

# THE WEEK

## Junior

How to talk (and listen)  
to Generation Alpha

Andrea Barbalich, EIC  
Kerin O'Connor, CEO



“Every generation of parents worry about new media, and this one is no exception. Yet the research is clear that this generation is thriving on many, many markers.

In addition, they are the most socially conscious and diverse. Gen Alpha in the US is already majority minority. They are not afraid to use social media and other means to express their needs AND their dissatisfaction. They care about authenticity and representation.”

**Dr. Yalda T. Uhls, 2019  
AdWeek discussion panel**



**Anna Bassi**  
Editor-in-Chief, The Week  
Junior  
Dennis



**Dylan Collins**  
CEO  
SuperAwesome



**Kerin O'Connor**  
Chief Executive  
The Week



**Yalda Uhls**  
MBA, PhD, Founder &  
Executive Director, UCLA  
Center for Scholars &  
Storytellers



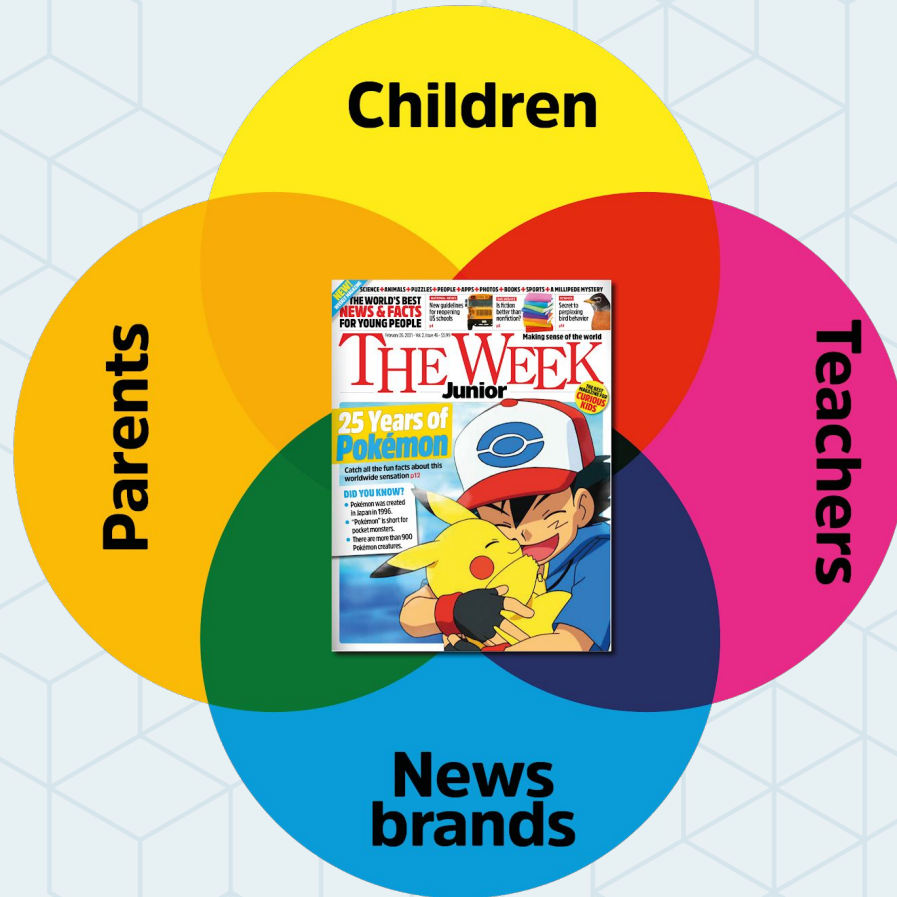
The Week  
for kids?

W.T.F.





# The Week Junior sits in a complex stakeholder map



THE WEEK

# Where We Started

 2015 U.K. Launch

 Subscription Model

UK #1 Children's Magazine

Current Sales 100K+



THE WEEK  
Junior

# TODAY

The Week Junior is  
the only newsweekly  
reporting news, science,  
nature, tech, and culture  
directly to kids 8-14.

ISSUE  
47



THE WORLD'S  
FASTEST  
GROWING  
CHILDREN'S  
NEWS  
MAGAZINE

THE WEEK  
Junior

# Original Vision

Speak directly to kids.

Foster a love of reading.

Encourage children to arrive at a  
real understanding of the world.





# A 2020 survey of more than 700 US children conducted by *The Week Junior* and YouGov found that:

## Kids really believe in themselves:

**85%**

said it's important to learn about events around the world.

**78%**

believe their actions can make the world a better place.

**81%**

want to inspire other kids to make positive changes.

## Generation Alpha prioritizes important issues:

Most important for the U.S. government to work on:

**#1**

Access to health care

Local leaders should:

**55%**

Education for all

Most important Presidential duty:

**1 out of 2**

Protect the Earth



# A Year in the Life...



**THE WEEK**  
Junior

# Editorial Approach

Honesty, accuracy, sensitivity

Companion to kids

Partner to parents



**THE WEEK Junior**

# Wide View of the World

Broad range of content  
Something for every child  
Surprise and delight

Peek inside the incredible brain, which controls everything we do.



**Change brain**  
A human computer  
An ark brain looks like a wrinkled, three-pound blob. But it's the central processing unit for our move, hear, think, smell, learn, remember and protect for the skull and has ten million types of cells, neurons and support cells called glia. It's about 80 billion neurons per brain. Using a weak electrical current, they communicate with the rest of your body. This is your nervous system.

**Left brain, right brain**  
The brain has two connected parts called hemispheres. Each one controls the opposite side of the body. The left hemisphere controls the left side of the body and specializes in language, math, and logic. The right hemisphere controls the right side of your body and helps you recognize faces, music, and images. People are sometimes described as 'right-brained' or 'left-brained' if they're 'great' problem solvers. But that isn't true.

All about the brain

# The supercomputer of our bodies

**DID YOU KNOW?**  
About 75% of the human brain is made up of water.

**THAT'S BRIGHT!**  
Your brain can pick up to 25 watts of electricity to power a laptop.

**It's made for the job**  
It's designed to be a supercomputer.



All about the brain



**The parts of the brain**  
Frontal lobe  
Cerebellum  
Temporal lobe  
Occipital lobe  
Brain stem

**Can mistakes help your brain grow?**  
Neurons communicate through tiny electrical impulses. These form synapses networks called axons. When you experience something new, you're in the process of learning something—like how to ride a bike or how to play a new instrument. But making mistakes also helps you learn. When you make a mistake, your brain struggles and strengthens itself, and more connected. Research also shows that making mistakes makes you play better.

**Studying the brain**  
The ancient Greek philosopher Aristotle thought that the brain's job was to keep the heart from overheating. Later, a Greek doctor named Galen suggested that mental activity occurred in the brain. During the Renaissance (15th to 17th centuries), artist Leonardo da Vinci dissected and analyzed the brains of people he became interested in. The study of the human body, the first 15th-century book on anatomy, were published in the 16th century. In 1906, two scientists won a Nobel Prize for their work studying the nervous system.



**QUICK THINKING**  
Information travels through nerve cells in the brain at speeds up to 268 miles per hour.

**Looking inside the brain**  
Today, scientists use technology to take images of the brain and observe the activity and structures. This helps them monitor people's health and learn more about how the brain works.

## This week's big news



### UN celebrates Human Rights Day

On December 10th, the United Nations will mark the 75th anniversary of the Universal Declaration of Human Rights. The document, adopted in 1948, sets out the rights and freedoms that all people are entitled to. It is the first time in history that the world has agreed on a common set of human rights. The UN is celebrating this milestone with various events and activities. The Universal Declaration of Human Rights is a landmark document that has inspired the development of national constitutions and international law. It is a testament to the power of human rights and the importance of standing up for what is right.

## This week's big news

### UK takes action on gas-powered cars

The UK government has announced plans to phase out gas-powered cars by 2035. This move is part of the government's commitment to reducing carbon emissions and promoting sustainable transport. The plan will affect all new cars registered in the UK. The government is offering incentives to encourage people to switch to electric or hybrid vehicles. This is a significant step towards a greener future and reducing the impact of climate change.

### Scientists create global bee map

Scientists have created a global map of bee populations, showing the distribution of different species across the world. This map is a valuable tool for understanding the impact of climate change and habitat loss on bee populations. It also helps researchers identify areas where bee populations are declining and take action to protect them. Bees are essential for pollinating many crops and wildflowers, so their decline is a major concern for the environment.

## This week's big news

### Animals and the environment

Hummingbirds see colors humans cannot. Research shows that these tiny birds have a much wider range of color vision than humans. They can see ultraviolet light and a range of colors that are invisible to us. This ability helps them find nectar sources and avoid predators. The study also found that hummingbirds have a much faster metabolism than humans, which allows them to fly so quickly and agilely.

### Animals and the environment

Long-lost lizard has been rediscovered. A species of lizard that was thought to be extinct has been found in a remote part of the Amazon rainforest. The lizard, known as the 'ghost lizard', was first discovered in 1908 but was never seen again until now. The rediscovery is a major breakthrough for conservationists and provides valuable information about the biodiversity of the Amazon. It also highlights the importance of protecting natural habitats and the need for continued research into the world's remaining species.

## This week's big news

### Animals and the environment

Good week / Bad week. A summary of environmental news from around the world. This section highlights both positive developments, such as new conservation agreements and successful wildlife recovery programs, and concerning news, such as the impact of climate change and habitat destruction. It provides a comprehensive overview of the state of the environment and the actions being taken to address the challenges we face.

### Animals and the environment

IT'S AN AMAZING WEEK FOR... REMEMBERING KINDNESS. A reminder to focus on acts of kindness and compassion during the week. This section encourages readers to look for opportunities to help others and make a positive impact in their communities. It emphasizes the importance of kindness in building a better world and the power of small acts of generosity.

## This week's big news

### Animals and the environment

STRONG KIDS. A section dedicated to celebrating the achievements of young people. It features stories of children who have shown exceptional talent, resilience, and leadership in various fields, from sports and arts to science and community service. This section aims to inspire and motivate other children to pursue their dreams and make a difference in the world.

### Animals and the environment

THE WEEK Junior. The title of the magazine, indicating it is a children's publication. The cover features a vibrant illustration of a young girl and a dog, symbolizing the magazine's focus on children's interests and stories.

# Inspiring Opinions

## “The Big Debate”

## Say what you think

## Digital engagement



# The big debate

## Should kids be allowed to vote?

Some say young people should be able to cast a ballot in elections.

### What you need to know

- Currently in the US, people have to be 18 by Election Day to vote.
- Vote16USA is a nationwide campaign led by young people. It supports lowering the voting age to 16 for local and state elections.
- The voting age was 21 for most of US history. In 1971, the 26th Amendment prohibited states from making it higher than 18.
- A bill proposing the voting age be lowered to 16 died in the US House of Representatives in March 2019.



**DID YOU KNOW?**  
In 16 states, it is illegal for voters to take a photo with their election ballot.

America has a complicated history of democracy. Not everyone in the US, even over 18, has always had the right to vote. In the early days of our country, only white men who owned land were allowed to vote. Black people had to fight for the right to vote. So did women. Now some people are saying it's time to extend voting rights to younger people, too. They are advocating for the voting age to be lowered to 16 and say it will encourage people to get involved in our democracy at an earlier age. But some people feel that under 18 is simply too young. So what do you think? Do you think kids ages 16 and 17 should be allowed to vote?

### YES Three reasons kids should be allowed to vote

- 1 This generation of kids is well informed and can use their knowledge to decide which candidates to vote for.
- 2 Kids have a lot at stake in who gets voted into office. They should have a say in choosing who will shape the future.
- 3 Research shows that voting early makes it more likely to become a lifelong habit.

### Yes—young people have more at stake

People underestimate how informed kids are. With easy access to news online, this generation is more knowledgeable than any before it. It also is the environment, that affect their future. Studies show people who vote young are more likely to make voting a lifelong habit. When the city of Takoma Park, Maryland, lowered its voting age to 16 for local elections, 16- and 17-year-olds voted at twice the rate of people ages 18 and up. This suggests younger people are engaged in democracy. Why wouldn't we want that? Kids know what's going on and should have a vote.

### No—kids aren't old enough to vote

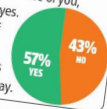
Lowering the voting age is not a good idea. Kids' brains aren't fully developed at 16, and their decisions are sometimes impulsive. They don't have many life experiences yet to help inform their choices. To pretend they're able to make a decision as important as who our elected officials should be is a mistake. Kids who are under 18 are still under the custody of their parents. Parents will heavily influence who their children vote for, which isn't exercising one's rights at all. Also, do we really want politicians advertising to children to try to win their vote? Kids can stay kids a little longer and vote at 18.

### NO Three reasons kids should not be allowed to vote

- 1 Kids' brains aren't mature enough at 16 to make a decision with consequences for all of society.
- 2 Children under 18 are still in the custody of their parents, who will strongly influence their vote.
- 3 Politicians will advertise to kids. Kids should get to be kids as long as they can.

### LAST WEEK'S POLL

Last week, we asked if we should do away with handshakes. More of you, 57%, said yes. But 43% of you want handshakes back someday.



**What do you think?**  
Now that you've read a bit more about it, tell us what you think by voting in our poll at [theweekjunior.com/polls](http://theweekjunior.com/polls). Vote YES if you think kids should be allowed to vote or NO if you don't. We'll publish the results next week.

The goal of the big debate is to present two sides of an issue fairly in order to stimulate discussion and allow our readers to make up their minds. This issue is for fun only.

# What Our Fans Have to Say

“Thank you for being able to achieve what I thought was impossible: creating reading material my son enjoys!”

—PARENT ON FACEBOOK



“Talking about these articles helps me connect with my family during Covid-19.”

—ELEANOR, 9, COLORADO

“Your straightforward, unbiased approach makes the magazine a better primary news source than most publications designed for adults.”

—PARENT ON FACEBOOK



“I really, really enjoy reading your magazine. It inspired me to make my own news show on YouTube.”

—SAM, 12, TEXAS

# MARKETING APPROACH



LEMONADE



10¢

# Understanding how we should talk, what we should say, and to whom...

How we speak about

## THE WEEK Junior

## The why?

How we talk about TWJ comes from **why** we create it. Once we're clear on that, everything else is easy.

The why?

To get kids reading  
To inspire critical thinking  
To help them make sense of **their** world

## Our audience

In order to find our voice, we need to know **who** we're talking to and **what** they want.

Our audience

We're speaking to intelligent parents, grandparents, and schools.

They all care about their kids and want them to do well.

But they care in different ways...

Our audience

**DEDICATED ADVOCATES**

"It's essential that my kids are up-to-date with current affairs to make them a well rounded person like me."

**MINDSET:** They want to raise kids with a **well-rounded** sphere of knowledge and interests, just like them. They're keen to have **conversations with their children about current affairs.**

**WE SHOULD EMPHASIZE:** **How well-rounded and connected TWJ's content is — it's a safe place.**

**THEY RESPOND TO:** **Positive emotional cues. Wouldn't it be great if...?** They're dreaming about what great human beings their children will be, just like them!

Our audience

**SAVY EDUCATORS**

"I want my kids to achieve great things, and it's my responsibility to educate them about the world. I can't just leave it to a magazine."

**MINDSET:** They want their children to go further in the education system than they did, beyond high school or a bachelor's degree to a master's or a doctorate.

**WE SHOULD EMPHASIZE:** TWJ is worth the money. It's an **exceptional choice for people who care whose their children are going to be.** It can be a catalyst for family education.

**THEY RESPOND TO:** Being told TWJ is an **essential part of a child's well-rounded education** as an instructor offer to get over the lack of willingness to pay.

Our audience

**LATENT ADVOCATES**

"I have a keen interest in the news and love being in the know. But I don't discuss the news with my children or see value in them being up to date."

**MINDSET:** **They think their kids would be interested in the news.** They're not so keen on being like school.

**WE SHOULD EMPHASIZE:** How **inspiring** TWJ is, with an aim to break these parents' expectations that their kids wouldn't be interested.

**THEY RESPOND TO:** You've got an interest in news—your children could and should have an interest too. **What your kids read is just as important as what you read.** And that we're interested and engaged.

Our audience

**CONCERNED PRAGMATISTS**

"I'm willing to pay for the right news and thoughtful about where I get it. I try to protect my kids from bad news."

**MINDSET:** They **worry about media bias and uncensored content**, which leads them to try to censor the news for their children. They're willing to pay for a news source that does this well.

**WE SHOULD EMPHASIZE:** **Address their fears and concerns** around bias and censorship of information. TWJ is a positive alternative to kids getting news from online sources and social media.

**THEY RESPOND TO:** **TWJ is a safe place** where children can discover how exciting the news is. It might be worth developing the news and current events content of the magazine for more general topics like animals and science.

## What's worrying parents?

(And evidence that will address their concerns)

Worries

### Fear

Parents want their kids to succeed in a future world that they see as complex, competitive, fast-moving and confusing. Even though parents are struggling now, they feel they had it easier than their kids ever will. It's fear. And even among "liberal" parents, this engenders harder, stronger emotions of protection and wanting to give their kids an advantage.

Evidence

The World Economic Forum's *New Vision for Education: Fostering Resilient and Emotional Learning Through Technology* names 16 skills students require for success in the 21st century.

Worries

### Will they be a better me?

Parents have softer emotionally powerful ambitions—wanting their kids to be "better" versions of them: well-rounded, critical thinkers who can engage in discussions without prejudice.

This is a more outward-looking, liberal viewpoint—for the good of society. As Bill Gibbons puts it on p. 47, "Educating kids is a teacher for a good democracy."

Worries

### They're not reading enough...

Parents love seeing their children reading. It provides a lovely warm feeling that all is right with the world.

But what's so good about reading—what are the facts?

Evidence

### KEEPING OLDER KIDS READING

The "Decline by Nine" is well documented by the Kids & Family Reading Report.

"Third grade is a critical year in a child's academic journey. Landmark research by the Annie E. Casey Foundation has previously shown that reaching reading proficiency by third grade is a clear predictor of academic success. And yet we find it is just at that stage that children's frequency of reading books for fun begins to drop: Only 35% of nine-year-olds report reading 5-7 days a week compared to 57% of eight-year-olds."

"Yet across ages, the majority of kids agree they should read more books for fun and tell us they believe reading matters. This suggests it is possible to prevent the decline and even to re-engage a child in reading, provided the experience meets their needs and expectations."

Evidence

### Get off that x%!# screen

We mustn't forget older children of 11-12. Middle school is the tipping point when many parents give their children phones for convenience and security. However, they quickly find their kids spend more time on their phone and less time reading...and talking.

Good, caring parents find they have created a sullen, addicted monster.

TWJ can help in three ways:

- Getting older kids to keep talking.
- Getting older kids to keep talking by providing conversational stimuli.
- Safety. Parents are happier to leave their kids reading a magazine that has boundaries and is curated—the internet has neither.



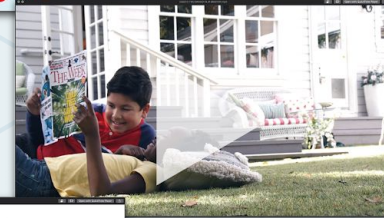
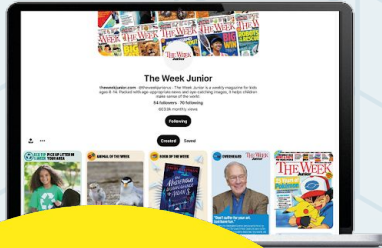
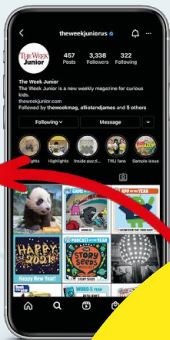
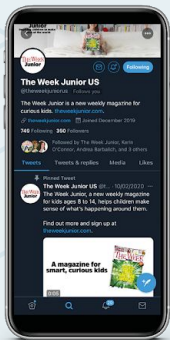
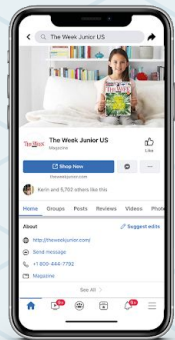
# The magazine is the hero. We showed it in action.



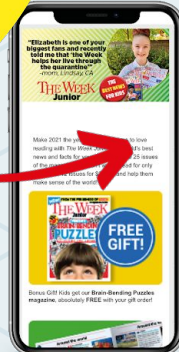
**READING**

**OWNERSHIP**





**AMPLIFYING THE MESSAGE:**  
**Curiosity,**  
**Reading, Families,**  
**Development,**  
**Ownership,**  
**Discovery**



# TV Campaign

# Making News

**DIGIDAY**  
NEWS | DIGIDAY | PODCASTS | EVENTS | AWARDS  
SUBSCRIBE | LOGIN

Podcasting in the Playbook  
**'Convince the gatekeepers': How The Week Jr. is growing its U.S. subscriber base**

**DIGIDAY**  
PODCAST

**ADWEEK**  
**'Generation Alpha': Publishers Leaned Into Youth-Focused Media in 2020**  
Providing educational material and light relief to kids and parents

BY LUCINDA SOUTHERN | DECEMBER 23, 2020

Back in March, when Covid-19 was on the horizon but the lasting effects still unknown, current affairs publisher The Week went ahead with the U.S. launch of its title, The Week Junior, aimed at kids aged eight to 14-years-old.

"The key decision was 'do we continue or do we stop?'" CEO of The Week Kerin O'Connor said. "We decided to proceed but it was tough for edit, they've never produced an issue in the office. It's all by online co-writing."

**AXIOS**

## Youth-focused news is on the rise

Sara Fischer, author of [Media Trends](#)

Doily NSW2  
News • Information • News • Information • News • Information • News • Information • News • Information

**NiemanLab**  
Fellowships | Reports | Lab | Storyboard  
Nieman Foundation at Harvard

**HE WEE Junior**  
**Acts of Kindness**  
People are uniting to help coronavirus and one another

**HE WEE Junior**  
**AMERICA'S HEROES**  
Match kids from you to the brave people who are helping our country during all

**HE WEE Junior**  
**WE'RE ALL IN THIS TOGETHER**  
A special holiday issue with stories about the people who are helping our country during all

In an uncertain time, The Week Junior informs children without scaring them about the world we live in

"It's our mission to bring matters to the attention of children in a way that is both informative and reassuring."





# BRAND DEVELOPMENT

# Junior Council

A kid collective comprised of Generation Alpha's most passionate, vocal young leaders.

Members develop skills in both journalism and activism, learning how to identify the issues they care about, how to turn them into story ideas and take action, and how to encourage others to do the same.

**SPRING IS NOW IN SESSION!**

# Junior Council

## THE WEEK Junior



# Summer of Reading

50 recommended books

Diverse and inclusive authors

Three-word reviews

Giveaways



Join The Week Junior's Summer of Reading. Just read three books this summer (any and tell us what you think of them.)

Fill in our form:

Your Name: \_\_\_\_\_

Age: \_\_\_\_\_

State/province: \_\_\_\_\_

Have a quarter's email: \_\_\_\_\_

| Book #1                               | Book #2                               |
|---------------------------------------|---------------------------------------|
| Title: _____                          | Title: _____                          |
| Author: _____                         | Author: _____                         |
| Rating: ☆☆☆ (one to five stars) _____ | Rating: ☆☆☆ (one to five stars) _____ |
| Your review in three words: _____     | Your review in three words: _____     |
| Your top reason if you wish: _____    | Your top reason if you wish: _____    |

| Book #3                               |
|---------------------------------------|
| Title: _____                          |
| Author: _____                         |
| Rating: ☆☆☆ (one to five stars) _____ |
| Your review in three words: _____     |
| Your top reason if you wish: _____    |

Book to watch: **Drive Me Crazy** by Erin Wick. This is a hilarious, heartwarming, and relatable story about a girl who is a bit of a mess and is trying to figure out who she is. It's a perfect read for anyone who's ever felt like an outcast.

The next 3 pages has our list of 50 book recommendations



**THE WEEK**  
Junior

# Publishing content across multiple platforms fosters dialogue with kids, parents, and educators.



Parents and Educators

Kids



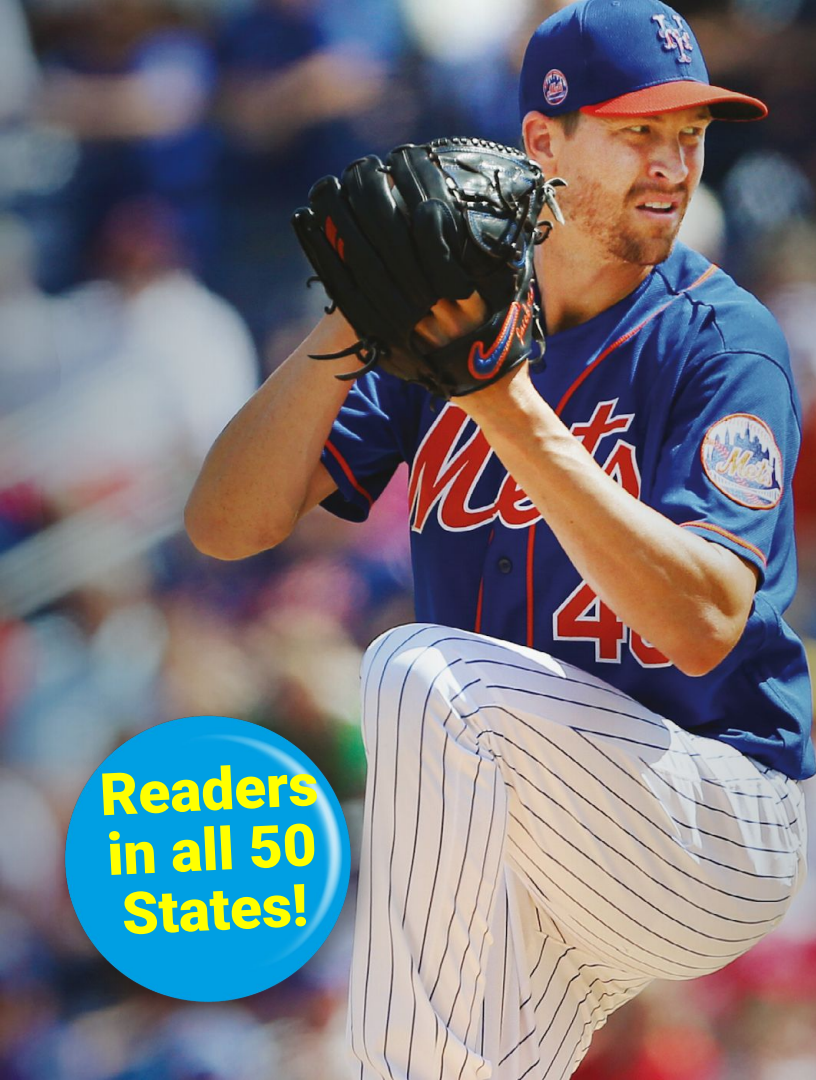
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**And the business  
is winning!**



**THE WEEK**  
Junior



**75k**  
subscribers  
and growing  
**\$99/year**

Readers  
in all 50  
States!

**THE WEEK**  
Junior

# A Look Ahead

Keep serving our community and readers through content and cultural impact

More digital content development

Platform expansion

Impactful partnerships with other brands and advertisers

More readers!





**Q&A**

**THE WEEK**  
Junior

# THE WEEK

## Junior