

BRINGING A WORLD VIEW TO RURAL STUDENTS

EAST JACKSON COMPREHENSIVE HIGH SCHOOL
JACKSON COUNTY SCHOOL DISTRICT, COMMERCE, GA

A CUSTOMER CASE STUDY

OVERVIEW

After being asked to teach a new journalism class and run the school newspaper, English Teacher Melanie Lawhorn implemented The Juice.

Her goal was to broaden students' awareness of world events and serve as a guide for their journalism writing.

SCHOOL PROFILE

East Jackson Comprehensive High School is a rural high school located in Commerce, GA.



1,293 STUDENTS



53% ECONOMICALLY DISADVANTAGED



81 INDEX - COLLEGE AND CAREER READINESS

CHALLENGES

- Bringing awareness of the world to rural students with limited access to news outside of school
- Develop curriculum for a new journalism class and school newspaper

SOLUTION

- Integrating The Juice into the journalism course
- Increase awareness of the world through current events using The Juice as a model for journalistic best practices

RESULTS

01

INCREASED AWARENESS OF THE WORLD

Students developed an increased awareness of what is happening in the world outside their rural community

02

EFFECTIVE JOURNALISM MODEL

Students used The Juice as inspiration for their own journalism research and article writing assignments

EXPAND STUDENTS' WORLDVIEW, TEACH JOURNALISM, AND BUILD MEDIA LITERACY



MELANIE LAWHORN
ENGLISH TEACHER

When Melanie Lawhorn, an English Teacher in Commerce, GA, was asked to launch a journalism class, she saw it as more than just an elective — it was an opportunity to expand

her students' worldview. Living in a rural community, many of her students had limited exposure to national and global news. Lawhorn recognized that for her students to become informed citizens and effective student journalists, they needed access to a broader range of information beyond their immediate environment.

Because the journalism program and school newspaper were brand new, Lawhorn was not only teaching the course but also developing its curriculum from the ground up.

As a first step, she subscribed to the local newspaper to give students a foundation in community reporting. However, she also wanted a resource that could provide high-quality journalism examples and expose students to stories from outside their local area.

That's when she discovered The Juice.



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“I wanted an opener where they had access to both world news and local news.

I liked that The Juice was a blend of everything. It made it easier for me,” said Lawhorn.

ENGAGE STUDENTS WITH NEWS AND CURRENT EVENTS

After trying The Juice platform, Lawhorn quickly realized that The Juice offered exactly what she was looking for—a reliable, engaging, and age-appropriate source of current events content for her high school students. The articles served as effective models for journalistic writing and sparked classroom discussion. The built-in comprehension questions helped her assess student understanding while saving valuable planning time.

Even more importantly, the platform aligned with one of her district's core goals: strengthening literacy across the curriculum. By integrating The Juice into her journalism course, Lawhorn was able to support not just media literacy, but also reading comprehension, critical thinking, and real-world awareness.



THE RESULTS

INCREASED WORLDVIEW, CURIOSITY AND MEDIA LITERACY

After incorporating The Juice into her daily lessons, Melanie Lawhorn saw a noticeable shift in her students. They were more eager to discuss what they had read and often sought out additional information—either out of curiosity or to support their own journalism work.

"The journalism program runs more like a business than a traditional classroom," said Lawhorn. "I'd hear students talking about articles from The Juice, asking things like, 'Whoa, is that really true?' Then they'd start fact-checking and debating—it really sparked curiosity and conversation."

But for Lawhorn, the most meaningful impact was how The Juice helped expand her students' worldview. With access to stories beyond their rural community, students gained perspective and developed greater empathy.

"The articles in The Juice help my students feel empathy for people they've never met," she said. "It opened their eyes to a world that exists beyond Commerce, Georgia."