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The Power of Cheese

1. The story begins with two stand-ups by two reporters. How do they both help establish the light-hearted tone of the story?

2. Technical problems help build the comedy. Explain the first “glitch” used for humor.

3. The voiceovers at times break a rule about setting up, not giving away, a soundbite. Explain how.

1. How was confidentiality broken in the story?

5. How do you think the Osceola Cheese Factory owners reacted to the story?