



Popular YouTubers (clockwise from top left): DanTDM, Kid President, JoJo Siwa, Ryan of Ryan ToysReview, Jillian and Evan from EvanTubeHD



OOPS



How to Be a YouTube Star

YouTube has made some kids rich and famous. But becoming a successful YouTuber is not as simple as you might think.



Like many kids, 11-year-old Evan and his sister Jillian love to play hide-and-seek. But unlike when most kids play, the last time Evan did, nearly 20 million people watched!

Evan is one of the youngest stars on the website YouTube. His channels include EvanTubeHD. They have more than 8 million

subscribers combined. Viewers watch Evan do things like take gross food challenges. They also watch Evan play games with Jillian and their parents.

YouTube was launched in 2005. Since then, it has become the world's most popular video website. More than 400 hours of videos are uploaded to YouTube every minute. And more than a billion hours of videos are watched on the site every day.

Over the past few years, more and more kids have made YouTube videos. Some videos,

like Evan's, go **viral**. They make their hosts famous. But for every clip that goes viral, there are thousands that don't. Even for kids who get lucky, **maintaining** their popularity isn't easy.

Fame and Fortune

No one can say for sure what makes a video go viral. Evan posted his first YouTube video six years ago. It was a 30-second clip. The video showed Evan's Angry Birds stuffed animals marching across the floor. Evan thought a few friends

Words to Know

viral *adjective*. describes an image or a video that is widely circulated rapidly on the internet

maintaining *verb*. continuing or keeping up

might watch. Before he knew it, a million people had viewed the video.

"I was shocked," he says. "I never thought I would get this far."

A similar thing happened to 6-year-old Ryan. In 2015, his mom posted a video of him. The video showed him playing with a Lightning McQueen racetrack. Views of that video began doubling each month. Today, Ryan ToysReview has more than 15 billion total views.

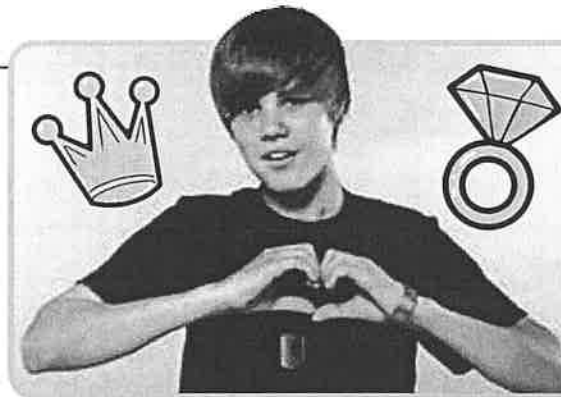
For these young YouTubers, fame was eventually followed by big bucks. For example, Evan's family makes more than \$1 million a year from their channels (see "Collecting the Cash"). Evan says fame and fortune haven't changed him.

"It's pretty sweet knowing people like what you do," he says. "But I'm just a normal kid!"

Not All Fun and Games

That first viral video didn't make Evan a millionaire on its own. Gaining a large following took a lot of hard work. Evan's parents have helped out. In fact, without his parents, Evan wouldn't even have a channel. YouTube requires that you be at least 13 years old to create an account. So Evan's parents set up his account.

Once his first video started racking up views, Evan decided to make more. Like all serious YouTubers, he and his family shoot and edit hours of footage. To keep his fans coming back, Evan continually brainstorms ideas for new videos.



One of the biggest YouTube success stories is Justin Bieber. In 2008, a music executive signed Bieber to a recording contract after watching one of Bieber's YouTube videos. Today, Bieber is one of the most famous pop stars in the world.

All this work happens in the evening and on weekends. Evan works on his videos when he's not in school, doing homework, or hanging out with friends. His parents even quit their jobs to help run the family's channels.

Evan's parents also help him with another challenge: dealing with haters. People sometimes leave hurtful comments under the videos. YouTube blocks many of them. But it doesn't block them all. Evan's dad, Jared, monitors all the comments on Evan's channels.

"It is important to stress that parents take an active role," Jared says. "This is the internet, after all."

Do What You Love

Despite the challenges, Evan says he loves making YouTube videos. He has some advice for kids who want to become YouTubers: Don't worry about becoming a star. The key, he says, is to do what you love.

"That's the number one rule," he says. "Just have fun!"

—by Tricia Culligan

Collecting the Cash

The top 10 YouTube channels make a combined \$70 million each year. Here's a look at how YouTubers make their money.

\$\$

→ Ads Before Videos

Some YouTubers allow companies to run ads before their videos. The companies pay based on the number of viewers who click the ad or watch at least 30 seconds of it. YouTube gets a portion of the money and the star gets the rest. The most popular YouTubers make up to \$8 per every 1,000 views. That means a YouTuber could earn \$8,000 from a video that gets 1 million views.

→ Ads During Videos

Sometimes YouTubers do the advertising themselves. Companies like McDonald's pay the stars to include their products in videos. Other times, YouTubers are given free toys and games to review. Companies hope viewers see how much the YouTubers like the product and ask their parents to buy it. Experts say kids may be watching ads without realizing it.



To be used with the September 18, 2017, issue

Name: _____

Close-Reading Questions

Refer to this week's cover story, "How to Be a YouTube Star," to respond to the questions below. Reread the article to find details that support your answers. Remember to write in complete sentences.

1. How has Evan's experience on YouTube been similar to Ryan's?

2. How does Evan seem to feel about being a YouTube star?

3. Why is becoming a successful YouTuber more difficult than some people might think?

4. According to the sidebar "Collecting the Cash," how do YouTubers make money?

To be used with the September 18, 2017, issue

Citing Text Evidence
Common Core RI.4.1

Name: _____

Can You Prove It?

After reading this week's cover story, "How to Be a YouTube Star," read the statements below. Use the article to find an example that supports each statement and record the evidence below.

1 Evan is a famous YouTube star.

2 YouTube has become the world's most popular video website.

3 Some videos go viral and make their hosts famous.


4 YouTube stars can make a lot of money.


5 Parents play an important role in managing kids' YouTube accounts.


Mystery Number Division


Directions: Each heart represents a mystery number. Find the mystery number in each division problem and write the number in the heart.


1.  $\div 10 = 10$


9.  $\div 7 = 5$


2.  $\div 6 = 7$


10.  $\div 8 = 7$

3.  $\div 8 = 3$


11.  $\div 9 = 3$


4.  $\div 3 = 4$


12.  $\div 7 = 4$


5.  $\div 2 = 8$


13.  $\div 5 = 9$


6.  $\div 4 = 2$

14.  $\div 6 = 5$

7.  $\div 5 = 0$

15.  $\div 7 = 2$

8.  $\div 6 = 4$

16.  $\div 9 = 4$


Displaying Data

Directions: Use the data in the table to complete the missing rows in the pictograph below.



Name	Valentines received
Annie	20
Barry	30
Jessica	15
Matthew	15
Sarah	20
Tom	25



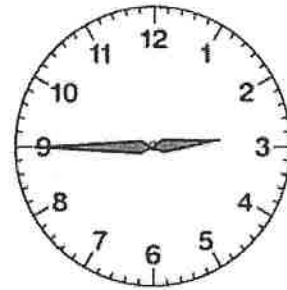
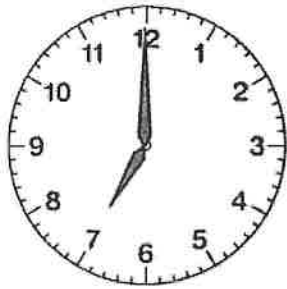
Name	Valentines received
Annie	
Barry	
Jessica	
Matthew	
Sarah	
Tom	



= 5 Valentines

Telling Time Addition

Directions: Help Valentina get to the mailbox on time. Read each clock carefully and solve each math question about adding time to each clock.



1) In 15 minutes what time will it be?

2) In 30 minutes what time will it be?



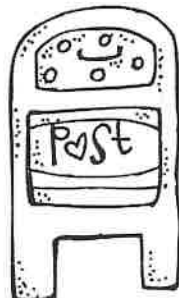
3) In 45 minutes what time will it be?

4) In 60 minutes what time will it be?



5) In 15 minutes what time will it be?

6) In 30 minutes what time will it be?

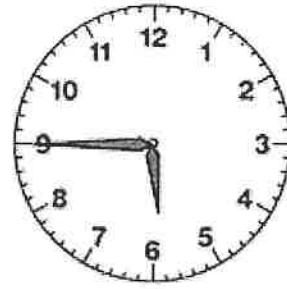
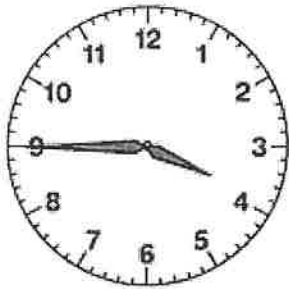


7) In 45 minutes what time will it be?

8) In 60 minutes what time will it be?

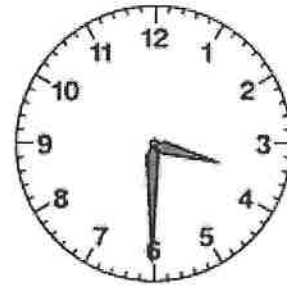
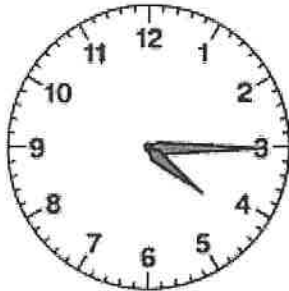
Telling Time Subtraction

Directions: Help Valentina get to the mailbox on time. Read each clock carefully and solve each math question about subtracting time from each clock.



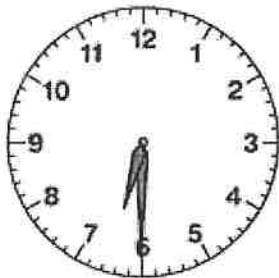
1) 15 minutes ago, the time was:

2) 30 minutes ago, the time was:



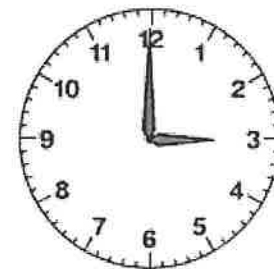
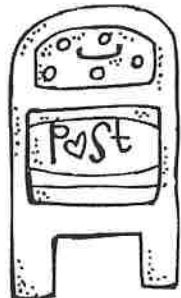
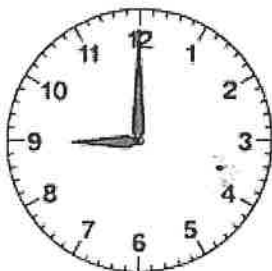
3) 45 minutes ago, the time was:

4) 60 minutes ago, the time was:



5) 15 minutes ago, the time was:

6) 30 minutes ago, the time was:



7) 45 minutes ago, the time was:

8) 60 minutes ago, the time was:

The Fight to PROTECT GRIZZLIES

Yellowstone's grizzly bears have clawed their way back onto the endangered species list—for now.

**WATCH
A VIDEO**

Get to know
grizzly
bears!

considered an endangered species in 1975. The question now is whether they still should be. And not everyone agrees on the answer.

Nearly Gone

As many as 50,000 grizzlies once roamed the western U.S. They've always played an important role in the ecosystem. For example, they keep the numbers of other animals, like elk, from getting out of control.

But in the 1800s, settlers began building houses and farms where the grizzlies lived. This did away with much of the bears' habitat. Ranchers also shot the bears to protect their sheep and cattle. Others killed them to protect their property or for sport.

The grizzly population in the **contiguous** U.S. began to drop. By the 1970s, there were fewer than 140 grizzlies in the Yellowstone area.

Bouncing Back

To save the bears, the U.S. Fish and Wildlife Service (FWS) added them to the endangered species list in 1975. The list is part of the Endangered Species Act (ESA). The law was put in place to protect animals

AS YOU READ, THINK ABOUT:

Why did the grizzly population in the U.S. drop in the 1800s?

Yellowstone National Park is known for its wildlife and its famous geyser, Old Faithful. But America's oldest national park is also at the center of a battle. How should one of its most famous animals, the grizzly bear, be saved?

Grizzlies were first



in danger of becoming extinct. It's illegal to kill or harm animals on the list. It's also illegal to disturb their habitats. With the help of the ESA, the Yellowstone grizzly population bounced back to about 700.

In 2007, the FWS removed grizzlies from the list. The FWS says the bears are a **conservation** success story. The group points out that the goal is not to keep an animal on the list forever. It aims to help a species until it no longer needs protection.

Not Out of the Woods

But conservation groups have been fighting that decision for years. In July, they got a win. A court ruled to keep Yellowstone's grizzlies on the list. Like all wildlife, grizzlies are protected inside the national park. It's what



happens outside Yellowstone that has some concerned. Without the protection of the ESA, bears could be legally hunted if they wander out of the park.

Sarah McMillan works for WildEarth Guardians. That's one of the groups that faced the FWS in court. She notes that many scientists say the bears aren't truly safe until there are between 5,000 and 10,000 of them.

"It's not that we just want grizzlies on the list," McMillan says. "I'd like to see them taken off, but only when they have truly recovered."

—by Yvette Berland



This map shows the number of grizzlies in the six areas where the bears live in the Northwest. Experts say it's important for the groups to connect with each other to help strengthen the species.



Based on the map, about how many grizzlies live in the contiguous U.S.?

WORDS TO KNOW

contiguous *adjective.* connected or touching. Alaska and Hawaii are not part of the contiguous United States.

conservation *noun.* the act of protecting wildlife and natural resources

CREATURE COMEBACKS

Here are two of many species that bounced back after being protected by the Endangered Species Act.

BALD EAGLE

Why It Was Endangered: A chemical insect killer called DDT, which is harmful to eagles, was widely used.

Removed From the List: 2007

Population Today: An estimated 16,000 pairs

AMERICAN ALLIGATOR

Why It Was Endangered: Gators were hunted for their skin, which people used to make belts and handbags. People also ate gator meat.

Removed From the List: 1987

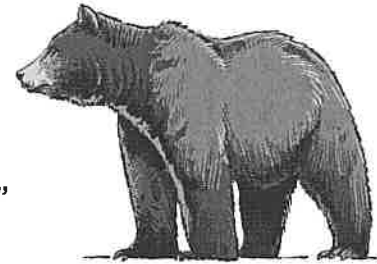
Population Today: Millions in the southeastern U.S.

Note: Grizzlies and bald eagles were never endangered in Alaska.

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Name: _____

Is That a Fact?



Read about facts and opinions below. Then read the sentences based on this issue's cover story, "The Fight to Protect Grizzlies." Circle **FACT** or **OPINION** for each sentence.

A **FACT** is a statement that can be proved. An **OPINION** is a statement that shows how someone thinks or feels about something. It can't be proved.

■ **FACT:** Grizzly bears can weigh up to 800 pounds. *Someone could prove it by researching or measuring!*

■ **OPINION:** Grizzly bears are the most interesting animal in Yellowstone National Park. *Not everyone would agree.*

- | | | |
|--|-------------|----------------|
| 1. Grizzly bears were added to the endangered species list in 1975. | FACT | OPINION |
| 2. The population of grizzly bears in and around Yellowstone has bounced back to about 700. | FACT | OPINION |
| 3. Grizzly bears should still be considered an endangered species. | FACT | OPINION |
| 4. As many as 50,000 grizzly bears once roamed the western U.S. | FACT | OPINION |
| 5. Yellowstone's grizzly population has grown enough that the bears should be taken off the endangered species list. | FACT | OPINION |
| 6. In the 1800s, settlers began building houses and farms on the land where grizzly bears lived. | FACT | OPINION |
| 7. It should be legal to hunt grizzly bears that wander outside Yellowstone. | FACT | OPINION |
| 8. Hunters sometimes shot grizzly bears for sport or to protect property or cattle. | FACT | OPINION |

YOUR TURN! Now write a fact from the article and your own opinion about grizzly bears.

■ **FACT:** _____

■ **OPINION:** _____

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