

friday night lights parents guide

friday night lights parents guide is designed to provide parents with a comprehensive understanding of the popular television series, its themes, and how it may impact their children. This guide offers insights into the show's portrayal of high school football culture, family dynamics, and the various social issues it addresses. Parents will find detailed information on the show's content, including language, violence, and mature themes, to make informed decisions about viewing suitability. It also explores ways to engage in meaningful conversations with teenagers about the show's messages and values. Additionally, practical advice is given on managing screen time and encouraging critical thinking regarding media consumption. This friday night lights parents guide aims to support families in navigating the series responsibly and thoughtfully.

- Overview of Friday Night Lights
- Understanding the Themes and Content
- Age Appropriateness and Viewer Guidance
- Discussing Sensitive Topics with Teenagers
- Encouraging Positive Lessons from the Show
- Managing Screen Time and Media Consumption

Overview of Friday Night Lights

Friday Night Lights is a critically acclaimed television series that centers around a high school football team in the fictional town of Dillon, Texas. The show explores the intense pressures of high school sports, community expectations, and personal struggles faced by the characters. It has received praise for its realistic depiction of small-town life and the complex issues teenagers encounter. For parents, understanding the premise and setting of Friday Night Lights is essential to grasp the context in which the story unfolds. The series combines sports drama with intimate family and social narratives, creating a multifaceted viewing experience.

Plot and Setting

The storyline follows the Dillon Panthers football team and the lives of players, coaches, and their families. Set in a tight-knit community where football represents hope and pride, the show highlights the highs and lows experienced on and off the field. Themes such as ambition, loyalty, and adversity are woven throughout the narrative, providing a rich backdrop for character development.

Main Characters

Key characters include Coach Eric Taylor, his wife Tami, and their daughter Julie, as well as star players like Jason Street and Tim Riggins. Each character brings unique challenges and perspectives that contribute to the series' depth. Understanding these characters helps parents contextualize the scenarios presented and the decisions made by the individuals in the show.

Understanding the Themes and Content

The Friday Night Lights Parents Guide emphasizes the importance of recognizing the series' mature themes and content elements. The show addresses a range of social issues including peer pressure, substance use, teenage pregnancy, racism, and economic hardship. While these topics are handled with nuance, they may be sensitive or complex for younger viewers.

Mature Themes

Friday Night Lights does not shy away from portraying the realities of adolescence and community struggles. Themes such as drug and alcohol use, intimate relationships, and mental health challenges are depicted realistically. Parents should be aware that these portrayals, though educational, include scenes that might be intense or emotionally charged.

Language and Violence

The series contains occasional strong language and scenes of physical confrontations related to sports and personal conflicts. While violence is generally limited to realistic depictions of sports injuries or altercations, some situations can be distressing. Monitoring language and content helps ensure that children are not exposed to material beyond their maturity level.

Age Appropriateness and Viewer Guidance

Determining whether Friday Night Lights is appropriate for a child depends on individual maturity and parental discretion. The show is typically rated TV-14, suggesting it is suitable for viewers aged 14 and older. This section provides guidance on evaluating the show's suitability for teenagers and younger viewers.

Rating Explanation

The TV-14 rating indicates that some content may be inappropriate for children under 14. It suggests parental caution due to thematic elements, language, or scenes of moderate intensity. Parents should consider their child's sensitivity to mature topics and readiness to engage with complex narratives.

Parental Strategies

Parents can implement several strategies to manage viewing, such as:

- Pre-watching episodes to assess content
- Watching the show together to discuss themes
- Setting clear guidelines about what is acceptable
- Encouraging questions and open dialogue about the series

Discussing Sensitive Topics with Teenagers

This Friday Night Lights Parents Guide highlights the value of using the series as a conversation starter for important life topics. Addressing sensitive issues through the lens of the show can facilitate understanding and communication between parents and teens.

Approach to Conversations

Approaching discussions with empathy and openness encourages teenagers to share their thoughts and feelings. Parents should create a safe environment where questions about relationships, peer pressure, and personal values can be explored without judgment.

Key Topics to Address

Topics that the show raises and parents may want to discuss include:

- The impact of peer influence on decision-making
- Healthy versus unhealthy relationships
- Handling failure and resilience
- The role of community and family support

Encouraging Positive Lessons from the Show

Friday Night Lights offers valuable messages about perseverance, teamwork, and integrity. Parents can help teenagers identify and apply these positive lessons in their own lives. This section outlines ways to reinforce constructive themes portrayed in the series.

Promoting Character Development

The show's characters often face moral dilemmas and learn from their experiences. Highlighting these moments can inspire teens to develop empathy, responsibility, and leadership skills. Parents can emphasize the importance of accountability and growth illustrated in the storylines.

Using the Series as a Teaching Tool

Incorporating discussions about the show's challenges and triumphs into everyday conversations can make lessons more relatable. Parents may use specific episodes or scenes to illustrate concepts such as teamwork, goal-setting, and overcoming adversity.

Managing Screen Time and Media Consumption

Responsible media consumption is a crucial aspect of the Friday Night Lights parents guide. Balancing screen time with other activities promotes overall well-being and healthy habits in teenagers.

Setting Boundaries

Establishing clear limits around television viewing helps prevent overindulgence and encourages diverse interests. Parents can set schedules for watching Friday Night Lights and combine it with family time or other educational pursuits.

Encouraging Critical Viewing

Teaching teens to analyze and question media content fosters media literacy. Encouraging them to consider the motives of characters, the realism of situations, and the messages conveyed helps develop critical thinking skills.

Frequently Asked Questions

Is Friday Night Lights appropriate for all ages?

Friday Night Lights contains mature themes, including violence, language, and teen issues, making it more suitable for older teens and adults rather than young children.

What are the main themes in Friday Night Lights that parents should be aware of?

The show explores themes such as high school football culture, family dynamics, social pressures, drug use, and teen relationships, which may require parental guidance.

Are there any strong language or profanity in Friday Night Lights?

Yes, Friday Night Lights includes occasional strong language and profanity, so parents should consider this when deciding if it's appropriate for their children.

Does Friday Night Lights depict any drug or alcohol use?

Yes, the series portrays instances of drug and alcohol use among teenagers, reflecting real-life issues, which parents might want to discuss with their kids.

Is there any sexual content in Friday Night Lights?

The show contains mild to moderate sexual content and teen romantic relationships, but it is generally handled in a realistic and sensitive manner.

How violent is Friday Night Lights?

While Friday Night Lights includes some violence, such as fights and sports injuries, it is not excessively graphic, though parents should be aware of occasional intense scenes.

Can parents use Friday Night Lights as a conversation starter with their teens?

Yes, the show addresses many relevant teen and family issues, making it a useful tool for parents to discuss important topics like peer pressure, responsibility, and relationships.

What age rating does Friday Night Lights have?

Friday Night Lights is typically rated TV-14, indicating it is suitable for viewers aged 14 and older, due to mature themes and content.

Additional Resources

1. Friday Night Lights: A Town, a Team, and a Dream by H.G. Bissinger

This is the original nonfiction book that inspired the TV series "Friday Night Lights." It provides an in-depth look at the lives of high school football players, their families, and the community in Odessa, Texas. The book explores themes of ambition, pressure, and the social dynamics surrounding high school sports, making it essential for parents seeking context about the environment portrayed in the show.

2. Parenting High School Athletes: How to Support Your Teen Without Losing Your Mind by Rick Wolff

Rick Wolff offers practical advice for parents navigating the challenges of raising teenage athletes. The book covers topics such as balancing academics and sports, managing expectations, and fostering healthy communication. It is a valuable guide for parents wanting to support their children in competitive sports environments like those depicted in Friday Night Lights.

3. *The Pressure to Perform: Understanding the Role of Parents in Youth Sports* by Jean Côté

This book examines the critical role parents play in their children's athletic experiences. It discusses the potential pressures and stresses that parents can inadvertently place on young athletes and offers strategies to create a positive and supportive environment. Parents of Friday Night Lights fans will find this book helpful to understand the psychological aspects behind youth sports.

4. *Raising Emotionally Healthy Teenagers: A Guide for Parents* by Gerald Newmark

Gerald Newmark provides insights into fostering emotional well-being in teenagers. The book includes advice on communication, building self-esteem, and handling stress, which are particularly relevant for parents of teens involved in high-pressure activities like competitive sports. It offers tools that can help parents navigate the emotional ups and downs seen in the Friday Night Lights narrative.

5. *Sports and the American Family: A Parent's Guide to Supporting Your Athlete* by Susan G. Johnson

This guide explores the cultural significance of sports in American families and offers practical tips for parents to support their young athletes. It covers topics such as dealing with wins and losses, maintaining family balance, and encouraging sportsmanship. The book is a useful resource for parents wanting to understand the broader context of sports in family life as shown in Friday Night Lights.

6. *Balancing School, Sports, and Social Life: A Parent's Handbook* by Amy L. Bennett

Amy L. Bennett addresses the challenges teenagers face juggling academic responsibilities, athletic commitments, and social activities. This handbook provides strategies for parents to help their teens manage time effectively and reduce stress. It is particularly relevant for parents of kids involved in demanding sports programs, reflecting the pressures portrayed in Friday Night Lights.

7. *Coaching Your Teen: A Parent's Playbook for Success* by Mark Davis

Mark Davis offers advice to parents who take an active role in coaching or supporting their teen athletes. The book emphasizes positive reinforcement, effective communication, and developing leadership skills. Parents seeking to be constructive influences in their children's sports endeavors, similar to the parental figures in Friday Night Lights, will find this guide beneficial.

8. *Understanding Adolescent Development: A Guide for Parents of Teen Athletes* by Laura M. Stevens

This book delves into the physical, emotional, and cognitive changes teenagers experience, with a focus on those involved in sports. It helps parents comprehend how adolescence impacts athletic performance and social interactions. The insights provided can help parents relate better to their teens and support them through the challenges depicted in Friday Night Lights.

9. *From the Sidelines: A Parent's Guide to Navigating High School Sports* by Karen Thompson

Karen Thompson shares practical advice for parents on how to stay involved in their teen's sports life without overstepping boundaries. Topics include managing expectations, dealing with coaches, and encouraging healthy competition. This guide is ideal for parents wanting to maintain a positive role in their child's athletic journey, like many characters in Friday Night Lights.

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friday night lights parents guide: The Parents' Guide to Climate Revolution Mary DeMocker, 2018-03-05 Relax, writes author Mary DeMocker, this isn't another light bulb list. It's not another overwhelming pile of parental 'to dos'; designed to shrink your family's carbon footprint through eco-superheroism. Instead, DeMocker lays out a lively, empowering, and — doable — blueprint for engaging families in the urgent endeavor of climate revolution. In this book's brief, action-packed chapters, you'll learn hundreds of wide-ranging ideas for being part of the revolution — from embracing simplicity parenting, to freeing yourself from dead-end science debates, to teaching kids about the power of creative protest, to changing your lifestyle in ways that deepen family bonds, improve moods, and reduce your impact on the Earth. Engaging and creative, this vital resource is for everyone who wants to act effectively — and empower children to do the same.

friday night lights parents guide: The Yankee Chick's Survival Guide to Texas Sophia Dembling, 2001-12-27 In Texas Yankee is a loose term covering a lot of ground. If you're not a Texan or a southerner, you're a Yankee and therefore, to many Texans, suspect. There are many rites of passage to being a Yankee in Texas: the first time you spot a pickup with a gun rack; the first time you realize that a week is a long time to go without Mexican food; the first time you recognize a change in seasons; your first thunderstorm; your first honky-tonk. Culture Shock in Texas can be intense and is exacerbated by local rules of propriety that tell us to keep our mouths shut. But here in this book we are going to talk all about it with good old Yankee outspokenness. We'll clear the air, share experiences, orient newcomers, and have some good laughs.

friday night lights parents guide: THE PARENTS' GUIDE OF THE BOOKSHELF FOR BOYS AND GIRLS BY THE MOTHERS' DEPARTMENT OF THE UNIVERSITY SOCIETY JOSETTE FRANK, 1971

friday night lights parents guide: A Parent's Guide to Primary School Katy Byrne, Harvey McGavin, 2004-08-01 A well-written, compelling, meticulously researched resource for parents everywhere. A wonderfully comprehensive guide for parents providing advice on every aspect of their child's education; from choosing a suitable school, to communicating with teachers, through to dealing with the trauma of homework. Practical and accessible, this book really does tell parents everything they need to know to help their children succeed at school.

friday night lights parents guide: Friday Night Lights (25th Anniversary Edition) H. G. Bissinger, 2015-08-11 Named Sports Illustrated's best football book of all time and a #1 NYT bestseller, this is the classic story of a high school football team whose win-loss record has a profound influence on the town around them. Return once again to the timeless account of the Permian Panthers of Odessa -- the winningest high-school football team in Texas history. Socially and racially divided, Odessa isn't known to be a place big on dreams, but every Friday night from September to December, when the Panthers play football, dreams can come true. With frankness and compassion, Pulitzer Prize winner H. G. Bissinger unforgettably captures a season in the life of Odessa and shows how single-minded devotion to the team shapes the community and inspires -- and sometimes shatters -- the teenagers who wear the Panthers' uniforms. The inspiration for the hit television program and film of the same name, this anniversary edition features a new afterword by the author.

friday night lights parents guide: Money Grab \$\$ Timmy Knowstoomuch, 2022-08-16 What has happened to and in American youth soccer over the past fifty years? I will take you on a stroll down memory lane, sharing some of my fondest memories and others I would like to forget; but cannot. Soccer in America has become "All about the money." Some have forgotten it really is, and needs to always be "All about the players" and to develop their lifelong love of and passion for the sport. Parents are willing to pay "whatever the market will bear" as the club and/or coaches charge ever increasing to astronomical fees with the hope to have their child will succeed in obtaining the holy grail of a college soccer scholarship and not let their child fall behind their peers. The problem is that many parents have no idea what is actually going on in America's youth soccer today, what they may soon face, or how to best navigate any of it. The hashtag I use to describe this is

#youcantmakethissoccerstuffup. Money Grab \$\$—A Parents' Guide to American Youth Soccer is an insider's view of the actual soccer player developmental life cycle beginning with recreational FUN then to the drama, pain points, best practice actions and costs of competitive soccer. From just starting in the sport through your player's developmental life cycle, we will share what it takes to enjoy, survive, and possibly even make a professional soccer team and then stay at that level. Having been involved for so long, I have heard this same parents' cry for help and understanding repeatedly, especially in the past few years. Parents who always want to do the best for their player but don't have a clue, or for those who thought they had the clue, only to find out otherwise, need guidance and insight into what is going on. It will be invaluable and settling to understand in advance the decisions parents may face so that they may make the correct ones given the information available or to obtain what is needed to make an intelligent, data-driven decision, what to look for in a coach and, when to run. It will also identify many of the current and potential methods for a variety of folks to take parent's hard-earned money out of their wallets providing little to nothing in return, also known as "Money Grab."

friday night lights parents guide: For Parents Only Julia Johnston, Mary Kay Shanley, 2000 Children who get informed guidance from their parents are generally better able to focus their educational goals and become better students. This book gives moms and dads that extra information and advice, covering everything from helping children avoid academic stress to selecting the college that best fits their interests and needs.

friday night lights parents guide: A Parent's Guide to Teaching Children Mitzvot Shmuel Singer, 1991 As a result, parents often cannot obtain adequate information from a single unified source. Rabbi Singer has provided a concise, well-organized overview that includes children with special needs.

friday night lights parents guide: The Complete Idiot's Guide to Raising Boys Barron M. Helgoe Esq., Laurie A. Helgoe Ph.D., 2008-03-04 A positive look at parenting sons Here's a hands-on parenting guide that takes readers from the birth of their sons to the day they head off to college. In warm, wise words, the husband-and-wife team who are parents of two sons themselves, explore all that is different and the same, precious and at times irritating, about the boys in their lives. • Written by parents of a pair of teenage boys • Offers a unique positive perspective • Full of practical parenting tips • Topics covered include school, discipline, puberty, bullies, girls, and much more

friday night lights parents guide: No Friday Night Lights John M. Glionna, Ron Kantowski, 2024-06 Winner of the 2025 Spur Award Finalist for the 2024 American Writing Awards No Friday Night Lights is the story of a rural Nevada high school football team that never wins. Veteran reporter John M. Glionna examines the 2022 season in which the McDermitt Bulldogs practiced for weeks in the summer only to learn once again that they had come up short of the necessary players due to the dwindling population on the Fort McDermitt Indian Reservation on the Nevada-Oregon border. Eight-man football helps give the coaches and kids a sense of community--despite a lack of wins, and despite their home's status as one of the most remote locations for a public school in the West. Glionna's relationships with coaches, players, parents--and even those McDermitt residents remotely connected to high school football--provide telling insights into local lives, many of them from the Paiute and Shoshone tribes of Fort McDermitt. Although victory and recognition elude the players, Glionna illuminates their hard work and dedication--leaving the reader with glimpses of life on the ground in flyover country.

friday night lights parents guide: Focus On: 100 Most Popular Television Series by Universal Television Wikipedia contributors,

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other chapters later, even in a year or more. For 8th- and 9th-Graders, get a great start on high school by seeing what to do your freshman and sophomore years, so you're not behind in junior and senior years. Which colleges are realistic? Which are affordable? Do not count any of them out yet. Can you get a great degree without a huge debt? Sure, if you make the right choices. These topics are covered: - How to get college-ready and admissions-ready; - Benefits of community colleges and public - colleges; - Selective admissions factors and expectations; - Activities, internships and sports; - Practice for standardized tests and subject tests; - Application checklists and procedures; - Financial aid and cost comparisons; - Meeting admissions officials; and - Essays and interviews. After knowing more, students and parents can better discuss and think about all these factors to decide if college is indeed the best option, and what type of college is best. The book explains the basics, and moves into detailed information that you may not need right away, but probably will use later. It has handy reference pages containing checklists, testing rules, calendars, admissions statistics, college degree levels, and websites to use, so you don't have to look everything up yourself. You don't have to remember everything now. You can go back to the book again and again when you need the information. For the maze of selective college applications, admissions and choices, the Starter Guide explains the basics, and then provides a detailed analysis of the situation, presents a detailed plan of action and points you to the some of the best sources for even more information to complete a serious run for the Ivies and the other top 50 to top 150 colleges. But the great options of public colleges aren't neglected, as the benefits of community colleges, public honors colleges, tuition discounts in nearby states, affordable regional colleges and flagship universities are explained. Finances and financial aid are covered, with estimates of what to expect from both public and private colleges, with examples for various household income levels. Students and parents will find advice on how to meet admissions staff. Learn how to build an impressive record based on what the colleges are looking for. Students will find practical advice on how to make the best impression with their attire, conversational interactions, paperwork and correspondence. Learn which questions to ask and how to best convey your story, while knowing what things to avoid doing (and there are a few). High school guidance counselors will like the reference information on testing (test by test, 8th grade to 12th grade, in reference summary pages) and admissions statistics. The book covers test schedules, reporting, fees, fee waivers, test cancellation procedures, information websites, admissions events, admissions statistics for 120 colleges in one spot (the publisher looked them up and calculated them so you don't have to). See about fine print admissions details, like the lowest test scores for admissions at a college. The Starter Guide to College for Clueless Students & Parents is a good value. It doesn't have to be read all at once, but can guide a student and the parents as time passes, even loaned to others.

friday night lights parents guide: A Study Guide for Chris Crutcher's "A Brief Moment in the Life of Angus Bethune" Gale, Cengage, 2018-09-13 A Study Guide for Chris Crutcher's A Brief Moment in the Life of Angus Bethune, excerpted from Gale's acclaimed Short Stories for Students. This concise study guide includes plot summary; character analysis; author biography; study questions; historical context; suggestions for further reading; and much more. For any literature project, trust Short Stories for Students for all of your research needs.

friday night lights parents guide: Thematic Guide to Popular Nonfiction Lynda G. Adamson, 2006-01-30 Popular nonfiction is widely read, and is increasingly prominent in the curriculum. This guide helps students, teachers, and librarians identify popular works of nonfiction related to particular themes. Included are alphabetically arranged entries on 50 themes, such as Animals, Exploration, Genocide, Immigrants, Poverty, and Race Relations. Each entry begins with a definition and discussion of the theme, followed by critical summaries of three or four works of nonfiction. The entries conclude with lists of additional nonfiction for further reading, and the Guide closes with lists of additional themes and related works, along with a bibliography of works on popular nonfiction.

friday night lights parents guide: The Confident Parent Jane Scott, Stephanie Land, 2016-11-01 A much-needed guide that delivers essential baby and child-care advice while reminding

parents to calm down and trust themselves. Parents are more overwhelmed than ever before -- juggling demands on their time as well as conflicting advice from family, friends, frenemies and experts on how to achieve parental perfection. Pediatrician Jane Scott has seen this parental anxiety up close, and in *The Confident Parent* she shares advice on how to cut through the confusion, dial down the insecurities and unhelpful advice, and simply do what countless parents around the world have done throughout history: respond to their little one's needs without overthinking, overstimulating, and overparenting. Informed by a unique global perspective, *The Confident Parent* shows readers how to be not just better caregivers but happier and more balanced human beings. The book covers the basics of baby and child-care from breastfeeding and sleep training to managing temper tantrums, offering a fresh perspective that's both commonsense and liberating. Takeaways include: * Children are strong and resilient--unless parents teach them not to be. * Picky eating is learned, not innate. * There is such a thing as being too careful. This upbeat and empowering guide shows how small changes can yield big results -- helping both parents and kids feel more secure, confident, and connected.

friday night lights parents guide: *TV Guide* , 2006

friday night lights parents guide: *We Should Do This More Often* Lorilee Craker, 2010-06-23 Because 18 Years Is a Long Time to Wait In a recent poll taken by Parents magazine, 87 percent of moms admitted they don't make love as often as they did before having kids, while one-third confessed their love life has taken a "major nosedive." Experts say a whopping majority of moms suffer from low libido, and many of the reasons aren't biological. So how can you get your mojo back and start to love making love again? Get the scoop on these and other extremely hot-and often hilarious-topics, including: • Timing that works for everyone (we're not talking the next decade) • Keeping the ankle biters in their beds when you desperately need them out of yours • Why you need to make the effort (if not for your marriage, at least for your sanity) • Reclaiming your sexual self (she's not gone forever, but is probably sleeping every chance she gets) Lorilee Craker explores the factors that put a dent in your "lust life" and offers plenty of fun ideas for stoking the home fires again. Don't miss Lorilee's own "Tales from the Love Shack," dish from other real-life moms, and insights from professionals to help you get in touch with your inner "Red Hot Mama." Who knew that rediscovering romance, passion, and closeness with your husband was possible--or could be so much fun?

friday night lights parents guide: *Bringing Sports Culture to the English Classroom* Luke Rodesiler, 2022-09-23 Learn how to use literature and informational texts related to sports as an alternative or a supplement to a canon-centric English classroom. This practical book promotes an instructional approach that honors students' knowledge of, interests in, and experiences with sports culture to advance literacy learning. Informed by his own experiences in high school classrooms, the author documents the distinct methods employed by four secondary English teachers in rural, urban, and suburban schools. Each narrative features the voices of teachers and students and details a range of activities that readers can adapt for their unique contexts. Whether teaching traditional English courses or those focused on the study of sports literature, teachers can use this book to tap into students' sporting interests and foster critical readings of sports culture as a mirror to our greater society. Book Features: Adaptable methods for using sports-related content to foster the six language arts: reading, writing, speaking, listening, viewing, and visually representing. Actionable ideas for going beyond sports fandom and, instead, reading sports culture through a critical lens. Implications for incorporating sports culture into the English curriculum, whether teaching traditional courses or a stand-alone sports literature class. Answers to frequently asked questions that can support teachers as they bring sports culture to the English classroom.

friday night lights parents guide: *A Field Philosopher's Guide to Fracking* Adam Briggie, 2015-10-01 Winner of the Writers' League of Texas Book Awards Finalist for the J. Anthony Lukas Book Prize From the front lines of the fracking debate, a "field philosopher" explores one of our most divisive technologies. When philosophy professor Adam Briggie moved to Denton, Texas, he had never heard of fracking. Only five years later he would successfully lead a citizens' initiative to ban

hydraulic fracturing in Denton—the first Texas town to challenge the oil and gas industry. On his journey to learn about fracking and its effects, he leaped from the ivory tower into the fray. In beautifully narrated chapters, Briggie brings us to town hall debates and neighborhood meetings where citizens wrestle with issues few fully understand. Is fracking safe? How does it affect the local economy? Why are bakeries prohibited in neighborhoods while gas wells are permitted next to playgrounds? In his quest for answers Briggie meets people like Cathy McMullen. Her neighbors' cows asphyxiated after drinking fracking fluids, and her orchard was razed to make way for a pipeline. Cathy did not consent to drilling, but those who profited lived far out of harm's way. Briggie's first instinct was to think about fracking—deeply. Drawing on philosophers from Socrates to Kant, but also on conversations with engineers, legislators, and industry representatives, he develops a simple theory to evaluate fracking: we should give those at risk to harm a stake in the decisions we make, and we should monitor for and correct any problems that arise. Finding this regulatory process short-circuited, with government and industry alike turning a blind eye to symptoms like earthquakes and nosebleeds, Briggie decides to take action. Though our field philosopher is initially out of his element—joining fierce activists like Texas Sharon, once called the worst enemy of the oil and gas industry—his story culminates in an underdog victory for Denton, now nationally recognized as a beacon for citizens' rights at the epicenter of the fracking revolution.

friday night lights parents guide: No B.S. Guide to Maximum Referrals and Customer Retention Dan S. Kennedy, Shaun Buck, 2016-02-22 FACT: NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER. Business owners agree. The referred customer is far superior to the one brought in by cold advertising. Yet most business owners will invest more money to find new customers than getting referrals from current, happy customers. Millionaire maker Dan S. Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have. Kennedy and Buck present a systematic approach to help you keep, cultivate, and multiply customers so that your entire business grows more valuable and sustainable, and you replace income uncertainty with reliable income through retention and referrals. Learn how to: Apply the #1 best retention strategy (hint: it's exclusive) Catch customers before they leave you Grow each customer's value (and have more power in the marketplace) Implement the three-step customer retention formula Use other people's events to get more referrals Create your own Customer Multiplier System Calculate the math and cost behind customer retention Discover the referral-getting, sales-increasing, battle-tested tactics designed to help you build a thriving business for the long-term.

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