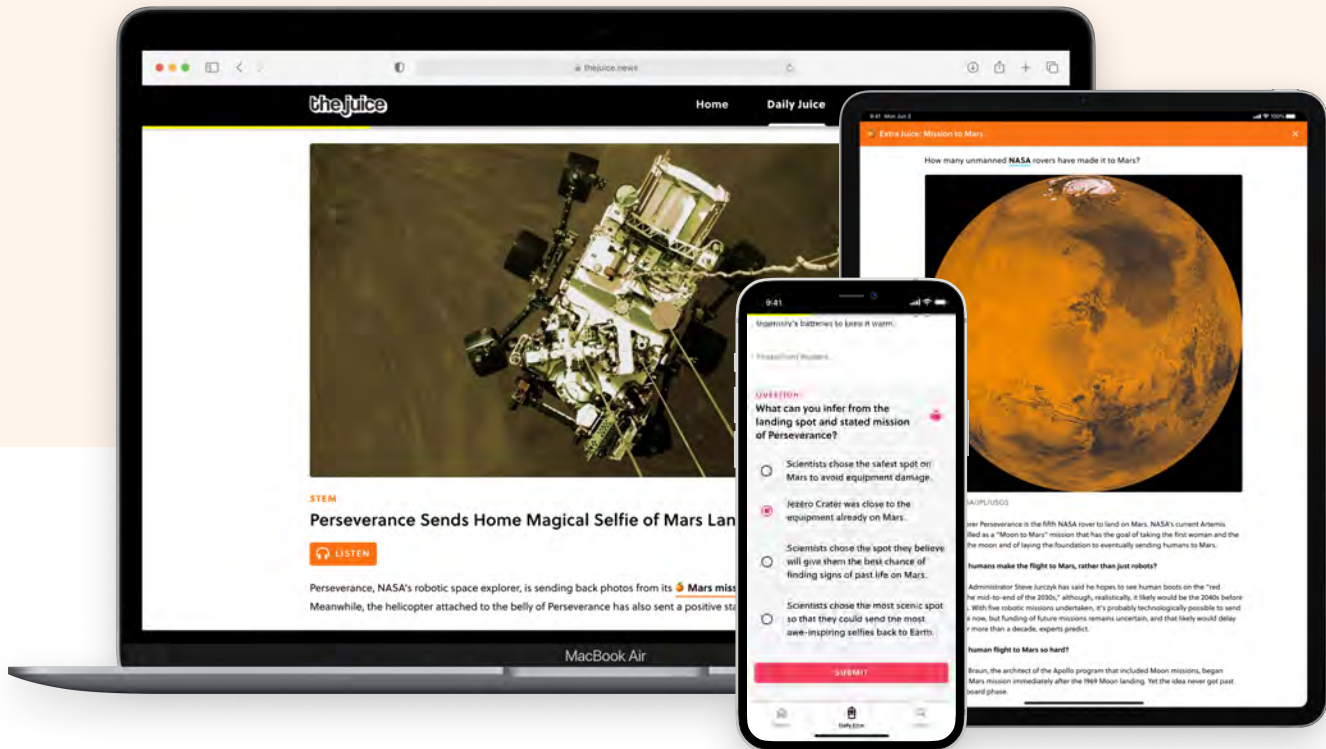


# the juice

[thejuicelearning.com](https://thejuicelearning.com)

March, 2021



# Product Overview

The Juice is a learning tool powered by current events. Made by credentialed journalists and educators, The Juice strengthens critical thinking, builds visual and numeric literacy, and broadens students' view of the world. Teachers, students, and their parents use The Juice together. Every issue is designed to improve student performance against key learning standards.



**ARTS & ENTERTAINMENT**

**Juice Spotlight: Mary Wilson of the Trailblazing Supremes Dies**


Mary Wilson, a founding member of the Supremes, one of the best-selling female groups of all time, has died at age 76. Wilson was the longest-reigning member of the trio that propelled Diana Ross to superstardom.

This story has not been viewed.

9:41

Serious concerns over the threats posed by quantum computing have prompted top experts in the field to sound an alarm.

This story has been viewed.




**STEM**


**Juice Update: NASA's Perseverance Touches Down Safely on Mars**

NASA's robotic explorer Perseverance plunged through Mars' fiery atmosphere during a dangerous descent and landed safely Thursday on the surface of the Red Planet, where it will search for signs of past life.

This story has not been viewed.



Home Daily Juice Search



**HUMANITIES**

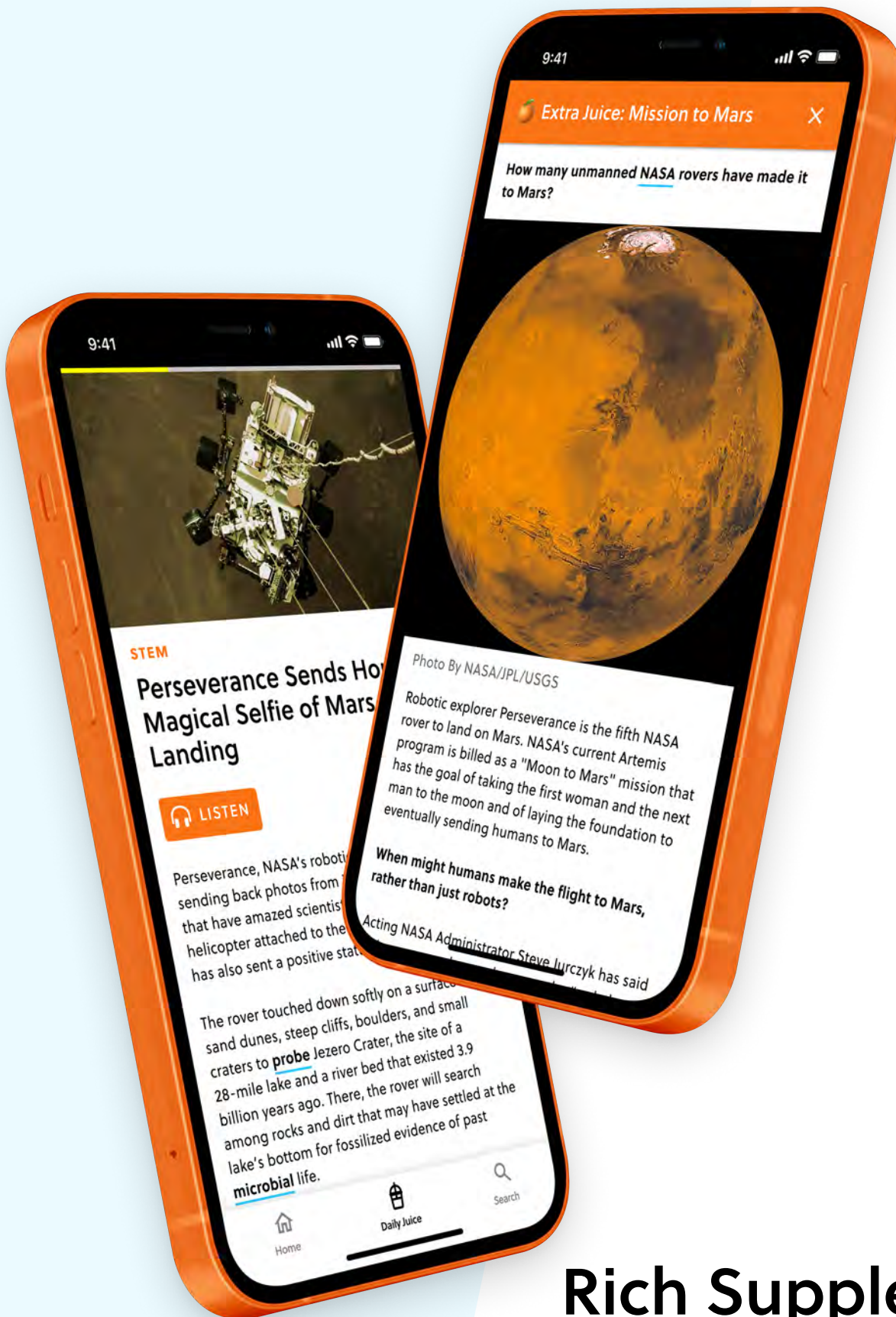
**Black History Month Spotlight: A Vietnam Hero May Finally Get His Medal of Honor**

A half-century ago in a Vietnam jungle, US Army Captain Paris Davis was severely wounded by enemy gunfire, yet managed to pull his bleeding medic to safety during a pre-dawn raid.

This story has not been viewed.

# Topical Stories

Just the facts. No editorializing here! Stories stay around 200 words and are written at four reading levels--covering fifth thru twelfth grade.



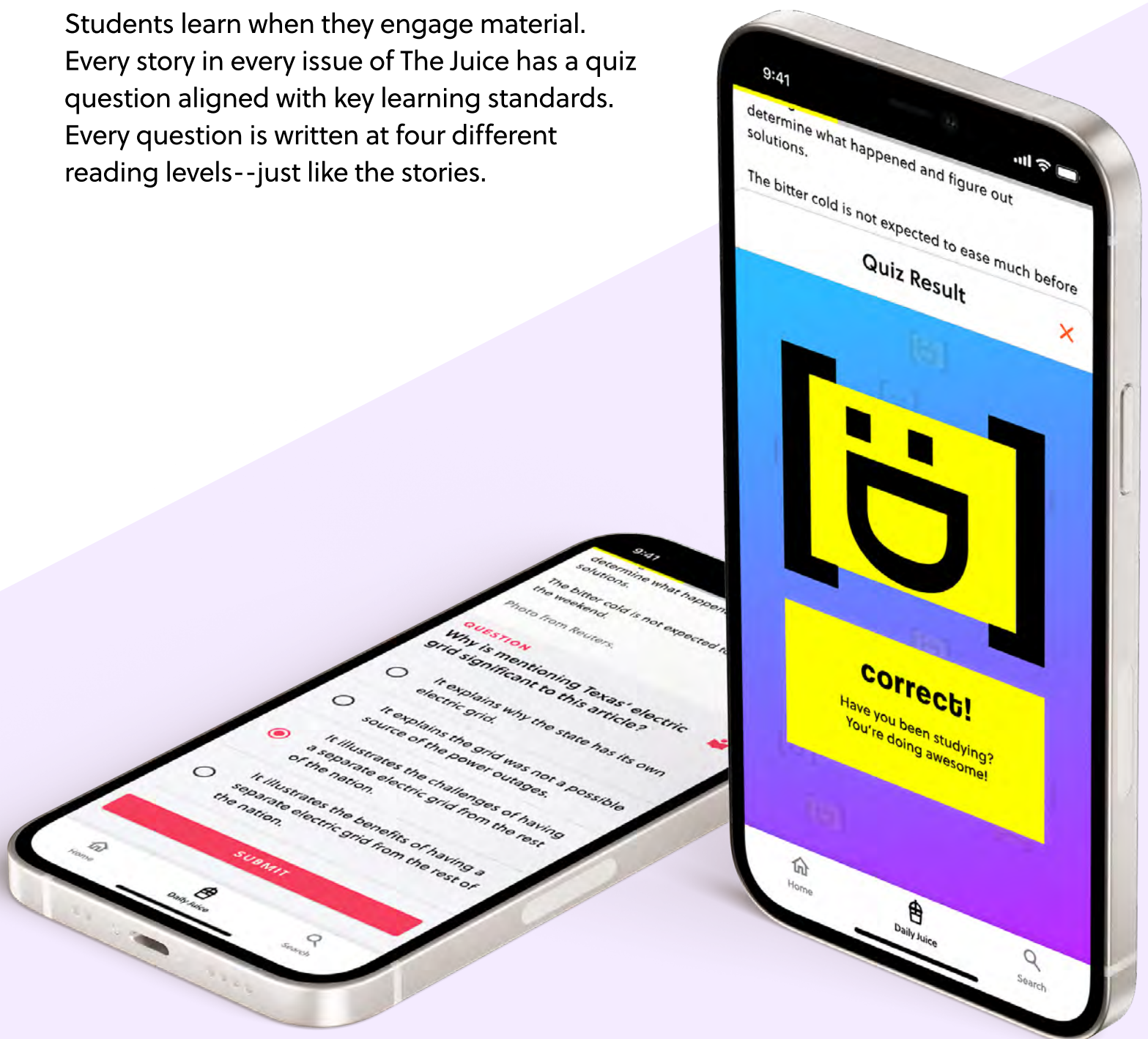
## Rich Supplements

Students feel more confident in their knowledge of a topic after reading The Juice in part because we write supplemental "extra juices" to help students better understand the topics they're reading about.

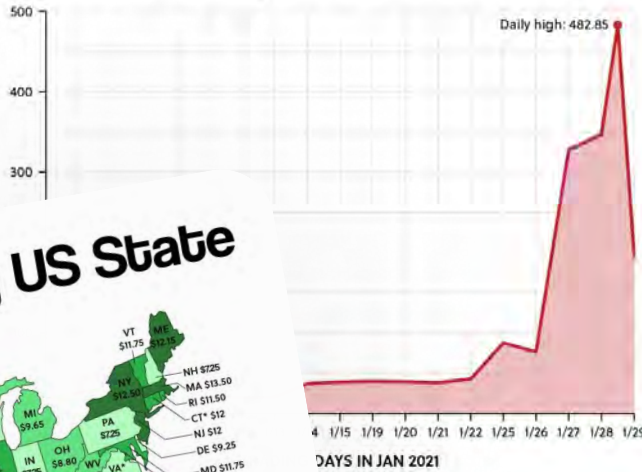


# Interactive Quizzing for Every Story

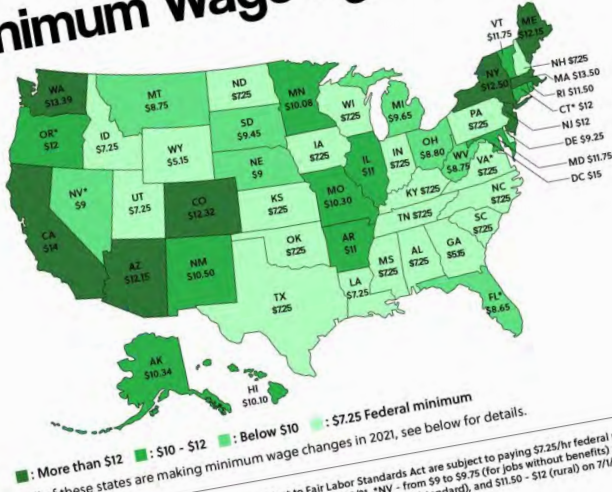
Students learn when they engage material. Every story in every issue of The Juice has a quiz question aligned with key learning standards. Every question is written at four different reading levels--just like the stories.



## GameStop Stock Price



## Minimum Wage by US State



■ : More than \$12  
 ■ : \$10 - \$12  
 ■ : Below \$10  
 ■ : \$7.25 Federal minimum

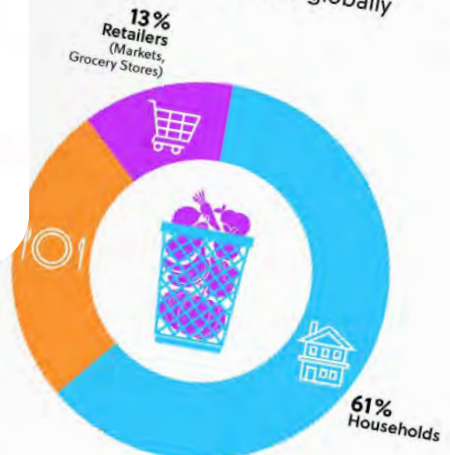
\*All of these states are making minimum wage changes in 2021, see below for details.

Notes: All employers in Georgia and Wyoming subject to Fair Labor Standards Act are subject to paying \$7.25/hr federal minimum wage. \*CT - from \$12 to \$13 on 9/1/21. \*FL - from \$8.56 to \$10 on 9/30/21. \*NV - from \$9 to \$9.75 (for jobs without benefits) and \$8 to \$8.75 (for jobs with benefits) on 7/1/21. \*OR - from \$13.25 - \$14 (Portland), \$12 to \$12.75 (standard), and \$11.50 - \$12 (rural) on 7/1/21. \*VA - from \$7.25 - \$9.50 on May 1.

Sources: US Department of Labor, AP News

## Breakdown of Global Food Waste

food production is wasted globally



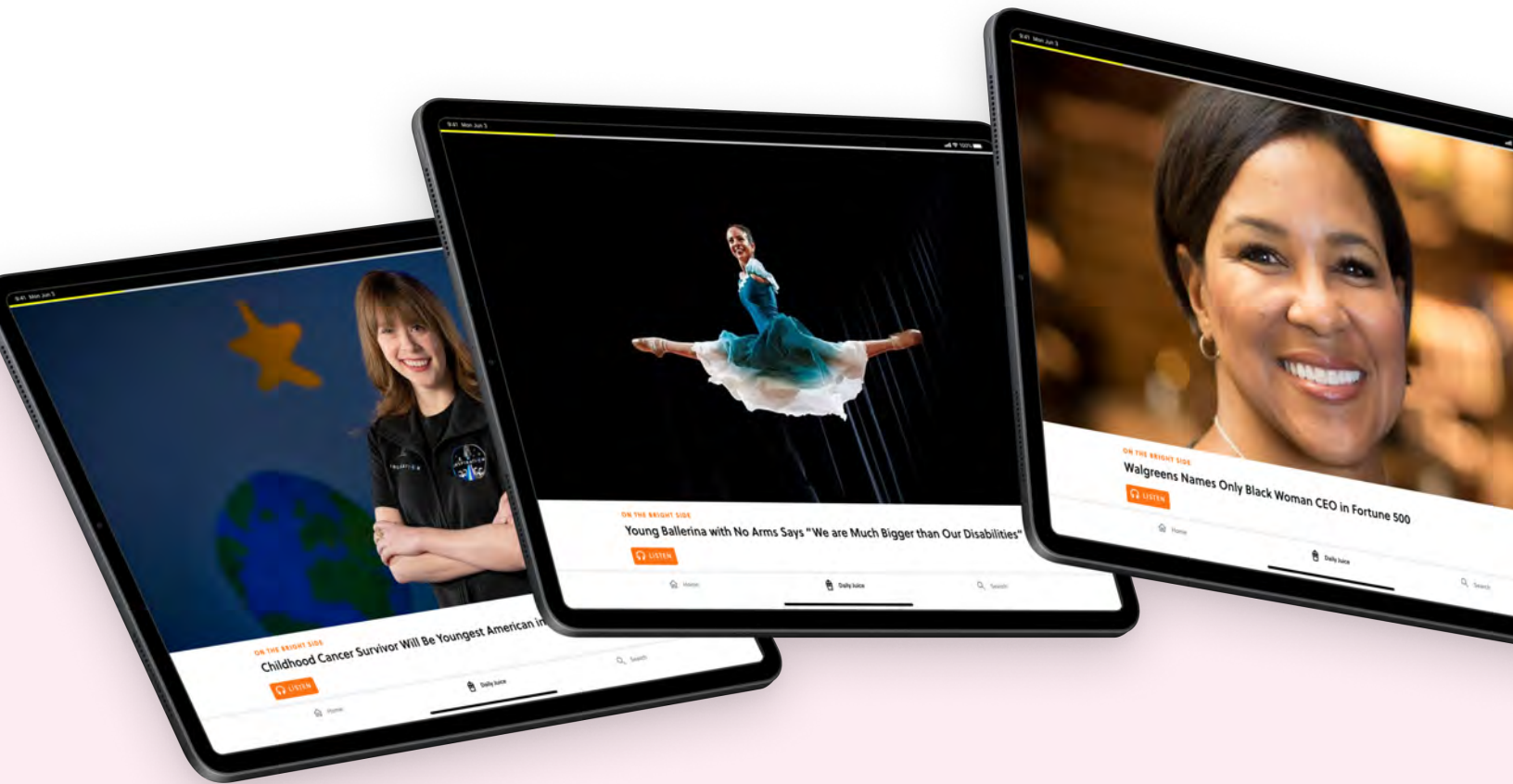
Source: The United Nations

# Custom Infographics

Every day our graphic designers create a custom infographic from scratch because we understand the importance of visual and numeric literacy for critical thinking. Plus, they're interactive! Students can enlarge, zoom in, and zoom out; really dive into and unpack the data.

# Bright Side Stories

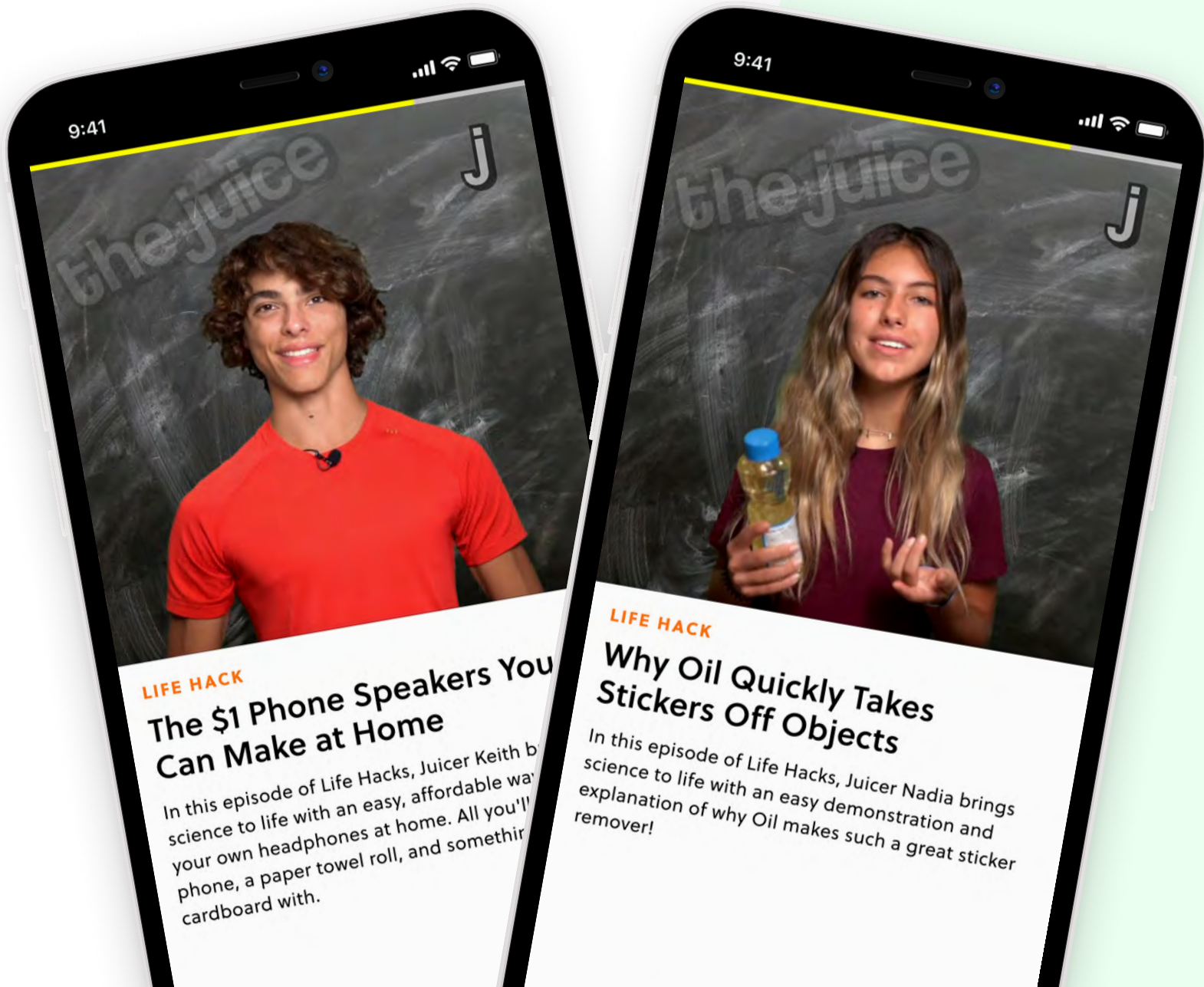
The world is full of inspiring stories, and every day we make sure to include at least one in The Juice. Teachers have already let us know how much their kids love reading stories on the bright side of the news.





# STEAM Videos

Our video team produces a new educational video every day. These cover everything from science, technology, and the arts, to book reviews, and day-in-the-life career profiles. Teachers love using these as bell ringers.



## LIFE HACK

### The \$1 Phone Speakers You Can Make at Home

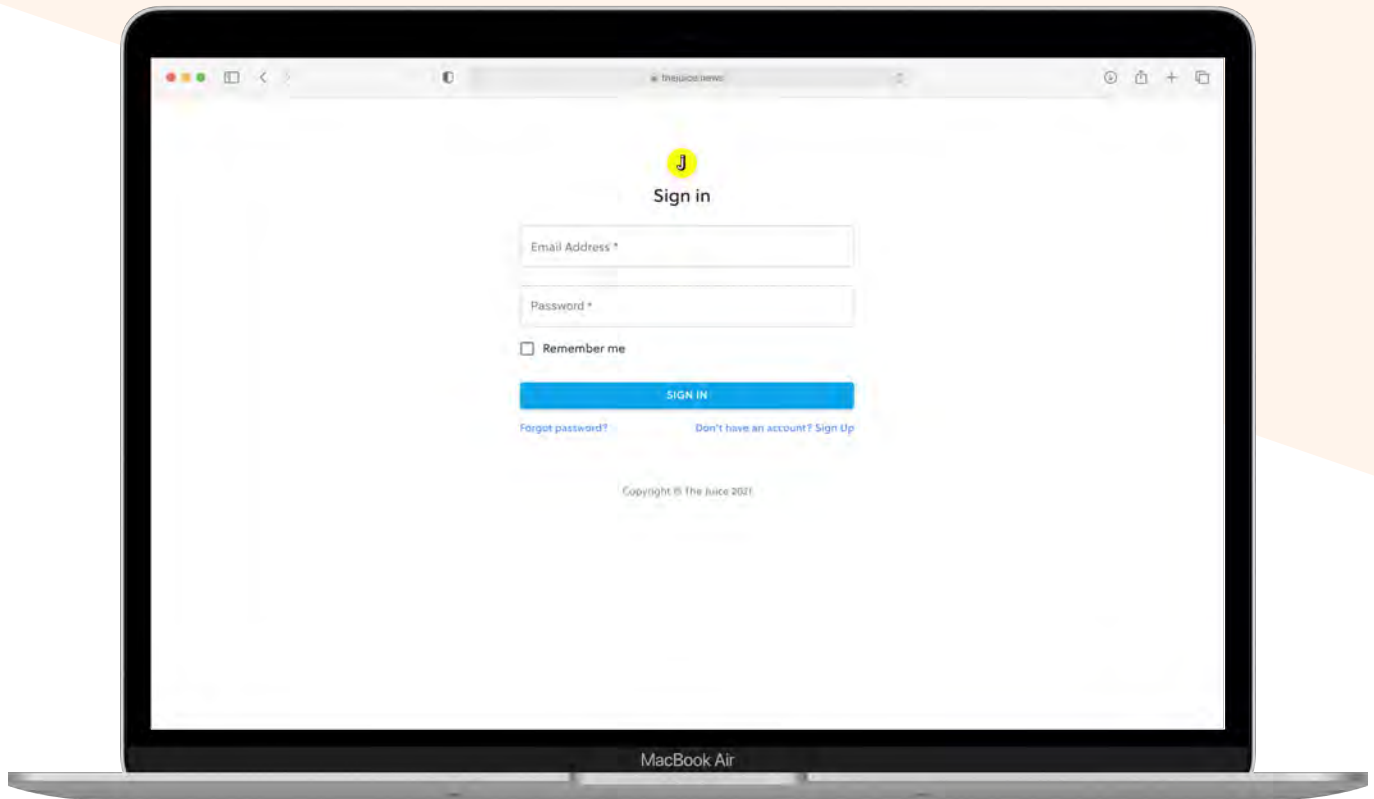
In this episode of Life Hacks, Juicer Keith brings science to life with an easy, affordable way to make your own headphones at home. All you'll need is a phone, a paper towel roll, and something to glue to the cardboard with.

## LIFE HACK

### Why Oil Quickly Takes Stickers Off Objects

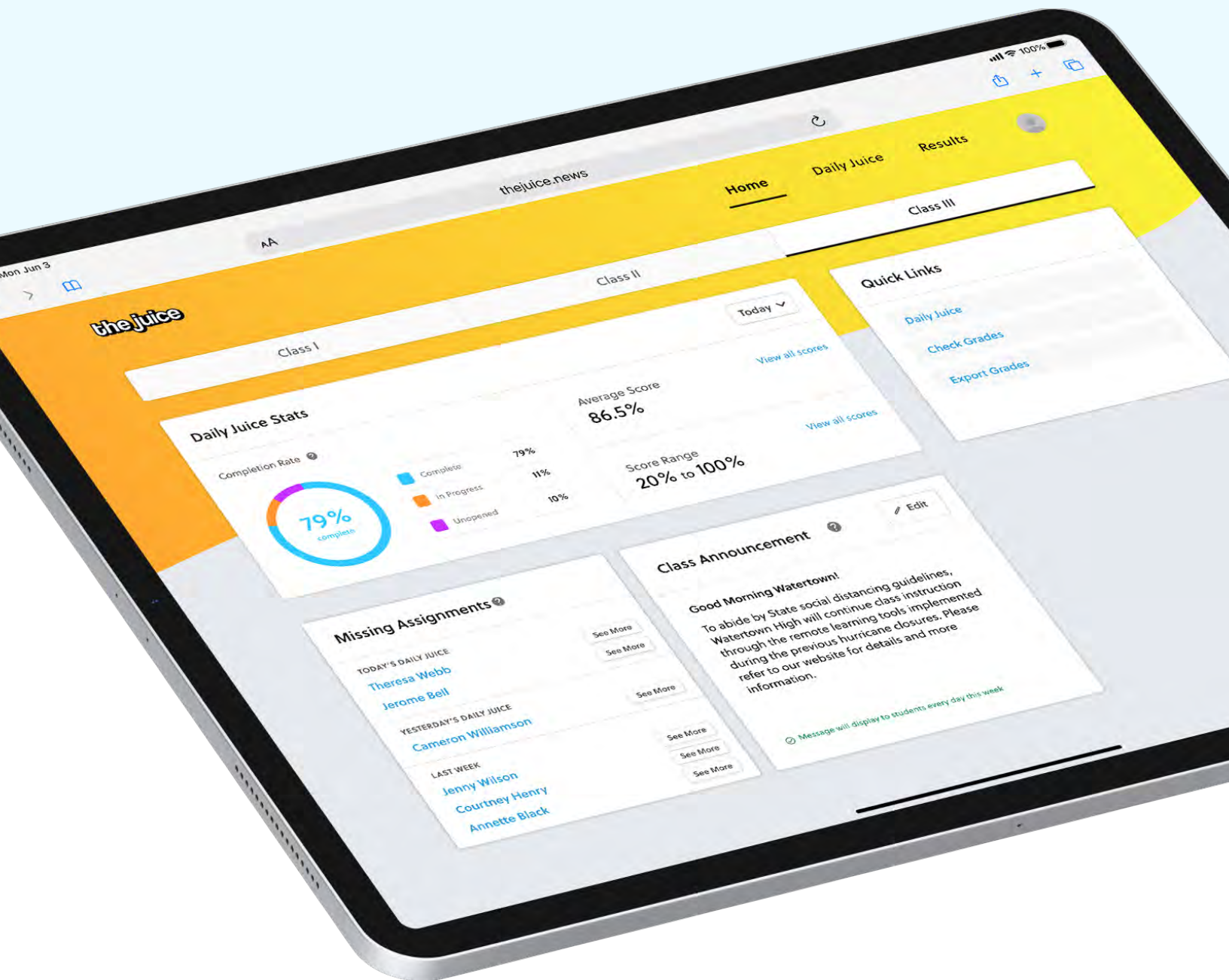
In this episode of Life Hacks, Juicer Nadia brings science to life with an easy demonstration and explanation of why Oil makes such a great sticker remover!





## Accessible Everywhere

Anyone with an internet connection can access The Juice, and, when they do, they'll get a unique version built for them. The free version serves up daily news articles, videos, and more. Whereas homeschoolers and teachers get additional features customized to fit their needs. All Juicers access their account through a secure portal (<http://secure.thejuice.news>).



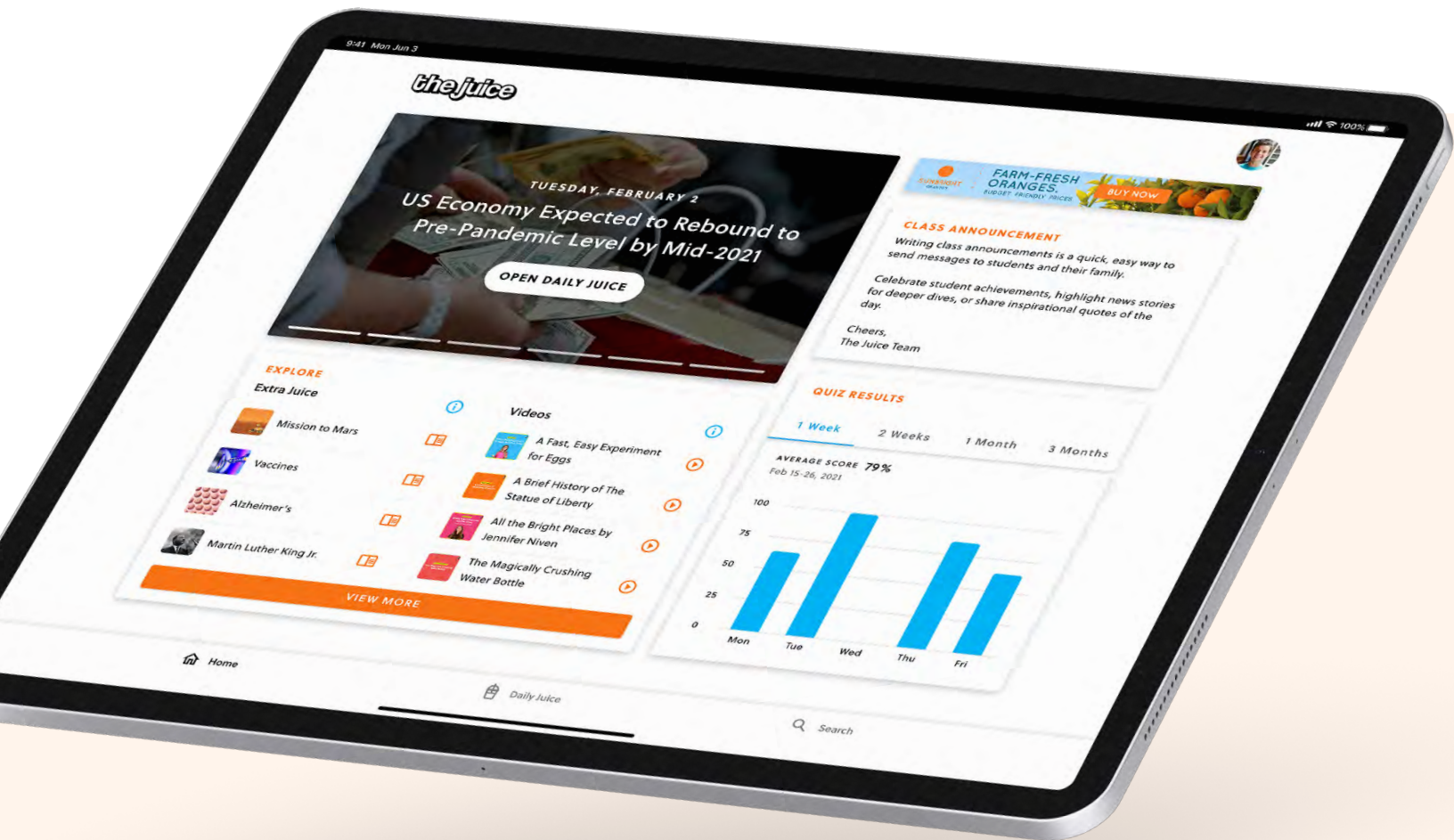
# Teacher Portal

The Juice is designed for teachers and their students. When a teacher subscribes, they get access to a secure portal enabling access to student performance data. The portal also enables teachers to customize The Juice by adding a daily message, image, or video that will appear right alongside the stories in The Juice.



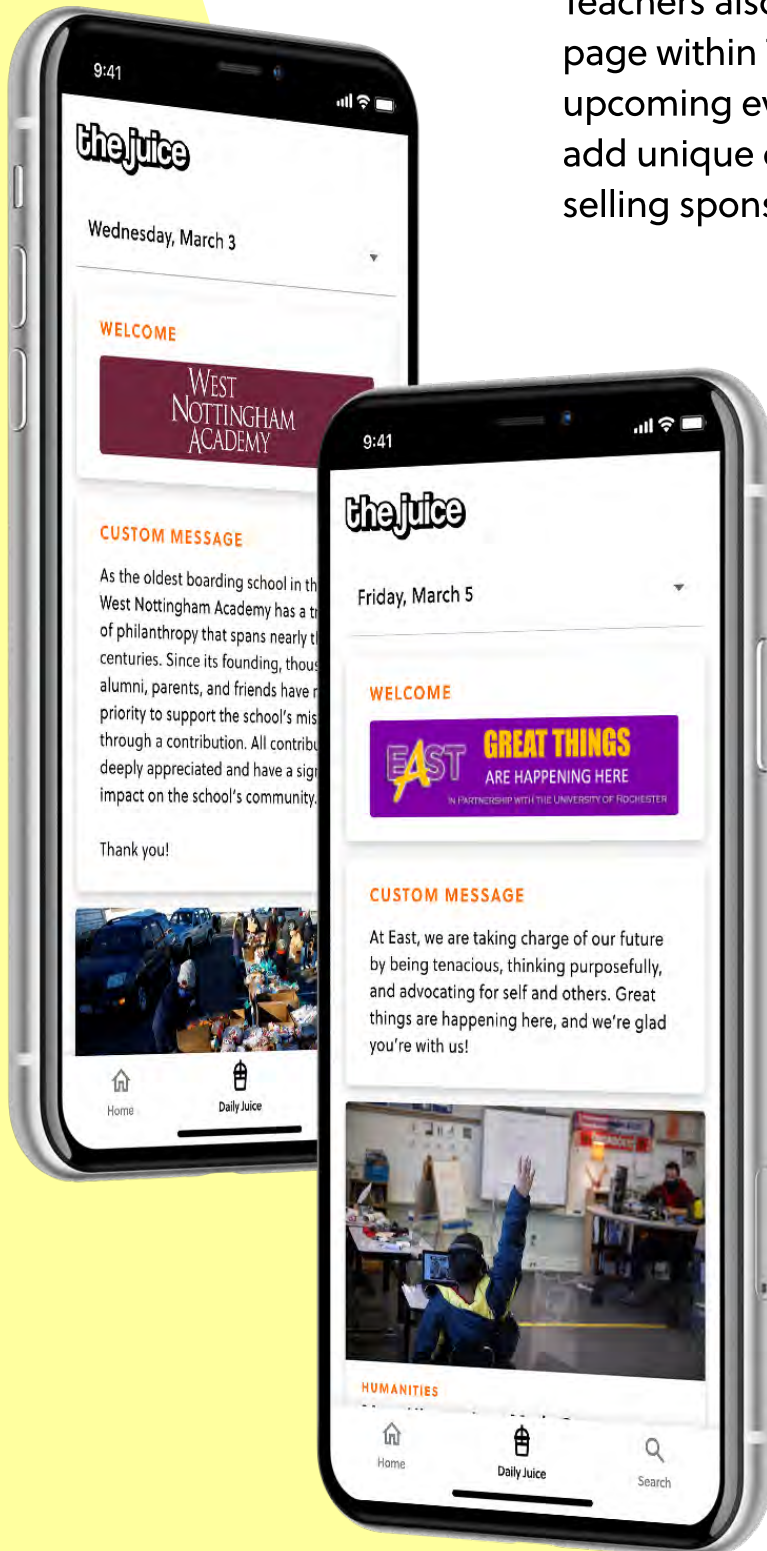
# Student Portal

Juicers in 5-12th grade get their own secure portal, too. They can access past issues, read extra juices, watch videos, take quizzes, expand vocabulary, and track their quiz performance over time. The Juice can work just like any other app on their smartphone.



# Custom Content

Teachers also have the ability to customize one page within The Juice. They can announce upcoming events, celebrate great achievements, add unique content, and even make money by selling sponsorships to local businesses.





# Avoiding Bias

We work hard to avoid bias of all types. Our editors are diverse and each day they debate and deliberate over the most important stories for our students. This group keeps political agendas out of the discussions and stories are reviewed by at least four more editors prior to publication. In especially sensitive cases, we expand that group and writers express any concerns regarding bias.

Bias takes many forms and is not limited to just “are you writing positively or negatively about one political position.” We consider multiple factors to prevent bias from creeping into our work.

**No sensationalism.** We provide context. For example, if we covered a plane crash, we would explain flying safety compared to other modes of transportation.

**No coverage or selection bias** (bias by inclusion or omission). We don’t just cover stories that are negative to one political party or to a specific politician, while excluding those that are positive. Even if stories were balanced and unbiased, if we only chose stories that were negative to one side or the other, we would show bias.

**No presentation bias.** We are very careful to not slant stories or cherry-pick facts, angles, or studies that support one side, while ignoring other perspectives.

**No tonality bias.** We choose words carefully. We don’t use adjectives that would sway the opinion of a reader in favor or against a subject or topic of a story.

**Political balance.** We tell political stories in a balanced fashion, giving equal time and weight to the different sides.

**No false balance or false equivalence.** We will not present stories as even-sided if disproportionate amounts of evidence support one side over another.

**No opinion.** We do not present opinion statements as fact and avoid speculative content. If a story requires opinions to be stated, those opinions will be clearly quoted and attributed, and contrary opinions will be included and similarly attributed. Unsubstantiated claims will be clearly presented as such.

# Designing Quiz Questions

Every Juice story can be categorized as providing “informational text” and our quiz questions subsequently assess an associated skill. In doing so, our content, vocabulary choices, and quiz questions address three dimensions of reading proficiency.

## Identifying and Recall

Our questions typically focus on information contained in relatively small amounts of text in either a sentence or a paragraph. The students’ performance provides feedback on basic reading comprehension skills. This information establishes the necessary building blocks upon which critical thinking is based.

## Analysis

Quiz questions might ask students to form generalizations about informational text or make statements about how one element relates to another. Other stems might require interpretation, for example, of an organization’s motivations or of a person’s reasons for attempting to persuade others about an issue. Other questions might ask for alternative actions that a person might have taken or an inference one can make from the information given.

## Evaluation

These quiz stems might ask about the likelihood of something, the plausibility of an argument, or the adequacy of an explanation. Questions may also ask students to focus on language choices (for example, nuances expressed in a metaphor) or the entire text (for example, evaluating the structure of an article or the order in which information was presented). To answer these questions, students must draw on their knowledge of text, language, and how language and ideas can be deployed to achieve certain ends.

Every question from a daily issue of The Juice is aligned with a grade-level specific standard for reading information text that falls under one of our three dimensions for reading proficiency. Every question is based on an article that has been appropriately leveled.

In order for teachers or guardians to confidently assess a student’s proficiency against these standards, we estimate a student will need to complete roughly 20 issues of The Juice and answer about 100 questions. Once accomplished, enough reliable data will exist to help determine strengths and weaknesses. This information appears in the teacher portal.

# Leveling Stories

The Juice uses a proprietary tool that analyzes a given text and reports a “grade score,” in part by combining the Flesch-Kincaid readability formula and the Gunning-Fog Index.

The Juice score is largely determined by the length and structure of sentences, the average number of syllables per word in a given sentence, and the number of difficult words that appear in the passage. With that score in hand, our educators apply a less formulaic approach that addresses the following criteria:

**Sentence length and structure** is the most visible difference from one level to the next. Longer, more complex sentences increase the reading level of a text.

When the **number of words with 3+ syllables** are strung together, it can present a challenge to less fluent readers. We change these words when possible and break up passages with many multisyllable words into smaller chunks.

We can encounter words for which there is not a simpler, close substitute. In such a situation we will provide a definition with our **vocabulary tool** and help students better understand the passage.

When **challenging concepts** are included, we define them, where possible, and to limit the number of challenging concepts presented in any given article.

We use the active voice and avoid starting sentences with phrases like “there are,” “it is,” etc. While those phrases can drive down the reading level, it is just poor writing. We pride ourselves on modeling **best writing practices** for students.

**Proper nouns** can present challenges to our algorithm when they are long or hard to pronounce. We try to minimize using proper nouns when that arises.

# Testimonials



Keeping my 10 year-old challenged with objective current events, I found The Juice to be a home run! It is consistently fair, well-written and appropriate for her learning level. I love that I knew she could read it independently or alongside me and I wouldn't be worried about overexposure or agendas she would have to learn to shift though and interpret. It was a great source for the small reading group as well! Such a necessary and fun supplement for education!

Stephanie R.  
Parent of 4th Grade Distance Learner

As a middle school history teacher, I try to find ways to engage my students, prepare them for the real world and help aid in ELA efforts and test strategies. The Juice helps get the mental motors running for my students, as their "do now" at the start of class. They receive real time news that encourages critical thinking, while providing a global perspective on the world around them. I win big for accessing critical data to share during PLC's, while knowing that I am supporting them in test taking strategies and other content areas.

Danielle Clark  
Middle School History Teacher

The Juice is packed with great information to start our daily lessons. The articles are the perfect to help my students learn about current events - and at the reading level they need. The variety and extras generate real-life questions that extend learning beyond the classroom. It's a great way to start our day!

Stacy Gibbs  
High School Special Ed Reading

I think your articles are such a good mix of different things that really excite different kids. The headlines draw my kids and I see my them getting excited about reading. That is very difficult to do in those teenage years. I love that with The Juice.

Adina Goldstein  
7th Grade ELA & Social Studies Teacher

I love, love, love The Juice. My students really like it. As a teacher, you present really good information. I love how you break down the ages, the grades, because I do multi-age, I have virtual classes and sometimes I'll have younger kids versus older kids. My students love the life hack, the bright side and the extra juice stuff.

Wendy Evans  
Age 12-18 teacher at Outschool

I love that you guys do vocabulary every day. And that it works with some of our basic language standards like identifying a word in context. I love the way The Juice provides a word and the kids have to use it in context. I like the way The Juice encourages my kids to think logically. We also apply the lessons from The Juice to questions about social emotional learning. So we also discuss the impact on people's lives from the situation described in The Juice stories.

John Cleland  
High School ELA Teacher

The Juice has been really useful, especially to help me talk about current events. We all like that the articles are short. I like that it brings the information down to their reading and grade level so that my 5th and 6th graders can understand what's going on. I, too, feel more informed and that helps me have better conversations with my students because I have some students who are really excited about the news. They love to talk about what's going on. So it helps me be able to converse with them.

Giavanna DiGiacomo  
6th Grade Social Studies Teacher





# Contact Information

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