

REPORT OF QUARTERLY ISSUES

July 1, 2017 Through September 30, 2017

WKFR

**4154 Jennings Drive
Kalamazoo, MI 49048**

This report is a synopsis of Public Affairs programming that aired on WKFR during the third quarter of 2017.

It is, by no means, an exhaustive look at the issues covered. WKFR airs approximately 15:00 of local news programming each weekday.

“Viewpoint” is a 29:00 program that airs each Sunday morning at 6:00am. It provides an in-depth look at a variety of issues.

The daily promoting of the station website drives listeners to the community involvement page (“Careforce”) which lists PSA information which can be disseminated at their leisure.



**2017-Q3 (July - September) Viewpoints Radio Quarterly Report
Compliance Issues covered this quarter:**

American History	Literature
Animals	Media
Arts	Medicine
Box Office	Mental Health
Business	Military
Capitalism	Movies
Childhood Development	Music
Civil Rights	Nature
Crime	Parenting
Culture	Perception
Data	Politics
Disabilities	Pregnancy
Divorce	Prisons & Jails
Domestic Violence	Privacy
Economics	Productivity
Education	Professional Development
Emotions	Psychology
Entrepreneurship	Public Interests
Ethics	Race Relations
Family Issues	Relationships
Fandoms	Science
Fears	Self-Help
Film	Sexual Behavior
Gardening	Space Travel
Genocide	Sports
Government	Student Issues
Health Care	Technology
History	Television
Hobbies	Therapy
Human Psychology	Tourism
Interpersonal Relations	Violence
Inventions	Work Issues
Law Enforcement	Work-Life Balance
Leisure	World Issues
Literary Criticism	

Program: 17-27
Air Week: 7/2/2017

Producers: Reed Pence, Evan Rook
Production Director: Sean Waldron

TIME		Dur.
1:47	SEGMENT 1: What Big Data Can Teach Us About Ourselves	7:37

Synopsis: All of the websites we visit, things we search, and products we buy are logged in databases that can tell us a lot about modern people's thoughts and behaviors. We talk to data analyst and author Seth Stephens-Davidowitz about some of the conclusions this big data can help us reach.

Host: Gary Price

Guests: Seth Stephens-Davidowitz, author of *Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are*

Links for more info: <https://www.harpercollins.com/9780062390851/everybody-lies>

Compliance Issues Covered: Data, Race relations, Privacy, Public interests, Technology

11:26	SEGMENT 2: The Story of Apollo 8	11:25
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Synopsis: Many of us know the stories of Apollo 11 and Apollo 13, but fewer know of Apollo 8, the first daring mission into the orbit of the moon. We discuss the mission that effectively ended the space race and set an important precedent that may have saved the lives of the astronauts on board Apollo 13.

Host: Marty Peterson

Guests: Jeffrey Kluger, author of *Apollo 8: The Thrilling Story of the First Mission to the Moon*

Links for more info: <https://www.amazon.com/Apollo-Thrilling-Story-First-Mission/dp/1627798323>

Compliance Issues Covered: Science, Technology, History, Space travel, Family Issues

23:51	CULTURE CRASH: Aaron Sorkin's Mastery of Screenwriting	2:34
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Synopsis: Aaron Sorkin is the man behind many beloved TV shows and movies. We look at one thing that makes his scripts truly shine: his pointed, duel-like dialogues.

Host: Evan Rook

Compliance Issues Covered: Media, Culture, Business, Television, Movies, Arts

Program: 17-28
Air Week: 7/9/2017

Producers: Reed Pence, Evan Rook, Pat Reuter
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Domestic Violence: How it happens and how we can try to stop it	9:05

Synopsis: Domestic abuse is something many women and men will experience in their lives. We talk to two psychologists familiar with the subject about what victims can do to remove themselves from the abuse and how being a witness to or a victim of abuse affects intimate relationships, children and the family dynamic.

Host: Gary Price

Guests: Dr. Shannon Karl, Associate Professor in School of Psychology at Nova Southeastern University, Ft. Lauderdale, FL; Dr. Jay Richards, forensic psychologist on the faculty of Washington University and Seattle University, author of the novel, *Silhouette of Virtue*.

Links for more info: <http://psychology.nova.edu/faculty/profile/Karl.html>
<https://www.amazon.com/Silhouette-Virtue-Novel-Jay-Richards/dp/0988589001>

Compliance Issues Covered: Violence, Family issues, Domestic violence, Law enforcement

12:54	SEGMENT 2: Asa Jennings: A forgotten American hero	9:51
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Synopsis: After World War I, the city of Smyrna was set ablaze and people had to run to the beaches just to escape the flames. We'll hear how governments and diplomats in the West all but ignored their plight, and how the efforts of one brave relief worker and a Navy commander finally brought the victims to safety.

Host: Marty Peterson

Guests: Lou Ureneck, Professor of Journalism at Boston University, author of *The Great Fire: One American's mission to rescue victims of the 20th century's first genocide*.

Links for more info: <http://www.smyrnafire.com/>

Compliance Issues Covered: History, World issues, American history, Genocide

23:45	CULTURE CRASH: Pop music	2:40
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Synopsis: Liking pop music is usually thought of as shallow and immature, but why? Pop music gave us The Beatles, The Rolling Stones, and yes, Justin Timberlake.

Host: Evan Rook

Compliance Issues Covered: Media, Culture, Business, Music

Program: 17-29
Air Week: 7/16/2017

Producers: Reed Pence, Evan Rook
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Writing Crime Right	8:11

Synopsis: Author Don Winslow's books have attracted filmmakers like Oliver Stone and James Mangold. We talk to him about his latest novel, *The Force* and how he tries to accurately portray issues like police shootings of unarmed black men, law enforcement corruption, and more.

Host: Gary Price
Guests: Don Winslow, author of *The Force*

Links for more info: <http://don-winslow.com/books/the-force/>

Compliance Issues Covered: Crime, Violence, Law enforcement, Civil rights, Race relations, Literature

12:00	SEGMENT 2: Losing a Legacy: The collapse of the Stroh Brewing Company	10:17
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Synopsis: Frances Stroh grew up in the family that owned America's third biggest brewer, Stroh Brewing Company. As she aged into adulthood, she watched as both the brewery and her family life fell apart. She talks about the struggles the company faced, how her family dealt with it, and when a legacy can become a burden.

Host: Marty Peterson
Guests: Frances Stroh, author of *Beer Money: A memoir of privilege and loss*

Links for more info: <https://www.harpercollins.com/9780062393159/beer-money>

Compliance Issues Covered: History, Family issues, Economics, Business

23:17	CULTURE CRASH: Christopher Nolan	3:06
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Synopsis: Christopher Nolan set the box office on fire with his *Dark Knight* trilogy and made a cultural phenomenon with *Inception*. We explore his directorial career and what sets him apart.

Host: Evan Rook
Compliance Issues Covered: Media, Culture, Business, Movies, Box Office

Program: 17-30
Air Week: 7/23/2017

Producers: Reed Pence, Evan Rook
Production Director Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Pottermania: What we love in the Harry Potter series	8:38

Synopsis: It has been over 20 years since the story of Harry Potter began and more than 10 since the book series concluded. Why, after all this time, do people still flock to the series for comfort and thrills?

Host: Gary Price

Guests: John Granger, PhD candidate at Swansea University; *The Dean of Harry Potter Scholars* and Jonathan Lethem, New York Times best-selling author and Harry Potter fan

Links for more info: <http://www.hogwartsprofessor.com/>, <http://jonathanlethem.com/>

Compliance Issues Covered: Media, Literature, Fandoms, Culture, Literary criticism

12:26	SEGMENT 2: Potter Therapy	9:46
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Synopsis: Dr. Janina Scarlet is a clinical therapist who uses superheroes, and witches and wizards, to help patients struggling with depression and PTSD. She talks about what in the Potter series her patients latch on to and why she thinks this type of 'pop culture therapy' works so well.

Host: Marty Peterson

Guests: Dr. Janina Scarlet, a clinical therapist and author of *Superhero Therapy: A hero's journey through acceptance and commitment therapy*

Links for more info: <http://www.superhero-therapy.com/>
<https://www.amazon.com/Superhero-Therapy-Journey-Acceptance-Commitment/dp/1472136411>

Compliance Issues Covered: Literature, Mental health, Therapy, Culture

23:12	CULTURE CRASH: Harry Potter's Lasting Legacy	3:15
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Synopsis: A generation of children grew up with Harry Potter. We look at the books and movies they grew up watching, how they differ and what will stay with them until the very end.

Host: Evan Rook

Compliance Issues Covered: Media, Culture, Movies, Literature, Art

Program: 17-31
Air Week: 7/30/2017

Producers: Reed Pence, Evan Rook, Pat Reuter
Production Director: Sean Waldron

Time		Dur.
2:50	SEGMENT 1: Getting Things Done: It's all in the planning	10:42

Synopsis: Does it ever seem like the more you try to get stuff done, the less you accomplish? It may be that you're expending too much energy on *doing* and not enough *planning* ahead of time. Two experts provide simple strategies you can use to make more of the time you have to get things done.

Host: Gary Price

Guests: David Allen, productivity consultant and author of *Getting Things Done: The art of stress-free productivity*; Steve McClatchy, founder of Alleer Training and Consulting, author of *Decide: Work smarter, reduce your stress and lead by example*.

Links for more info: www.gettingthingsdone.com www.alleer.com

Compliance Issues Covered: business, productivity, work-life balance

14:34	SEGMENT 2: Intelligent Disobedience: Knowing when and how to say "no"	9:31
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Synopsis: We're taught from a young age that we should obey authority, however there are times when you should say no to the ones in charge. Our guest discusses when and how to say "no" effectively for the benefit of the individual and others.

Host: Marty Peterson

Guest: Ira Chaleff, founder and president of Executive Coaching & Consulting Associates, Washington, D.C., author of the book *Intelligent Disobedience: Doing right when what you're told to do is wrong*.

Links for more info: www.intelligentdisobedience.net

Compliance Issues Covered: Ethics, Business, Disabilities, Military,

24:05	CULTURE CRASH: <i>A Ghost Story</i>	2:20
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Synopsis: Quiet films such as *A Ghost Story* can provide a transformative experience if viewers give them a chance.

Host: Evan Rook

Compliance Issues Covered: Media, Culture, Movies

Program: 17-32
Air Week: 8/6/2017

Producers: Reed Pence, Evan Rook, Pat Reuter
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Overcoming the Fear of Public Speaking	9:32

Synopsis: Speaking in public can be a very anxiety-producing experience, but why? And how can we remove some of that anxiety and do a better job in front of an audience? Our guests discuss the fear of public speaking and offer advice on how to create, prepare for and deliver a speech with confidence.

Host: Gary Price

Guests: Larry Ventis, professor of psychology at the College of William & Mary; Michael Port, speaking coach, author of the book, *Steal the Show: From speeches to job interviews to deal-closing pitches, how to guarantee a standing ovation for all the performances in your life.*

Links for more info: <http://wm.edu>, <http://michaelpport.com>, <http://stealtheshow.com>

Compliance Issues Covered: Business, Professional Development, Fears

13:21	SEGMENT 2: The Mysterious World of Plants	9:40
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Synopsis: Americans love to garden. We often do it without considering the history, and sometimes the toxicity of our plants. We discuss the unusual side of gardening and find out about some very interesting plants, how they have been used as hallucinogens, medicines, or tourist attractions.

Host: Marty Peterson

Guests: Michael Largo, author of the book, *The Big, Bad Book of Botany: The world's most fascinating flora.*

Links for more info: <https://www.harpercollins.com/9780062282750/the-big-bad-book-of-botany>

Compliance Issues Covered: Nature, Gardening, Hobbies, Leisure, Tourism, Medicine

24:01	CULTURE CRASH: <i>Catastrophe</i>	2:27
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Synopsis: Emmy nominations always bring with them some disappointing snubs. With only one nomination, the show *Catastrophe* has largely been overlooked this year. We explore what makes the series special.

Host: Evan Rook

Compliance Issues Covered: Media, Culture, Television, Art

Program: 17-33
Air Week: 8/13/2017

Producers: Reed Pence, Evan Rook, Pat Reuter
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Pregnancy Behind Bars	9:16

Synopsis: After working for years as an OB/GYN for inmates at San Francisco Jail, author Carolyn Sufrin wanted to tell the story of the women she helped. She talks about what health care for pregnant women in jails and prisons looks like, and the changes she hopes to see in the system.

Host: Gary Price

Guests: Carolyn Sufrin, medical anthropologist, former OB/GYN at San Francisco Jail, and author of *Jailcare: Finding the safety net for women behind bars*

Links for more info: <http://www.ucpress.edu/book.php?isbn=9780520288683>

Compliance Issues Covered: Health care, Pregnancy, Family Issues, Prisons & Jails

13:05	SEGMENT 2: The Struggles of Co-Parenting and Tips on Overcoming Them	9:28
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Synopsis: Separations and divorces are common in the U.S., and out of those split-ups come children living in two households. We talk to a co-parenting specialist about how the parents' behavior, ability to compromise, and desire to put the child's needs above their own, can lead to successful parenting and well-adjusted, happy kids.

Host: Marty Peterson

Guests: Karen Bonnell, Co-parent Coach, author of *The Co-Parents' Handbook: Raising well-adjusted, resilient and resourceful kids in a two-home family from little ones to young adults*.

Links for more info: <http://www.thecoparentshandbook.com/>

Compliance Issues Covered: Family Issues, Parenting, Divorce

23:33	CULTURE CRASH: Movies on Film	2:55
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Synopsis: The digital revolution has changed much of the world around us, including the movies we watch. We explore the virtues of filmmaking the old-fashioned way: on film.

Host: Evan Rook

Compliance Issues Covered: Technology, Movies, Culture, Art

Program: 17-34
Air Week: 8/20/2017

Producers: Reed Pence, Evan Rook, Polly Hansen
Production Director Sean Waldron

Time		Dur.
1:47	SEGMENT 1: The Demise of Cash	10:34

Synopsis: For generations, cash was the way Americans paid for things. But in the age of debit cards, credit cards, Venmo, and Bit Coin, cash is becoming less and less necessary for most of us. We explore why that is, and who is still using cash in this new economy.

Host: Gary Price

Guests: Kenneth Rogoff, professor of economics at Harvard University and author of *The Curse of Cash*

Links for more info: <https://www.kennethrogoff.com/>

Compliance Issues Covered: Economics, Government, Crime

13:53	SEGMENT 2: The Overlooked Importance of College Professors	8:56
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Synopsis: School is back in session, and around the country, high school students are hunting for colleges while college students are starting new course loads. We talk to Georgetown professor Jacques Berlinerblau about how the professorial system is breaking down, and ways to make the system work best for you.

Host: Marty Peterson

Guests: Jacques Berlinerblau, Georgetown University professor and author of *Campus Confidential: How college works, or doesn't, for professors, parents, and students.*

Links for more info: <http://www.penguinrandomhouse.com/books/554325/campus-confidential-by-jacques-berlinerblau/9781612196428/>

Compliance Issues Covered: Education, Family Issues, Student issues

24:20	CULTURE CRASH: Before the Fall	2:08
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Synopsis: Noah Hawley is the man behind the TV shows *Fargo* and *Legion*. He also writes novels and his latest, *Before the Fall*, is a mystery thriller that has been winning awards and demands to be read.

Host: Evan Rook

Compliance Issues Covered: Literature, Culture, Art

Program: 17-35
Air Week: 8/27/2017

Producers: Reed Pence, Evan Rook, Polly Hansen
Production Director: Sean Waldron

<u>Time</u>		<u>Dur.</u>
1:47	SEGMENT 1: Mate Choice in Fish & Humans	9:45

Synopsis: Sexual behavior has confused and confounded humans for centuries. Gil Rosenthal, a Texas A&M biology instructor and author, says we can learn a lot about ourselves by looking to other species in the natural world, and considering the sexual lives of fish.

Host: Gary Price

Guests: Gil Rosenthal, professor of biology at Texas A&M University, co-director of the Cichaz Field Station, and author of *Mate Choice: The evolution of sexual decision making from microbes to humans*

Links for more info: <http://press.princeton.edu/titles/11049.html>

<http://www.bio.tamu.edu/index.php/faculty/rosenthal/>

Compliance Issues Covered: Nature, Human psychology, Animals, Sexual behavior

13:05	SEGMENT 2: First Impressions & Their Pitfalls	8:46
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Synopsis: We all get gut instincts when we walk into a room of strangers. Do we fit in here? Do these people seem friendly? Snap judgments are simply a part of how we function. But Princeton University psychology professor, Alexander Todorov, says that though these impressions are natural, we should try to resist them.

Host: Marty Peterson

Guests: Alexander Todorov, professor of psychology at Princeton University and author of *Face Value: The irresistible influence of first impressions*

Links for more info: <http://press.princeton.edu/titles/10923.html>,

<https://psych.princeton.edu/person/alexander-todorov>

Compliance Issues Covered: Human psychology, Business, Perception, Interpersonal relations

24:20	CULTURE CRASH: Breaking Bad & The Shortcoming of Binge-watching	2:07
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Synopsis: *Breaking Bad* is a modern classic of TV, and insanely compelling. But is binge-watching such shows really the best idea or do the best plots take time?

Host: Evan Rook

Compliance Issues Covered: Literature, Culture, Art

Program: 17-36
Air Week: 9/3/2017

Producers: Reed Pence, Evan Rook, Pat Reuter
Production Director: Sean Waldron

<u>Time</u>		<u>Dur.</u>
1:47	SEGMENT 1: Bobby Kennedy's Legacy	10:19

Synopsis: Although he never became president, Bobby Kennedy spearheaded a great deal of change in America with his work in civil rights, crime fighting and by combatting corruption. Our guest remembers this icon and talks about his more personal side, how he helped his brother John become president, and how his legacy inspires liberals and conservatives to this day.

Host: Gary Price

Guests: Larry Tye, author of *Bobby Kennedy: The making of a liberal icon*

Links for more info: <http://www.larrytye.com>

Compliance Issues Covered: American history, Politics, Civil Rights

13:38	SEGMENT 2: The Perils of Over-parenting	8:51
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Synopsis: Parents want what's best for their kids. But sometimes, they can take it too far. We talk to two experts about "over-parenting," the tendency to demand your child earn straight A's, work to be a sports star, and find the time to work a part-time job... and how to fix it.

Host: Marty Peterson

Guests: Carl Honoré, author of *Under Pressure: Putting the child back in childhood*; Terri Khonsari, author of *Raising a Superstar: Simple strategies to bring out the brilliance in every child*

Links for more info: <http://www.carlhonore.com/book/under-pressure/>,
<https://www.amazon.com/Raising-Superstar-Simple-Strategies-Brilliance/dp/1600373569>

Compliance Issues Covered: Human psychology, Childhood development, Family Issues, Parenting

23:59	CULTURE CRASH: Reading Non-Fiction	2:29
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Synopsis: It's often tempting to stay in the more comfortable waters of fiction novels. We know the pacing and the storytelling style. But non-fiction books have a lot to offer when we give them a try.

Host: Evan Rook

Compliance Issues Covered: Literature, Culture, Art

Program: 17-37
Air Week: 9/10/2017

Producers: Reed Pence, Evan Rook
Production Director Sean Waldron

Time		Dur.
1:47	SEGMENT 1: Finding Happy	8:49

Synopsis: Everyone wants to find happiness, but what are we really searching for? We explore the science behind happiness, how our brain achieves the elusive emotion, and how it all depends on who you are and where you are.

Host: Gary Price

Guests: Tim Bono, assistant dean in the college of arts and sciences, and a lecturer in psychology at Washington University, St. Louis; Frederic Lenoir, philosopher, sociologist and religious historian. Author of the book, *Happiness: A philosopher's guide*.

Links for more info: www.wustl.edu www.fredericlenoir.com

Compliance Issues Covered: Psychology, Mental Health, Emotions, Relationships

12:08	SEGMENT 2: How to Make Your Start-up Work	9:25
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Synopsis: It's the American dream to start your own business and watch it thrive. But most of the time, that's easier said than done. We explore entrepreneurial tips and tricks from the 20-something CEO who has already become a start-up expert.

Host: Marty Peterson

Guests: Daniel DiPiazza, CEO of Rich20Something and author of *Rich20Something: Ditch your average job, start an epic business, and score the life you want*

Links for more info: <http://rich20something.com/>

Compliance Issues Covered: Capitalism, Business, Entrepreneurship, Work Issues

23:04	CULTURE CRASH: The Cinema of 2007	3:20
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Synopsis: On the 10th anniversary of 2007, we take a look at some of the films from a decade ago that have proved to stand the test of time and make 2007 a year in film worth remembering.

Host: Evan Rook

Compliance Issues Covered: Film, Culture, Art

Program: 17-38
Air Week: 9/17/2017

Producers: Reed Pence, Evan Rook
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: The Voices in Our Heads	10:13

Synopsis: Everyone needs a little self-talk now and then, so we talk to experts about those voices in our head. We dive into the science behind them and how those voices can be used in a productive manner to help us accomplish our goals.

Host: Gary Price

Guests: Dr. Charles Fernhough, author of *The Voices Within: The History and Science of How We Talk to Ourselves*; Dr. Ethan Kross, Professor of Psychology at the University of Michigan

Links for more info: www.charlesfernyhough.com,
<https://lsa.umich.edu/psych/people/faculty/ekross.html>

Compliance Issues Covered: Psychology, Mental Health, Self-help

13:32	SEGMENT 2: Inventing the Polaroid	8:31
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Synopsis: In the era of smartphone cameras, instant photography is everywhere. But it wasn't long ago when Polaroid cameras offered instant photography as a groundbreaking new way of seeing the world. Before the invention is completely lost to time, we look back at the man, and the business deals, that made it possible.

Host: Marty Peterson

Guests: Ron Fierstein, author of the book, *A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War*

Links for more info: <http://www.triumphofgenius.com/>

Compliance Issues Covered: Capitalism, Business, Inventions, History

23:33	CULTURE CRASH: NBC's <i>The Good Place</i> and Serialized Comedy	2:55
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Synopsis: Traditionally, a sitcom show is episodic: you don't necessarily need to see every episode. But NBC's *The Good Place* embraces a serialized structure, which gives it a unique feel.

Host: Evan Rook

Compliance Issues Covered: Television, Culture, Art

Program: 17-39
Air Week: 9/24/2017

Producers: Reed Pence, Evan Rook
Production Director: Sean Waldron

Time		Dur.
1:47	SEGMENT 1: The Pursuit of Happiness	9:49

Synopsis: In the modern era of social media, demanding jobs, and anxiety, it may seem nearly impossible to find the joy you dream of. We talk to two experts about how to overcome our fears, withstand constant change, and feel more happiness in our everyday lives.

Host: Gary Price

Guests: Neil Pasricha, author of *Two Minute Mornings: A Journey to Win Your Day Every Day*; Sharon Weil, author of *ChangeAbility: How Artists, Activists, and Awakeners Navigate Change*

Links for more info: <https://globalhappiness.org/neil-pasricha/>
<http://www.chroniclebooks.com/titles/two-minute-mornings.html>
https://www.ted.com/talks/neil_pasricha_the_3_a_s_of_awesome
<http://www.sharonweilauthor.com/>

Compliance Issues Covered: Psychology, Mental Health, Self-help

13:08	SEGMENT 2: Teaching Girls to Code: The mission to close the gender gap in tech	8:53
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Synopsis: Technological advancements are happening every day. But statistics show that men dominate the tech field. Reshma Saujani decided to do something about that and began an organization dedicated to teaching girls to code, and hopes to empower a new future of innovation.

Host: Marty Peterson

Guests: Reshma Saujani, founder of Girls Who Code and author of *Girls Who Code: Learn to Code and Change the World*

Links for more info: <https://girlswhocode.com/> https://www.amazon.com/Girls-Who-Code-Learn-Change/dp/042528753X/ref=sr_1_1?s=books&ie=UTF8&qid=1505489923&sr=1-1&keywords=girls+who+code

Compliance Issues Covered: Capitalism, Business, Technology, Gender, Women's Issues

23:31	CULTURE CRASH: The Future of Football in America	2:53
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Synopsis: Football has been facing a head trauma crisis for years. Now, youth football enrollment and NFL TV ratings are both down. We explore the future of football in America.

Host: Evan Rook

Compliance Issues Covered: Culture, Sports, Family Issues