When a popular high school football player dies from a mystery illness, Glory, a reporter for a large online media conglomerate, is determined to get to the bottom of what happened before it spreads any further. But she finds herself up against the local sports culture and the conflicting goals of her employer.

**DISCUSSION QUESTIONS**

1. The media corporation that Glory works for understands the role of local news: as the story says, “You didn’t care about speed bumps and road signs in someone else’s town. You cared about your own.” How do you access local news—news about your town or city—now? Is “hyperlocal” content the future of journalism?

2. Why does Jynette want a “feel-bad story”? What is the media’s responsibility to report on problems versus solutions?

3. In the story, players are constantly tracking stats—from heart rate, blood pressure, and eye-tracking to hours logged playing and sleeping. Even though the coach says it’s the players’ decision whether to share their data, how true do you think this statement is? How can the importance placed on high school sports positively and negatively impact student health and well-being?

4. What is the role of local, regional, national, and global media outlets in sharing information about disease outbreaks and prevention? What are some of the challenges journalists face in reporting on issues of public health?

5. As with Karen Lord’s “The Plague Doctors,” “Viral Content” is a story of a community that survives, even when the odds are stacked against them. What do these two stories tell us about community resilience and how communities can overcome adversity?