What Does The Editor Love?
Find Out! Pg. 7

Caroline explores the effects advertising has on our lives.
Pg. 16

Indianapolis Is More Than Just A Capitol
Pg. 10

The Lastest Fashion Trends
Pg. 15
I'M A GIRL
I'M PLAYFUL, CURIOUS, FRIENDLY, TOUGH, SMART, STRONG, CREATIVE, SINCERE AND HARDWORKING.
I'M BEAUTIFUL THE WAY I AM
May 2014

Pg. 7
Loren’s Loveliest List

Pg. 9
The Importance of Being Literate

Pg. 10
Indianapolis

Pg. 14
Color Crash Course

Pg. 15
2014 Summer Fashion Trends

Pg. 16
The Ad Age
Future

Editor in Chief
Loren Wilson

Magazine Expert
Kevin McKinney

Photography
Loren Wilson
Photography Expert Kat Cromwell

Financial Support
Lora Ramsey
Ernest Wilson

Guest Writers
Alyssa Anderson
Caroline Ogan

Sources
dosomething.org
magazinedesigning.com
nyc.gov
self-esteem-nase.org
nuvo.net

Moral Support
Miss Kelsey Habig

Special Thanks To
All the Youtube videos I watched, the coffee I drank, the random people I bothered, and my friends.
I'M A GIRL

I'M SMART, HARDWORKING, OUTGOING, FRIENDLY, CLEVER, SINCERE, UNIQUE, BRAVE AND STRONG.

I'M BEAUTIFUL THE WAY I AM

NYC
Letter from the Editor

THE BEGINNING

You are beautiful. You are confident. You are smart. You are talented. What kind of magazine gives you compliments? Well, Future Magazine, does and I want to Change What Media Looks Like.

I went into this project with little expectation of what it could’ve become, but with the help of my parents, friends, guest writers, random people I bothered, coffee, Kevin McKinney, and my overly supportive teacher Miss Habig, this magazine will not be where it is at. I cannot say thank you enough, and even though this magazine is a one time thing, I am forever in your debt.

The mission of Future Magazine is for people to gain back their confidence in magazines. I love reading magazines. They are my favorite form of media, and I want to share one of my favorite things with everyone. Unfortunately, magazines have taken to overly photoshopped ads and unhealthy standards for both women and men. As traditional magazine sales rise, so do the negative effects of media.

Twenty four million men and women suffer from eating disorders in the US. Men make up 10 to 15% of the population with anorexia and bulimia but are the least likely to seek help due to the gender stereotypes surrounding the disorders. Sixty nine percent of girls ages 10 to 18 confirm that photographs of models and celebrities in magazines inspired their desired body image. Sixty nine percent. That is a number that needs to be down to zero. In an age where technology can be used for good, the media uses it for manipulation to sell their product or make their company look more desirable. That needs to change.

My name is Loren Wilson and I want to Change What Media Looks Like.
Coach makes fabulous perfumes, but my personal favorite is Poppy by Coach. It’s not too strong but not too subtle.

These mini peel pads by Philosophy are an easy and fast way to clean your face without any mess.

I randomly found this cute glasses holder while at a thrift store. There was a lion, a bear, and a monkey.

My runs have never been more comfortable or stylish with my lavender Nike Frees.

Evernote is the best organization app for emails, to-do lists, or random notes.

While shopping at my favorite store, I found this tea imported from Kenya. There are different flavors but they all come in these different containers that have decorated elephants on them.

If you like “Wizard of Oz” then you’re going to love “Wicked”, my new summer read!
Pride and Prejudice, Frankenstein, Hamlet. These stories are being read in school, but how is the true essence of literature being kept alive? Truth be told it is not. Stories of vampires and love triangles may be a “fun” read, but what about the books that make you cry, laugh, smile and feel inspired, all within a few short pages? These novels are the ones being lost throughout all the sci-fi, dystopian society books that have become the rage of reading. Not to say that every futuristic-based book is of any less quality, but the true being of a book is forgotten when a reader finishes a novel, and is left feeling satisfied. You should want more out of a book, such as what happens to the antagonist’s mother or his/her crazy uncle. The reader should feel throughout the experience of a hardcover that they know each character on a personal level. Books about zombies in war are not as rich because you cannot feel that personal connection to a non-living object. That is what novels should be about. Making and understanding the connections. Not wanting to reach that last page because as soon as you do, you will never be the same. That is what literature should be all about. Feeling like nothing will ever be the same and nobody will understand how you feel until everyone you know, maybe even the whole world has read the book and has ridden on this emotional roller coaster that is only going up. So hold your head up high and pick out a good book.

The Importance of Being Literate

Alyssa Anderson, author of “The Importance of Being Literate”, likes to cook, read, try new things, and meet new people. She hopes to one day change how people see the world in a positive way. @alyRanderson
Indiana is known as the Crossroads of America for a reason. The Hoosier state is bustling with up and coming artists, singers, and entertainers that start in Indiana because of the friendly audience.

David Letterman, famous talk show host, started as a radio broadcaster and a weatherman in Indiana. He eventually moved to LA but audiences in Indiana that watched him on TV celebrated his comical character, which was abnormal for a TV host at the time.

Even though Letterman’s success happened almost 40 years ago, this opened the opportunity for other artists to become known without having to live in New York or Los Angeles. Today, Indianapolis is the 13th most populous city in the US and is a growing epicenter for entertainment. Unfortunately, many Hoosiers do not know about the fun activities that happen in Indianapolis every summer. Many people just look at Indiana as a state that’s known for corn, hogs, and limestone.
Did you know that the National Collegiate Athletics Association (NCAA) Headquarters is located here? Hence why many of the basketball tournaments are held at the Bankers Life Fieldhouse located in Indianapolis, IN. We also have a baseball team...OK, it is a minor league team, but the Indianapolis Indians tickets sell for only $16 per game. Victory Field, where the Indians play, will sometimes hold tours that show the locker rooms for the players, the concourse, and of course, the field.

Indiana is also home to the Indiana Ice, Indy’s ice hockey team. The Indiana won the division titles in 2007 and 2013 seasons while also winning the 2009 and 2014 Clark Cup.
Okay, so you’re not a sports person, but you’re into music. Indiana is perfect for you!

Indianapolis holds the Rhythm Discovery Center, a percussion museum that actually lets people mess around and play with the instruments. This place is fantastic for a date or to take kids.

Radio Radio is an up and coming place for live music. Listeners can enjoy jazz, rock and some eclectic local and national musicians.

If you want to go somewhere with a younger vibe, I recommend the Vogue Theatre in Broad Ripple. This place brings in small local acts to headlines like The White Stripes, Dave Matthews Band, and many more.

If you’re an artsy-fartsy type person and want more places to see art than the Indiana Museum of Art (IMA).

Have you been to the Eiteljorg Museum, yet? (I know it’s hard to pronounce, look it up.)

It showcases American Indians and Western Art, something Hoosiers don’t get enough of. To me, the Eiteljorg is a fresh and different take on the IMA; give it a visit.

If you really want to be immersed in the Indiana Art culture then just take a walk down Indiana Ave. or Mass Ave. These neighborhoods and many more are part of Indy’s Cultural District.

If you’re taking a stroll though these streets, you’ll notice sculptures and pieces of art throughout.

It’s a shame that long time Hoosiers don’t know about the opportunities that Indiana possesses. The places and things that I named here are just the tip of the iceberg when it comes to fun activities in Indianapolis during the summer.

If you’re a food connoisseur then go to Broad Ripple and try all of the fantastic restaurants up and down Broadripple Ave.

If you like shopping, I recommend Hamilton Town Center (HTC) in Noblesville, the Keystone at the Crossing Fashion Mall, or the Circle Centre Mall in Indianapolis.

If you want to get in shape this summer, running down the Canal or the popular Monon trails are safe and beautiful ways to get fit.

Like I said, the opportunities are endless; now you have to go out and find them!
I’m a Girl
I’m friendly, smart, curious, brave, healthy, sincere, hardworking, unique and creative.
I’m beautiful the way I am.
Color Crash Course

2014 Spring & Summer Colors from Pantone

Placid Blue
Violet Tulip
Hemlock
Paloma
Sand
Freesia
Cayenne
Celosia
Orange
Radiant Orchard
Dazzling Blue
1. Floral everything
2. Distressed/Ripped clothes
3. Sheer
4. Anything but skinny jeans
5. Cut out shoes
Advertising is out of control. It’s fast-paced, bright, shiny and colorful. It’s everywhere. If you don’t think your life is bombarded by advertising, ask yourself: how many minutes of the time spent watching TV do you watch the featured program and not commercials? If you read magazines, how many pages of ads do you have to flip past before making it to an article? No matter where you are now, look around and see if there is an advertisement within your sight. Whether it’s a brand, logo, commercial, or print ad, advertisements have found their place within our everyday lives.

Advertising is everywhere, but what is it trying to say to us?

Do this. Buy this. Go here. Not only is advertising bossy, it’s controlling. And if you think that it has no control on you, think again. Here’s an example, you briefly see an advertisement for Pure Michigan. For a second, you see the picture of a tent pitched beside a lake with two kayaks pulled up onto the beach. In that second, you are transported to wherever that picture is. From there you could think about how you wish you were there, or where you would go on your next vacation from work, and maybe would consider actually going to Michigan. Advertising has the power to make you think. And that thinking can power you to go and do something.

‘Big deal,’ you might be saying ‘there’s no harm done.’ But what if there is? Maybe not to you or to me but what about someone a little bit more impressionable like a young girl? Advertising, particularly in magazines, contributes to the lowering of self-esteem and body image issues in its readers because of its idealistic view of what a person is suppose to look like. As we grow older, it’s easy to think we are desensitized to all of things that the advertisements are trying to sell to us, but this young teenage age group are the most susceptible because they are trying to find out who they are going to be- including what they’re going to look like. They turn to things like magazines that are filled with ads that give them the wrong message.

How do we fix the pandemic?

It’s impossible to shield yourself, your kids, or the whole world from advertising. As previously stated, they are everywhere. Toxic advertisements, like ones in magazines, can contribute to lowering of self-esteem and general increased levels of sucky-feeling. But you do not have to succumb yourself to the advertisement’s will. Remember that positivity beats negativity any day. If you see an image that
makes you feel like you do not add up to what you’re ‘suppose’ to look like, think POSITIVE! Positive mental rehearsal is not only for athletics but for the random people reading magazines. If you think good thoughts frequently you will have a more positive disposition. But it’s challenging when you don’t feel beautiful—just know that people will choose unique and different over cookie-cutter any day. And someone loves you for your uniqueness.

An organization in New York City called NYC Girls Project has started a campaign to help young girls fight the negative effects of advertising in the media. On the campaign’s page, they list numerous facts the advertisement’s roles on young girls including:

- “Over 80 percent of 10-year-old girls are afraid of being fat.”
- “By middle school, 40-70 percent of girls are dissatisfied with two or more parts of their body…”
- “…body satisfaction hits rock bottom between the ages of 12 and 15.”
- “Notably, girls’ self-esteem plummets at age 12 and doesn’t improve until 20 an-unhappiness attributed to changes in body shape…”

New York City believes that unhappiness in young girls are a result of the media. They say that, “In short, girls see images that—despite recognizing as unrealistic, unattainable, and often not even real—they aspire to meet and then suffer when they can’t help but fail to do so.” This is the first city government to not only call attention to the problems that young people face because of the media, but they also have worked to combat it. Their plan: to challenge the fashion and beauty industry with a campaign to tell girls that they are beautiful the way they are. NYC set out to do this with a series of advertisements depicting images of young, happy girls with the slogan “I Am A Girl…” I am beautiful the way I am, including various positive traits including strong, caring, a leader, healthy, friendly, funny, adventurous, etc. The advertisements will run subways, buses and phone kiosks across New York City in order for all the girls of the city to hear their message.

While it seems that the only effect that advertisements have on a person is to simply suggest that they buy their product, in reality, there are more to ads than what it seems. Their mere suggestion has more control over someone than the average person would think. But the most crucial aspect of this advertising era we live in is how they have come to make people, including young girls, feel like they do not live up to the standards of society. But the power of advertising lies within its audience. With positive thinking, ads’s images do not have to have any control over anyone. After all, no one can make you feel anything without your consent.

Caroline Ogan, author of “The Ad Age,” is born and raised in the heartland of America’s Midwest and is practically a graduate of HSE. She will devote the next four years of her life to becoming a teacher while continuing on her quest to make the perfect grilled cheese sandwich. @carolineogan
I'M A GIRL
I'M A LEADER, FRIENDLY, CARING, CURIOUS, FUNNY, BRAVE, OUTGOING, SMART AND HARDWORKING.
I'M BEAUTIFUL THE WAY I AM