone else, and that employer provides you with a work location. But you decide it's much more convenient to work out of your home. Well, that may be nice for you, but you can't deduct part of your mortgage for it—even if you use it exclusively for business—because you don't really have to work there.

**Test #3:** Do all of your businesses comply with the first two tests? If you have more than one business, they all must meet all requirements for the home/office space deduction, or none of them do.

You might want to consult a tax professional before claiming the home office deduction, just to make sure you qualify.

Title: *WKRG-TV5 News*

Date: Tuesday, January 8<sup>th</sup>, 2013

Time: 9:40 AM

Duration: 1 Minute

Problem # 5: *Income Tax Return Safety Tips*

The Mobile Police Department would like to provide tips and warnings of potential crimes and scams commonly reported which involve income tax returns.

- \* Only use licensed businesses to prepare taxes.

- \* Use resources such as the Better Business Bureau to research tax preparation businesses and individuals before soliciting their services.

- \* Protect private information such as Social Security numbers, dates of birth and account numbers. These may be used to gain access to personal information or to create fraudulent accounts.

- \* Make sure all transactions are documented and copies are kept for personal records.

- \* After filing tax records, do not disclose to others the amount of a refund received or expected.

- \* Report all fraud to the Mobile Police Department and allow our detectives to investigate and prevent future criminal activity.

- \* Only use recognized and secure tax websites when providing personal information online.

Title: *Foreclosure*

Date: January 1<sup>st</sup>, 2013 – March 31<sup>st</sup>, 2013

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, January 7<sup>th</sup>, 2013

Time: 9:40 AM

Duration: 1 Minute

Problem # 7: *150 Positions Ready To Fill*

Outokumpu Stainless USA (formerly ThyssenKrupp Stainless USA) is looking to fill 150 full time positions immediately.

The job fair will be held Saturday January 12th, from 10 am-2 pm. at the AIDT Erich Heine Learning Center located on 4th Second Street in Calvert.

(Directions at <http://www.thyssenkrupp-stainless-usa.com/contact.html>)

Outokumpu Stainless is looking to fill several positions including operator, maintenance, electrical and mechanical positions at base wages between \$19-27/hour plus incentives.

The company is asking that you apply online first at:  
<http://www.aidt.edu/jobs>

Though not a requirement, heavy industry, steel or stainless-making experience is a plus.

If job seekers have already applied with ThyssenKrupp Stainless USA, the company says there is no need to reapply, but applications should be updated at <http://www.aidt.edu/jobs>.



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.