

# Drake Magazine Spring 2017 Query List

## Bits + Pieces

**Fun Socks:** Socks have become a fashion staple. With different shapes, textures, colors, and cool features to choose from, there's no reason to stick with plain white socks anymore. This writer will feature 3-5 socks or sock brands that are doing something groundbreaking, like giving back to the community or only using materials that are good for the planet.

**The Death of Cable (infographic):** Let's face it, hardly anyone from our generation has cable anymore. Instead we consume movies and TV through streaming services. This writer will compile facts and stats about millennial viewing habits and how they differ from other generations.

**Pairing Food with Activities:** We're all used to eating popcorn with movies, but are there any other fun food and activity pairings? Pitch us a few ideas—like yoga + wine or baseball + a hot dog—and explain why they work. Try to come up with creative combos.

**Alternative Bars:** From Game of Thrones-themed pubs to barcades, there are plenty of bars where you can do more than just have a drink. Pitch us 3-5 locations in the Midwest for readers to check out.

**Hemp Products:** Lotions, clothing, jewelry—is there anything you can't make from hemp? This writer will explain what exactly hemp is, where it comes from, and notable hemp products on the market.

**Bit of Lit:** Each semester we review 3 books around a common theme that would interest our Millennial audience. Pitch us a few books you'd like to review around one of the following themes: Conspiracy Theories

Feminist Lit

Banned Books.

**Mythbusters: Midwest Edition:** Real talk—is it really possible to tip a cow? Or is there a town in Wisconsin built by Aztec descendants? Pitch us 3-5 popular myths that involve the Midwest that you'd be interested in busting.

**How to Get Out of a Bad Date (infographic):** Maybe he doesn't look like his Tinder picture, or maybe she's Corinne from "The Bachelor." Either way, let us know how you

would get out of a bad date. This piece will be written as an infographic quiz (which the writer will not be responsible for designing).

**Not Your Granddad's Shoes:** There are many Midwest shoe companies that have been around for ages—and they're becoming more popular with millennials. Feature 4-5 of these brands—like Red Wing shoes or Allen Edmonds—and a little blurb about who they are and why our audience should consider investing in a pair.

**Hygge for Summer:** Hygge is a Danish mindset that is all about living a cozy life. Envision sitting by a warm fire under a blanket, sipping cocoa—that's Hygge. Pitch us a few ideas about how our readers can practice the mindset, even in the warmer months.

**Artists and Augmented Reality:** Augmented reality is slowly working its way into our lives, and it's impacting artists, too. AR tools, particularly the Tilt Brush paired with Oculus Rift, have opened new doors for artists to experiment with their craft. This writer will track down a few artists who have worked with these tools and discuss their experience.

**Financial Hacks for Millennials:** Everyone wants to save money. But between loan debt, living expenses, and social events, millennials are often strapped for cash. What are some unique ways that young adults can save? Pitch us a few ideas.

## Say What

**Modern Masculinity:** In our day and age, men are often expected to not be in touch with their emotion. With a society that's plagued by war and aggression, men are expected to be tough and stoic, but how destructive can this be for some, if not all of them? This writer will take a stance on modern masculinity—has it changed for the better? Or for the worse?

**Private Companies and Education Tools:** Right now, taking a look at any stack of textbooks, one will be met with a recurring set of names. McGraw Hill, Pearson, and maybe a few others have grown to become the moguls of modern education with their massive collection of learning materials. But what does it mean for just a couple private companies to be controlling the education market? One writer will delve into the issue and take a stance—Is this monopolization hurting our education system or helping it?

**For-Profit Churches and Prisons:** Places of worship and incarceration are not often perceived for money-making, but many of these organizations are for-profit. How does

this affect the people they serve? Are they good for the economy? Or morally wrong? Pitch us your angle.

**Rise of the Uber:** Call them, beep them, if you wanna reach them. The Uber transportation phenomenon has grown vastly in the last few years, and this has made for a new mobile society. Some people make their livings from driving strangers around, while others take it up for a side gig to make some extra cash aside their other job. What's the job like from the eyes of the driver? What kind of experiences have they had? Is this affecting other transportation services like buses and taxis? Take a stance and explain why you think ride-share services are either doing good or causing harm.

## Health + Sex

**Whole30 for the Millennial:** Healthy eating trends like Whole30 and the Paleo diet are huge right now—but it doesn't take long for them to get pricey. What's a budget-friendly millennial to do? Pitch us some "hacks" to get the best bang for your buck.

**Supplemental Health:** Maybe it's a daily vitamin or a pill that's supposed to improve your workout. When you take a supplement, what are you actually taking? Do they work? This writer will investigate popular supplements and talk to a health professional to get the skinny on them.

**Scary Dairy:** Dairy's important for growing children, but it can have harmful health effects on adults. Explore the consequences of milk, cheese, yogurt and all their compatriots.

**50 Shades of Toys:** Discreet vibrators that can be hidden in plain sight, toys for men, and movie-inspired dildos—what are some kinky alternatives to the typical sex toy fare?

**The Wild World of Condoms:** Condoms come in all shapes, sizes, textures, styles, colors, flavors, and chemical makeups. Pitch us some unique condoms—do they have specific purposes or added benefits?

**Polyamorous Relationships:** Monogamy isn't for everyone. Talk to someone in a tri-relationship or a couple who swings to get their take on love. Then talk to a professional (or two!) about the stigmas attached with loving more than one person.

**Yoga(nimals):** Downward dog just got a whole new meaning. Lots of yoga programs now offer classes that integrate live animals, like cats and goats. This writer will find the best of Midwestern animal yoga and give our readers the scoop on where they can get flexible with furry friends.

**Essential Oils:** They have been used to treat symptoms of anxiety or stress and can be used via rollerball, diffuser, or even in vape pens. Explore some different essential oils, explain how they can be used, and if they actually provide any health benefits.

**The Bitter Benefits of Cryotherapy:** Cryotherapy uses cold temperatures to instigate weight loss, strengthen immune systems, and even reduce signs of aging. It's becoming increasingly popular in the medical and fashion worlds, but are the frigid temperatures worth the benefits? Talk to a professional familiar with cryotherapy to get the scoop. Bonus points for talking to someone who swears by it.

**Sprouting Seeds:** Increasingly popular in the health community, ear seeds are being used as a cure for anxiety and chronic pain by inserting into the ear as a form of acupuncture. Patients feel relief almost immediately after doctors administer the seeds, and the treatment is relatively inexpensive. But is it effective? This writer will find out.

## Food + Drink

**Alternative Toasts:** Avocado toast was huge on sites like Instagram and Pinterest, but it's been done before. This writer will pitch 3-5 unique toast ideas (sweet potato toast, anyone?), and then create original recipes for our readers to try.

**(Non)Milk Shakes:** Tons of restaurants serve up crazy delicious milkshakes, but is the dairy really necessary? This writer will do some research to find non-dairy alternatives that can be used in place of milk. Think things like banana or avocado instead of just soy milk.

**Conversation Food:** Tapas are huge in countries like Spain, and they're designed to encourage conversation among diners. This writer will skip the entree and come up with 5-6 original small plate recipes.

**Drink the Midwest:** Do some digging and find each Midwestern state's signature cocktail. While there is no official designation, based on history/culture come up with a drink that represents each state. Wisconsin, for example, would be a Brandy Old Fashioned.

**Alcoholic Smoothies:** Smoothies are a staple, especially for spring. The only thing that could make them better is a little booze. This writer will pitch 3-5 original smoothie recipes that incorporate alcohol.

**Great Grains:** Grains are one of the top trends of 2017, according to the Campbell's Culinary & Baking Institute. Research 5-6 different grains—like barley, quinoa, or farro—and chat with a nutritionist to explain the different benefits of each grain.

**Water Bottles:** Bottles are big right now. Let's explore some alternatives to the ever-present camelback. Pitch 3-5 bottles that each have their own merits, such as being easy to clean or eco-friendly.

## Fashion + Beauty

**Very Velvet:** Velvet isn't just for winter anymore. Designers are pushing to popularize the fabric for all seasons. From sandals, to skirts, to accessories, we want to see your ideas for velvety spring fashion. Pitch us a few looks we could use for the spring fashion shoot.

**Pajama Fashion:** Could the days of quelling your desire to wear pjs to the grocery store be over? [Selena Gomez](#) seems to think so, but is this trend accessible to people outside of Hollywood? Pitch us your ideas for pajama fashion. Can we get away with wearing pajamas in public? Are there super cute pajama sets we should be wearing to bed instead of our middle school gym uniforms? Let us know.

**Sunglasses:** No summer is complete without a fresh pair of sunnies, so tell us which one's are worth buying. Pitch 5-6 pairs that are more interesting than your average aviators—whether that's because they're made out of wood or because the profits go to a good charity, you tell us.

**Best Inexpensive Makeup:** Quality makeup doesn't have to cost an arm and a leg. If you look in the right places, you can look like a cover girl and still have enough money for pizza at the end of the day. Pitch 3-5 inexpensive makeup brands or products we don't know about that compete with the drugstore brands, and tell us why they're better.

**Multi-face Masking:** There's no reason to slather your face in a mask targeting oily skin if you only have an oily T-zone. Pitch us a few super-specific face masks that are designed for certain spots, like above your lip or under your eyes.

**Surgical (semi-permanent) Beauty:** Procedures like lip injections, microblading for eyebrows, laser facial treatments, eyelash extensions etc. are on the up and up in the beauty world, but what works, what doesn't, and what's dangerous? This writer will explore the trends and see what's safe and what should be avoided.

## Music + Entertainment

**Old-School Tech:** They say what's old is new again. This rings true for today's technology—from upgraded Nintendo systems to record players that convert your music to MP3s. Pitch us 3-5 products that combine the best of old and new.

**Music Profiles:** Heading to a concert anytime soon? Reach out to the artists before the show and try to snag an interview, then write a profile of the artist and the show. Ideas: Kaleo, Dawes, Black Tiger Sex Machine, IMOMSOHARD (comedy), Young the Giant, Pop Evil, Lake Street Dive, Jojo.

**Midwestern Music Scenes:** Forget Chicago—smaller cities across the Midwest have some kicking music scenes. Mid-level cities like Madison, Kansas City, and the Twin Cities feature cheap shows in intimate environments for indie artists that haven't made it quite so big. Look into a few scenes and tell us why they're worth checking out.

**Line (and swing) Dancing:** Country Western Line Dancing might hark back to the golden era of '90s cheesy country-pop. But a growing number of young people are dusting off their cowboy boots and tipping their hats for this unique hobby. Attend a dance to see what the hype is all about—they're pretty common around Iowa—and profile some young people who frequent the dance halls. You could even dive into the world of line dancing competitions. Bonus points if you look into swing dancing, too.

**Nontraditional Theater:** Theatre isn't always what it appears to be. Find some shows where the audience becomes part of the action, or where the actors get their parts only a few minutes before the curtain rises. We're fans of Boozy Bard Productions, but what else is out there? Pitch us some ideas.

**Carnies:** Carnies travel all over the country with carnival companies to work at different fairs and festivals. What's their life on the road really like? Carnies tend to have a negative stereotype, and their job certainly doesn't come without its drawbacks. Find some carnival workers to profile and explore their world.

## Features

**Sex Ed:** Some people say that sex education in America is failing, while others argue that it's a topic best left for parents to cover. Delve into America's sex education system and discover what's good, what's bad, and what's being done to change it. Pitch us a specific angle for this feature, including a few people you'd like to talk to.

**Best Brewery Tours:** From Milwaukee to St. Louis, there are some damn good breweries across the Midwest. Most of them offer fun, educational tours with free samples galore, so you can see how your favorite beer is made and tip back some complimentary cold ones. Pitch us a few breweries you'd like to visit—including big names, craft breweries, and cult classics. 21+ please. Bottoms up!

**Life on the Res:** Take a look at life inside Midwest Native-American Reservations. We've all been following what's happening at Standing Rock, but there are other Native American communities that are struggling to survive. Pitch us a specific angle for this feature, including a few people you'd like to talk to.

**The Corporate Face of Big Tobacco:** Cigarettes and tobacco products are largely condemned for their ill effects on human health, but how do the executives behind the scenes view their controversial product and how it affects people? Show readers the other side of the tobacco industry, how corporate views their business, and how it affects their customers. Pitch us a specific angle for this feature, including a few people you'd like to talk to.

**Juvenile Incarceration:** Gone are the days when you just get a warning detention/suspension for fighting in school. Now, it's one and done—and off to jail you go. More and more juveniles are getting arrested now that cops are in schools. Whether right or wrong, let's explore why this is happening. Find a school with high incarceration rates, and dig deeper. Why is this happening? Is increased security as a result of shootings a factor? When did this uptick begin? Pitch us a specific angle for this feature, including a few people you'd like to talk to.

## For Online

**Size variance in stores:** A medium in one store doesn't always mean a medium across the board. We want a writer to go to different stores and try on the same type of clothes in the same size and report back.

**Tasty experience:** Everyone and their grandma have seen the Tasty-style videos floating around Facebook. They make it look so easy, but how do-able are they actually? We want someone to try out some of these recipes and write about their experience.

**Weird makeup colors:** Makeup isn't just colored pink, brown, or beige anymore as companies get more creative in their naming departments. We want a writer to hit up the

local beauty store and report back on the strangest names of makeup colors, from the most pun-ny to the downright NSFW. Pitch us your ideas for how you'd write this story.

**Architectural wonders of the Midwest:** The Midwest is mostly known for farming, but there are actually some pretty impressive architectural works in some pretty interesting places (and not just the big cities). Pitch us some works from around the Midwest you'd like to feature.

**LDR tech toys:** There are a ton of new gizmos and gadgets on the market for those in long distance relationships. From sex toys to "commitment rings" that stop your SO from watching the next episode of Game of Thrones without you. Pitch us 4-5 different gadgets for couples in long distance relationships.

**Haunted Midwest:** The Midwest is full of supposedly haunted places, from houses to colleges to hotels. Pitch us your ideas for how you want to tell this story and what multimedia ideas you have.

**Galentine bouquets:** Roses are red, violets are blue. But what about the other flower colors, what do they mean? This writer will break down flower colors and types, and tell us which ones to give to our SO and which to our BFF.

**Using the Internet for good:** This will be a Q&A with a YouTube star that uses their channel to do some sort of good, whether it's spreading awareness of world hunger or promoting body positivity. Find out why they choose YouTube and how the platform has helped with their cause.