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White Bread Girl: Real Life Chronicles of a Twenty-Something

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White Bread Girl: The real life chronicles of a 20-something



White Bread Girl

The real Life Chronicles of a 20Something
www.whitebreadgirl.com

Rose Aschebrock

Honors Capstone
Professor Howard & Professor Holzworth
April 22, 2015

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ABSTRACT

Hi! Did you pick up this project book, see the title and immediately wonder, "What is a *White Bread Girl* anyway?"

Good question. I like you 😊

There are so many books aimed at the 20something category claiming to represent my generation and miserably failing.

Maybe I fall into a 20something minority category but I don't enjoy eating pizza at 2am like Lena Dunham in her book *Not That Kind of Girl*, I don't like eating nothing and drinking everything like The Betches do in their book *Nice is Just a Place in France* and I'm not a fan of constantly dieting like Mindy Kaling says she is in *Is Everyone Hanging Out Without Me*.

White Bread Girl is my own personal solution to this underrepresentation. Instead of waiting for my role models; Emma Watson, Taylor Swift and Blake Lively to gift their 20something autobiographies to the world, I decided to write my own. *White Bread Girl* is a blog chronicling my experience of being a 20something because I strongly believe that as humans we share a hunger for connection with others. We crave stories about other humans because in stories we are able to uncover little pieces and lessons that can be understood in our own lives.

This is primarily a writing capstone but as a dual magazine/ writing major I couldn't resist slipping in a little *White Bread Girl* social media and branding. In addition to the blog I have created a Twitter and an Instagram.

20somethings do so much more than just party and hookup. I started *White Bread Girl* to document my experience and offer other non-stereotypical 20something girls, an alternative persona for our generation.



A White Bread Girl kinda sandwich

White Bread Girl

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EXECUTIVE SUMMARY

White Bread Girl is a blog written by me. It is all about my experience of being a 20something. Almost every day I post a short story about some aspect of my day. This has ranged from stress, my seven female roommates, boys, dating boys, trying to find the perfect present, exams etc. It encompasses questions, advice, observations and often links and comments about current events in the 20something world.

I started the blog *White Bread Girl* after reading numerous books aimed at “the 20something category,” that didn’t represent me and I couldn’t relate to at all. I decided that I wanted to create an alternative persona, a written identity of me, with the hope that other un-stereotypical 20somethings could relate to my experiences.

My hope in writing the *White Bread Girl* blog was to create a space where other 20something like me, a type A, travelaholic, athletic, people pleaser, food loving, girls who love to learn and work hard, are represented. My experiences are completely my own which means they also contain certain biases. I hate labels and boxes but the reality is I am a Caucasian female of middle class, a DI athlete and I am attending a

private university. As a result there are many people who won't be able to relate to me and won't be able to understand my experiences.

I am not claiming that my experiences or stories represent any other 20somethings because we are individuals with our own unique. In writing *White Bread Girl* I just wanted to offer another voice to the throng of 20something voices to add to the diversity and depth of our "age group." I wanted to write posts in a way that was filled with advice, warnings and thoughts that have the ability to reach beyond racial, education and cultural barriers and speak directly to the shared experience of being 20 and unsure of the future.

I strongly believe that as humans we share a hunger for connection with others. We crave stories about other humans because in stories we are able to uncover little pieces and lessons that can be understood in our own lives. This is what ultimately what made me decide to publish *White Bread Girl*.

It is a truth universally acclaimed that our generation is very active on social media. In order to reach and engage with my fellow 20somethings I needed to make my blog accessible to them. I knew I was going to have to do more than just write blog

posts and hope that they would magically stumble them upon them in the blog-o-sphere. I wanted to be an active presence on the platforms we all use and love.

Although this is a writing capstone project, as a dual magazine major I have taken many social media strategy classes and I wanted to tie in some of this learning. In addition to the blog I have also created a Twitter and an Instagram account. On the Instagram I post pictures that inspire me and I tweet daily about interesting things going on in the 20-something-sphere and about the books I am reading.

Another aspect of my classes that I have brought to *White Bread Girl* is the quality of being transparent and honest. This is really important to me as people can read fiction anytime but something truthful is harder to find. In writing *White Bread Girl* my aim was to create a truthful online persona of 20something-year-old me and I wanted to connect with other 20somethings through it. I decided in order to be genuine then I would need to be completely transparent and comfortable with my own experiences. I use my own pictures whenever possible and I use my real name. However while I mention others I don't name anyone in the blog unless they give me permission too. The role they play in my stories is relevant, not their name.

I believe my project is significant for several reasons:

The first reason is that I believe what I have to say is helpful to others. I have written the blog through my own experiences. As I have explained this is a narrow viewpoint with biases and is not an attempt to represent all 20s sometimes, but I do believe that the blog posts I have written are filled with advice, warnings and thoughts that have the ability to reach beyond racial, education and cultural barriers and speak to being 20 and unsure of the future. I hope anyone who reads the posts, while not necessarily relating to every part of them, can understand the point-of-view I am writing them from and the greater truth behind the words.

The second reason is that as an aspiring writer posting once a day has required spending 20 – 30 minutes of straight up writing. As a result my synthesis of thoughts, application of thoughts to words, and checking through my work has improved dramatically. I truly believe I have become a much more engaging writer and the way I write now reflects the way I speak rather than the way I think which is much more coherent. It is also something my public speaking professor is constantly telling me to do.

And finally I think my project is significant because it is starting a conversation that adds diversity to the idea of what a 20something is.

2osomethings deal with numerous pressures each day. These pressures come from our parents who spend so much time and money on us and want us to do well in life. They come from our society, which expects us to act and be a certain type of person, but most importantly these expectations come from inside ourselves. The pressure steams from our personal desire to make everyone else happy and live up to the expectations we feel placed, or place, on ourselves.

This is a topic I wanted to address when I began writing *White Bread Girl*. As far as I can tell this struggle is less about being a 2osomething and more about growing up and deciding the person you want to become. By addressing it I hope help other people realize they are not alone in this struggle. Being 2osomething isn't just drinking and hooking up, those things are there but they are just tools in the main search of working out who we are and what we want in life.

I've made a lot of mistakes, I run read first into embarrassing situations all the time and spend copious hours contemplating how complex the world is. Getting a job is just the beginning of it all. To me being 2osomething takes time, work and effort and that's the experience I wanted to talk to in *White Bread Girl*.

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White Bread Girl

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PREFACE

White Bread Girl was not the original project I began for the Renée Crown Honors Program but it was the last.

I will tell you all about the other projects preceding it later on in this thesis, however right now we are going to talk about how I began the project *White Bread Girl*.

I have always placed a lot of pressure on myself to get good grades, excel at rowing and I refused to be left out of the fun, social activities my friends invited me to.

As a 20something I also had other pressures, the ones I share with the rest of college-going my age group. In addition to being an international student and wanting to go home in the holidays I also needed to look good on paper, resume paper, so that I could get a job after college.

Going to college and moving away from home means being thrown into the deep end and suddenly needing to learn how to shop for food, cook, write a check, buy

tampons, toothpaste, toilet paper and iron clothes, basically completely manage oneself without any outside help for the first time in your life. And in my case, all without a car!

College is a lot of fun but as I just explained it is also a lot of work. Despite being surrounded by people, literally all the time, it can still be really lonely. Especially true if you don't fit into a personality category deemed "normal," by society.

As an international student from New Zealand, an athlete on the DI women's rowing team, and serious Type A person who loves being organized but has this fatal flaw of thinking I can do anything in 2 minutes... There are many, many times I have felt like I didn't quite fit in.

And honestly I'm so glad about that now. I will be the first to admit that I am no party queen. I love dancing, cocktails and getting dressed up but I would trade the sweaty, strange and sleazy guys, crowded bars and split drinks any day. I would much rather rally for a night in with the girls, a good movie and homemade "healthy" brownies made with some weird ingredient like sweet potatoes or black beans.

When I don't know something I look it up. As I didn't seem to "get" being a college 20something, I decided to read about it.

I read *Nice is just a place in France* by The Betches. This book told me to eat nothing, drink everything, take drugs and to care less so that I can effectively use and manipulate people. *Is Everyone Hanging Out Without Me* by Mindy Kaling, she told me not to get up early because sunrises aren't worth it and that eternal dieting is fun. Kaling hopes she is never skinny so that she never has to give dieting up. *Yes Please* by Amy Poehler wasn't really about being 20something and as an athlete I'm not allowed to smoke pot. Lena Dunham's *Not That Kind of Girl* was just a little too obsessed with vaginas and not taking responsibility for ANYTHING for me to handle.

I didn't find myself relating to any of them. None of these writers were anything like me and the lives they lived were parallel opposites of my own.

This seemed like a serious issue to me. So many of the 20somethings I know do not fall into any of these personalities perfectly either.

Awhile back at the 2012 MTV Movie Awards Emma Stone, a 26-year-old American actress said, "What sets you apart can feel like a burden. And it's not. A lot of the time it's what makes you great."

I would like to read a book written by Emma Stone, Taylor Swift (a 25-year-old American singer-songwriter) or Emma Watson (a 25-year-old English actress, model and activist.) Women who are leading passionate, exciting, interesting lives and are

empowering others to do the same. That's the kind of 20something book I would like to read.

So that's the kind of blog I started writing. I want to become an ambitious 20something woman like Stone, Swift or Watson and I want *White Bread Girl* to personify that message. I want to hopefully connect with other like-minded 20somethings and remember that the most important thing you can do in this life is to be happy with who you are.

I understand that my experiences are not the same as every other 20 something year old and I know that as a white, middle class, athletic, college kid, not everyone will be able to relate to my experiences.

Just by being alive I am part of a system of privilege. I didn't ask to be given these traits, I never wanted to be included in a system that values certain looks and qualities over others but it's not something I can change. All I can do is continue to fight these by openly acknowledging their existence. I know that the way I have been brought up and the opportunities I have been given have created biases that will be prevalent in my writing and blog posts as they shape by experiences and more importantly my reaction to these experiences.

I have biases but I do not want them to be an intrusive aspect of the blog. I created *White Bread Girl* to add a diverse perspective on being 2something. I would never want to assume that any of my stories represent anyone else other than myself.

This is my story as the 2something White Bread Girl. It is the only story I believe I am qualified to tell because it is my own. I am not pretending to be an authority on 2somethings. In fact I think my inability to relate to any of the current 2something books I have read so far proves trying to do that is a likely bust. I am telling my story so that hopefully I can inspire others to share theirs and change the socially constructed idea of what 2somethings are like.

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ACKNOWLEDGEMENTS

The biggest and warmest thank you to my advisor and writing distinction Professor, the amazing and wonderful Professor Howard-Moore. She taught me how to personalize my Twitter and has the sassiest and most extensive vocabulary of any professor I know. She gave me the confidence to embrace my inner voice and really make this project my own.

A huge shout out to Professor Takahashi, my original advisor and current project reader who managed to give me perspective on my crazy ideas at the beginning of this project and tailor them down to find the heart and crux of what I really wanted to write about.

Thanks to Eric Holzworth my capstone advisor who was always sure to email me about every upcoming deadline and remind me how important being able to effectively articulate ideas is.

Many, many thanks to my wonderful boyfriend Aleks and my amazing friends: Mary, Amy, Georgia, Sienna and Holly. Also thanks to my public speaking class for always inspiring me with topics to contemplate.

None of this would have been possible without the love and support of my family, especially my Mum. Thanks Mum for always cautioning me about Internet danger and for always trying to get me to use a pen name.

To you all I express appreciation for contributing to my academic and personal growth as a scholarly creator... or as White Bread Girl would say it: None of this was possible without your cool amazingness! From the bottom of my heart I appreciate all you did to help me finish this little monster.

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ADVICE TO FUTURE STUDENTS

Dear Student,

My name is Rose Aschebrock and two years ago I was in your shoes, thinking about what I wanted to do as my capstone project and freaking out because I honestly had no idea.

Background information. I am a magazine and writing & rhetorical studies dual major. I am also the captain of the DI Women's rowing team and I work at The Daily Orange and Equal Time magazine.

Honors will harass you telling you to start your project early. My advice is LISTEN and DO IT. Not because your project will take two years to physically do, but because your project is probably going to take so many crazy twists and turns that you could never even begin to imagine and actually deciding on what you want to do will take up those two years.

Starting early means you have time to be flexible and straighten out all the kinks and problems you found along the way.

I'm hoping that by telling you the story of my project it will help you plan yours out. My second piece of advice is set deadlines for your project. Make them earlier than you think you need them and get your advisor to hold you to them. Being accountable to these deadlines is imperative. The reason I'm advising you to set them early is because LIFE HAPPENS, things get busy and hectic and setting them early means you have space to push them back if you need to.

My Project began as a magazine capstone. I wanted to make an interactive magazine app. Then it evolved to making an online magazine. I brainstormed a million different magazine personalities, narrowed down the niche I wanted to target and then actually confronted with the task of creating all the layouts and content, single handedly. I realized I

didn't have the skills I needed to be able to do this at the advanced level I wanted to produce this.

I cried to my advisor and eventually decided to change the project entirely. I love blogging and the main aim of the original project had been to create a magazine space where I could empower college level girls to become successful, driven women.

My project at this point changed to a writing capstone and I accepted the invitation to join the writing distinction class to continue working on my project.

My project is now called *White Bread Girl*. Which is a blog about my experience of being a 20something. It's a document of my experiences of being a Type A, female, student athlete from New Zealand, who would rather bake and travel then get belligerently drunk on the weekends.

I have created a blog space where girls that don't fit into the 20something "college girl" stereotype can come and chat about the funny and real issues they are facing and find comfort that they are not the only ones dealing with them.

In addition to the blog I have fallen in love with social media and wanted to create a *White Bread Girl* social media strategy. I have not yet begun this but it is the final and last step in my project.

My last piece of advice is a double suggestion. Make lists of all the things you have to do for this project. It always makes me feel so much more de-stressed when I have a tangible and visual list of things I can slowly work through and tick (or scribble out) when you've done it. The second part is check in with honors and your advisor often. It's easy to get too wrapped up in your own project and it can be really refreshing to get an outside perspective. They will also make sure you're staying on track – harder to do then you might imagine.

And that's all I have to say about that.

All the best for your project,

Rose Aschebrock

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REFLECTIVE ESSAY

In the life I have lived thus far I have come to the conclusion that everyone has a specific idea of what they want you to be.

For example my potential employers want me to be workaholic perfectionist. To be the neat, tidy, on time girl with Facebook photos that are professional and alcohol-free. To have a funny, clever Twitter. My Mum wants me to do well in school and make the most of the education I have been given. She wants me to be successful and happy but she wants me to do it before 10 p.m. so I can get a good night sleep. And she doesn't want me to do drugs. Ever.

For a very long time I felt the need to mold myself to be the person I thought everyone wanted me to be. Then I found myself in the mess that led to this entire project (more details to come.) This project and this story is all about my ultimate journey to answering that universal question, "Who am I?" and along the way discovering what makes me happy. As a direct result there will be no auditing of curse words. My Granddad has a lot of sayings he use to tell us as kids. One of them goes, "Swear words are the way slow minded, unintelligent people express themselves," but honestly when the going gets tough there is nothing much more satisfying then a deeply grunted "Fuck!"

You should also be aware that the *White Bread Girl* world is an academic-language-free zone and there will be no footnotes and definitely no APA or MLA citations found within my blog posts. Of course for this thesis paper I have made an exception. If I use anyone else's work I will just tell you who they are (or were) and what they said, explicitly, on the fly.

Before we launch right into "the project" I would like to tell you a little bit about myself.

Let's begin with what I now know who I'm not;

I am not a movies or TV shows kind of girl. I don't like playing computer games, iPhone games, tablet games or any other games that involve stationary focus on a screen. I get bored way too easily and I think there are way better things I could be doing. I am not into "getting hammered." Saying that I do enjoy a good night out and I love getting dressed up to go to events and dinner parties, although I will be the first to admit that I'm not particularly good at staying up late. One of my bucket list items is to stay up all night to see the sunrise – it has been on the list since I was fifteen and I still haven't managed to knock it off. I am also not good at doing things slowly and I am definitely not a patient person. Like at all. I have a habit of taking on way too many things at any given time and getting completely stressed out. I am terrified of being the person that let's I feel like I have let someone down. I am also not a conflict person although I am becoming way better with confrontations after living in a house for the last two years with 6 other Type A, athletic, opinionated girls. I am also a fiend of beer but a big fan of pina-colada's.

On the flip side: who I now know I am is a 20something with big dreams and a love of food, people, traveling and culture. I am happiest when I have a plan and feel like I am using up every minute of my time doing something effective or fun. 100% guilty and proud of being one of those weird nerds who loves going to school – double majoring in Magazine Journalism, Writing & Rhetoric, taking a distinction writing class and doing an honors capstone project. Just saying though, I am really not that smart, I just addicted to doing well.

From a history/ geographic point-of-view I was born in Sydney, Australia to a young New Zealander couple fresh out of college and scrapping to make ends meet, like seriously my bed was a dresser drawer for the first couple of months. They moved back to New Zealand (from now on referred to as NZ) with my 2-year-old sister and my four-year-old self to be near family again. I grew up in NZ and then when I was 12 my Dad moved us; my Mum, Sister Sarah and two little brothers, Josh and Sam, to live in England for a year and a half. During that year we did a lot of traveling and I fell head over heels in love with Europe. I kicked, screamed and cried the whole way back to NZ where I completed High School and began rowing competitively. At the age of 18 I moved myself to the USA to attend Syracuse University and row as a collegiate athlete.

I am telling you this so that you know a little bit about me and where I am coming from. Everyone has beliefs and personal memories that shape the people we are. These are the things that make me, me.

This is important to me because I am not claiming that the things I experience and write about in my blog or in this paper are representative of anyone else but myself. But I do strongly believe that as humans we share a hunger for connection with others. We crave stories about other humans because in stories we are able to uncover little pieces and lessons that can be understood in our own lives. This belief is what led me to publish *White Bread Girl*.

My project is about what I have learned as a 20something girl. As an international, student-athlete girl, living with a bunch of other student-athlete girls, attempting to get the body I want, navigating boys, graduation, getting a job and working out WHO THE FUCK I AM! It is a gift that I am choosing to give to you because who knows, you might be just as crazy as me and find some little lessons you relate to in your own life.

The Project Origins

My capstone officially began the first day of my junior year. The 26th of August, 2013 and it began as a magazine capstone. At that initial stage I was wrapped up in a lot of idealistic I want to make "this" kind of magazine, I want to write about "this" specific topic, I like "this" title. None of it really took into account the adobe suite skills I had or could reasonably develop in the time I had to work on this project.

I began researching possible professors in the Newhouse magazine department, looking for someone I felt would be able to advise me. It was at this stage that I began thinking about the future of the magazine industry and the increasing popularity of the interactive iPad.

As a magazine major I had previously taken a graphics class that involved creating an interactive magazine feature for both vertical and horizontal content. I was thinking about the sheer amount of work it took to make that one feature...that and the constant frustration I had felt at not having the skills to adequately create what I was envisioning in my head. I sought out the advice of Professor Corey Takahashi who specializes in Magazine, Hybrid Media and Storytelling.

He told me he could help me with the digital aspect of the project and suggested collaborating with another student who specialized in graphic design or web development to physically create my envision design. However before I got to that part of the process I first needed to come up with exactly what niche my magazine would be targeting.

In addition to being a Magazine major I am also majoring Writing & Rhetoric. I was taking a digital writing class in the fall and over the semester we had to create a blog. I decided to combine this into my capstone. I would make a blog for the magazine I would be creating.

So what to write about?

Of all the things I love, I have a big soft spot for food; savory, sweet and in particular healthy. I already knew a lot about food but it was something I was definitely keen to keep learning about.

This was the original outline:

Name: RoseAshie

Tagline: Making delicious things healthy

Brand: Bubbly, bright and energetic. I want everything to be fun and upbeat so that readers are infected with my passion and excitement for delicious food that can nourish your body.

Appearance: I want everything to be very simple and elegant, to have big beautiful photos but I don't want the food to look too posed - I want it to look achievable for an average college student to make.

Ideals: I want the focus to be all about great tasting food. Foods that help you feel delicious and contribute to making you look fabulous. I want to incorporate exotic flavors and tastes but still maintain the well-known and loved staple meals that use mainly ingredients everyone can recognize and easily purchase.

*Important distinction to note; the emphasis is on good food that fuels your body effectively, not on low-fat foods that are marketed to help you lose weight.

After I decided on what I wanted the blog and magazine to be about I began thinking about features. At this point I went back to see Professor Takahashi suggested making an online magazine instead of an iPad app. He showed me the example of Kinfolk.

Completely won over I began creating my blog-styled food magazine.

You can view it here:

<http://vorfreudefoodie.com/>

I decided that RosieAshie (which is my personal twitter handle) was not a good magazine name so I began exploring other quirky names. I discovered the word *Vorfreude* one day while scrolling through Instagram posts.

Vorfreude: (n.) The joyful intense anticipation that comes from future pleasures.

I loved it and it became my magazine name: The College Vorfreude Foodie.

Next I had to decide on the different sections and features I wanted to include in the magazine.

Sections:

1. Front of Book Instagram Challenge: This would be an Instagram challenge where readers would have an opportunity to post a picture with a special magazine hashtag (e.g. a colorful homemade dish) the top pictures would be featured on the online magazine. I also wanted to have links to favorite foodie books/ blogs/ online magazines. I wanted to create a magazine people knew they could come to get any kind of food information they needed, I didn't want it just be self-generated information and stories.
2. Recipes: What is a food magazine without recipes? I wanted to post stories with funny little cooking stories and pictures of the baking. Recipes needed to be quick and easy to make, using ingredients that students would typically already have and are not expensive to purchase.
3. Exercise: I wanted to have a feature on elevating heart rate workouts and how frequently doing this can improve overall health. I also wanted to write a feature on "Exercise for a

cause” where I would run a marathon for a charity and document training and eating regime while I did it.

4. Happy Bodies: Feature on the happiest people in the world. I want to learn about how they live and what they eat. I wanted to have a fun info graphic sidebar on the health benefits that can be gained from different foods. For example: Blackberries are packed with antioxidants that help keep your skin clear and healthy looking; Salmon contains Omega-3 that is great for keeping your hair shiny and healthy. I also wanted to interview a psychologist to talk about how different foods/ eating habits can help regulate moods. For example: Foods with high sugars spike your blood sugar that causes your metabolism to store the sugars as fat which leaves you feeling hungrier and tired sooner.
5. Spicy: Feature on the best spices and herbs to have in the cupboard to add the yummiest flavors to simple dishes
6. Happy Hour: Veggie and Fruity cocktails, margaritas and hard smoothies
7. DIY: Feature on how to decorate for house dinner parties, plate painting, glass bedazzling, and creating mismatched dinner sets from the thrift store down the road.

However while I was planning my capstone magazine I was quickly realizing how much time rowing and classes was going to cut into the time I could spend on my project. I was quickly running out of time.

My food blog class alone was taking up every minute of my spare time – and this was only one feature of the blog! For my blog class I was brainstorming recipes, trialing the recipes, making them, taking photos and blogging stories about them. It was taking over my life and all my money was going to ingredients to make two or three samples of these recipes. I was making so much food that my roommates were complaining that I was taking up more than my share of freezer space. I was eating food all the time because I was always cooking and baking and that was making my body feel constantly full and bloated.

Food under this intensified forced timeline was rapidly losing its appeal.

I was spending all my class and down time researching food blogs and magazines. The “niche” I thought I had found in good quality, affordable college cooking was already being catered too, in fact the entire Internet was saturated with it:

Sweet Paul, Julia & Libby, Oh She Glows, Lucky Peach, Collegiate Cook, My Petite Kitchen, Broke Ass Gourmet, College & Cook Magazine, and so on.

In another one of my essay writing classes we were learning academic writing through the subject of happiness. I began reading *The Happiness Project* by Gretchen Rubin. The pursuit of personal happiness is something I have always been very interested in. I had already incorporated an undertone of happiness to some of the planned features. I began thinking of expanding on this idea and moving away from simply cooking and generating recipes to focusing on the benefits of food and how food is the universal experiences all humans share.

I started thinking of ways to do this.

At the time my best friend was in Uganda building a school and I thought it would be a really great idea to head to Africa and write a story about fair trade products. I wanted to write a first person account of why it is so important to spend the little bit extra to get fair trade items.

I also wanted to go to New York City and interview Gretchen Rubin about her happiness project and ask how it could be adapted to a college student and how happiness could be increased in college. I emailed Gretchen and applied for funding through the honors program to take this trip to the city.

I went back to see Professor Takahashi and told him the problems I had encountered and the new ideas I had come up with. He thought it was great but warned me to keep simplifying it and defining my defined niche audience.

I had started blogging for a campus magazine *Equal Time* magazine and the semester before and I was really enjoying it. I was also working on a long form story in a magazine class about modern-day feminism, and I was getting really passionate about the need in our society for acceptance, gender equality and gender tolerance. I wanted to take these ideas and weave happiness into them. I started to think about my roommates. We had a long running joke that we should write our story of being student athletes with boy problems galore. All jokes aside, it was the perfect solution! Using the problems my roommates and I came across we could write a magazine for college-aged girls from college-aged girls. It would be the perfect way to tie all the ideas I had and all the topics I cared about together.

At this point I was so fed-up with food from my food blog that I was turned off the idea of creating a food magazine entirely. I didn't mind if food was still involved but wouldn't (couldn't) be the only focus. My *College Vorfredue Foodie blog* could be an additional feature for the online magazine but it wouldn't BE the magazine. Similar idea to how *Bon Appetite Magazine* has a food app – it's separate but still owned by them.

With this new idea I went to see Professor Takahashi again. He loved the idea and I rushed home bursting with excitement to tell my roommates what I was going to do. On the way home ideas of *The Real Students of New York*, *Sex and College*, *The Gossip Girls in College*, ran riot through my brain. Three of my roommates jumped onboard immediately but then another one came into the room (she is also a magazine major) and brought things to a crashing halt. What if someone they knew read it? What if their parents read it? Her quick fire questions changed the mood in the room immediately and as quickly as everyone had jumped on, they jumped off twice as quickly.

I asked if using "fake" names would help, or keeping the blog anonymous. There was hesitant agreement to that, but writing it anonymously just didn't feel right. How could I be an authority on anything if no one knew who I was? Why would you trust a faceless, nameless Internet character that could be fabricating everything?

I tried writing anonymously from my various roommates' point of view, but it didn't feel right and neither did writing about them from my own point of view. I didn't want to come off as condescending or judging at all towards my roommates, and how could I write from their

point of view without knowing how they felt? What if they didn't like the way I represented them?

Around this time I found Tavi Gavinson's online magazine *Rookie* after searching feminism TEDTalks for the story I mentioned before for my magazine class. She was doing exactly what I wanted to do, she had an online magazine aimed at high school – college-aged girls, but she wasn't trying to do it through her roommates. Instead she was asking readers to actually send in their own stories.

I started thinking about the possibility of making a magazine to talk to the niche of college upper class women. Like Gavinson had done I would simply write the stories that people wanted to read. I would research and write about the topics my roommates complained about instead of trying to get their personal firsthand accounts. I would talk about buying local, choosing fair trade items when shopping, how to dress nicely for less, confidence, getting a job, finding happiness, choosing the "right" guy, and so on.

I went back to the drawing board and began planning again. The new outline is as follows:

Name: PRESH

Tagline: Living with Confidence as a College Girl

Brand: Life is precious and it's pointless unless you are happy in your own skin. PRESH celebrates all that is good, fresh and fun in the life of a college girl. It deals with popular issues like one-night-stands and the hook up culture, dates, getting on with girls, dealing with

roommate problems, body appreciation, and so on but in a positive way that helps to empower girls in the college environment.

Appearance: I still wanted everything to be very simple and elegant with big, beautiful photos like the food magazine idea but I also wanted the magazine to have a slightly alternative, edgy style.

Ideals: I am a HUGE fan of Dr. Seuss and I wanted to run this magazine on the ideal of one of my favorite quotes, "Why fit in when you were born to stand out." This magazine needs to be an embracement of the girl you already are and working with that person not a fake persona of whom you think you "should be."

Features:

1. Karma Vibes: do something good for others and make yourself feel good. Volunteer at a soup kitchen; play with kids at the Ronald McDonald House.
2. DIY: Making fun themed party dress-up costumes
3. Dress for your body: This feature would be in the style of the British reality television series "What not to Wear" hosted by Trinny and Susana. It will focus on dressing to accentuate your best body features.
4. Nuts; *why we love them*. The health benefits of adding nuts into your diet or eating them as a snack during a day on the go.)
5. Interview with Gretchen Rubin: How to create your own happiness project in college
6. Dressing great for less

7. What to do about the one night stand you want to talk to again
8. Playing "the game." *Why it doesn't work and what you should do instead.*
9. Dating in College *Is it really as dead as everyone wants to think?*

It was all looking hopeful again. Then I had "**The Breakdown.**"

Leading up to The Breakdown was a series of unfortunate events that began with an email back from Gretchen Rubin informing me that over the entire next year there was not an hour available for me to meet with her. Then the honors program rejected my funding proposal. It was now the summer. I had spent an entire year working on this and had absolutely nothing to show. I was still running my food blog but I had lost all passion for food. In fact I would go as far as to say I hated food, I hated my kitchen and I hated cooking/ baking. I also had no money left from making so much food and no one was even reading my food blog. It was all getting too much, and then my boyfriend Aleks went away to Colorado for the weekend to help his Mom train for an ultra-marathon and all hell boiled over.

The Breakdown

The morning of The Breakdown couldn't have started off better. I woke up cuddling Aleks and it was a beautiful sunny morning. My teammate was about to come by to get me for

practice so I kissed Aleks goodbye, as he was leaving later that morning to fly to Colorado for the weekend, and headed out the door.

It was a Saturday and the farmers markets were in full swing so after a really good practice session we headed there to buy fresh produce for the week.

I got home from the farmers market and was sat down at the dining room table to begin working on PRESH magazine. Despite the Honors Program not approving my funding idea, and Gretchen crushing my happiness dreams I was going to make the magazine work. I would just have to come up with other story ideas. No biggie, I had done it before and I could do it again.

I spread out all over the table, setting up my computer, my notebooks. I checked my emails, checked my Facebook, and checked Instagram. Saw a really cool homemade granola recipe. Started craving granola. Realizing I was hungry I made a toasted bagel and dolloped freshly mashed avocado on top of it. Spying the tomatoes I had also just purchased I cut a few slices and placed them on top of the avocado too, and then sprinkled the entire thing in pepper and garlic salt. I ate it while scrolling through BuzzFeed articles about granola. Now I was really craving granola so I started making honey, coconut and ginger granola. It was justified because I would blog about it on *The College Vorfreude Foodie* blog later. Therefore not a procrastination attempt on the PRESH redesign....redesign.

I ran up to my room to get my camera so I could document the cooking process. While I was waiting for the granola to cook I thought about all the new beets I had just purchased at

the markets. The oven was already on, so I thought I might as well put it to double use. I began super thin slices of the beets to make beet chips. While I was chopping I began thinking about my favorite bread stall at the farmers market and how they had been sold out of all of my favorite loaves of bread this morning.... I had everything I needed to make bread so why not try a veggie loaf for the blog too. While grating zucchini for the veggie bread I accidentally grated way too much. Luckily I had seen a really yum looking zucchini chutney recipe the other day so I decided to make that with the left over zucchini.

With the chutney cooling on the stove, the bread on a cooling rack and the granola and beet chips hardening in the hot but turned off oven, I looked around the kitchen. It looked like a bomb scene. I spent the next hour cleaning everything, eating a little bit of everything and storing whatever was left.

Finally I sat down to start my magazine. I noticed the camera lid sitting next to the computer, realized I had left the camera on top of the dishes cupboard. Went to get it, wondered what the pictures looked like, downloaded them, loved them and immediately began blogging about them on *The College Vorfreude Foodie*. I had taken so many pictures that they took forever to upload, then iPhoto started running really slow causing my computer to run really slow. I tried to write up the recipes as I was waiting for the pictures to upload. I could feel the frustration building up at the time this whole process was wasting.

Then I looked at the time. 4.30pm I still hadn't started on PRESH. I was hot, stressed, and very full and this was no longer fun, it had become a chore and I didn't want to keep doing it.

At 5.30pm I had finally finished baking and blogging. I looked at my magazine project that I had pushed to the edge of the table, the day was almost over and I hadn't written one word.

My phone lit up with a text from Aleks, "Just arrived back from the run, how was your day, what did you get up too?"

I sat there reading over his text and felt tears well up in my eyes. I had done nothing. I had baked and snacked on food all day. I felt full and bloated but worse I felt like a failure. I logged onto my Wordpress account to see how many people had viewed by posts. NO ONE HAD and the tears started to flow. There were millions of healthy food blogs already, *The College Vorfreude Foodie* wasn't adding anything new or original to the internet. Even if my blog did look awesome and I was proud of it, it wasn't unique, every other person and their cat had a blog.

There was no stopping the onset of devastating thoughts anymore. The tears were coming hot and heavy. I hated food. I hated cooking. I hated my stupid, dirty kitchen that was small and cramped and had no windows.

The worst thoughts of all I directed at myself. At my failure to resist over-eating, for not working faster, for always taking on so many things that I didn't have time to do the things I

wanted to do. The person I wanted to become was so different from the person staring back at me in the mirror. I wanted to be confident and happy. To look and feel good and do the things I wanted to do. That was the girl I wanted to be, not this broken, lost one.

Sitting there crying all I could think about was the conversation I had, had with a friend the previous week. She had just broken up with her boyfriend and was telling me why. She said, "He's just very **white bread**. So content to just do whatever I do, go to work, come home and save up for a house."

The words, "white bread" kept running through my mind on repeat, bouncing back and forth across my brain. I imagined what she would say about me, "She's just very white bread. All she does is food shops and bakes and blogs and complains about getting fat and then works out and then goes to bed early because she's tired."

By this stage I was curled into the fetal position on the rug in my room. I lay there on my carpet running my fingers and tears through its soft, grey plush.

I'd lost track of what was important to me. I've always been a very type A person. I love doing things and I am not very good at saying no or managing my time. I had let everything get out of control and I didn't have time to do it all and have time left over to just be me, whoever "me" was. It was all just too much and overriding everything I was sick to core of feeling full and bloated.

I feel asleep at some point. I woke up with mascara gluing my eyelashes together, foundation in streaks down my cheeks and a serious headache. But I had the answer.

Enough of doing things that make me miserable.

I picked up my phone and hit reply. "Aleks I have a lot to tell you when you get back on Tuesday but I am not going to keep food blogging anymore."

White Bread Gal

After "The Breakdown" I knew what I wanted to write and I knew why I wanted to write it. Above everything else I believe the most important aspect of life is to be happy. "The Breakdown" showed me how unhappy I was and I wanted that to change. I also wanted to be able to help other people change that too if they wanted, or to at least let them know that they aren't alone.

Enough of planning and redesigning magazines layouts and stories, I wanted do something useful now.

I created a blog called *White Bread Gal*. This is the Intro page on the blog I made for it: "Hi. You may be wondering, "Who is this White Bread Gal?" Good question, White Bread Gal is me. A zosomething, college gal freaking out about life, money, graduating and getting a job. I began the White Bread Gal project this summer after suffering a serious case of "Senioritis," which included a very mature fetal-position-curl-up, tears, snot and then the realization that I have the power to make my life the one I want to live.

After visiting my school adviser (we will call him "The Doc") he told me my particular case of senioritis wasn't life threatening but would take some serious life planning to overcome. Every

college kid goes on some kind of journey between kid-hood and adult-hood so I thought I would document mine and read up on everyone else's so I could work out the best way to GET THINGS DONE. So "Why the name, White Bread Gal?"

I decided White Bread Gal because I think the term "White Bread" is being used in a way that is fundamentally wrong. Urban Dictionary definition "*White Bread: implies profound cultural naïveté, blind consumerism, and an unquestioning "follower" mindset. Belonging to the class of bland, clean-cut, middle-of-the-road suburbanite breeders.*"

Being "white bread" is one of my biggest fears; sharks are pretty high up on the list too. Instead of running away from it I decided embrace the term. You're not supposed to judge a book by its cover, so why would you judge a person for their love of Ugg shoe wear or preferred Starbucks latte? Some people like to have warm toes! You never know what kinds of delicious spreads might be inside a white bread sandwich; it's a constant mystery. This is why I am The White Bread Gal, you have no idea what I'm made of and I'll surprise you every time.

I have 5 goals to achieve by the time I graduate, they are:

1. Finish my dual degree of Magazine Journalism and Writing & Rhetorical Studies
2. Be the captain of an amazing Women's Rowing Team that attends NCAA's (Syracuse University)

3. Finish my Renee Crown Honors capstone and writing distinction project (this!!)
4. Get ABS! And a bangin' BMI (body mass index) sooooo eat like a BOSS 24/7
5. Get a job so I can live in NYC after I graduate and not be deported home to New Zealand

In addition I also want to:

- a) Be there more for the people I love
- b) (Especially with writing) Try a little bit of everything, no expectations or conditions on it
- c) Travel more – explore NY State!
- d) Read more – not just write the titles down in my planner
- e) Give back to the community.

Q. How will I do this?

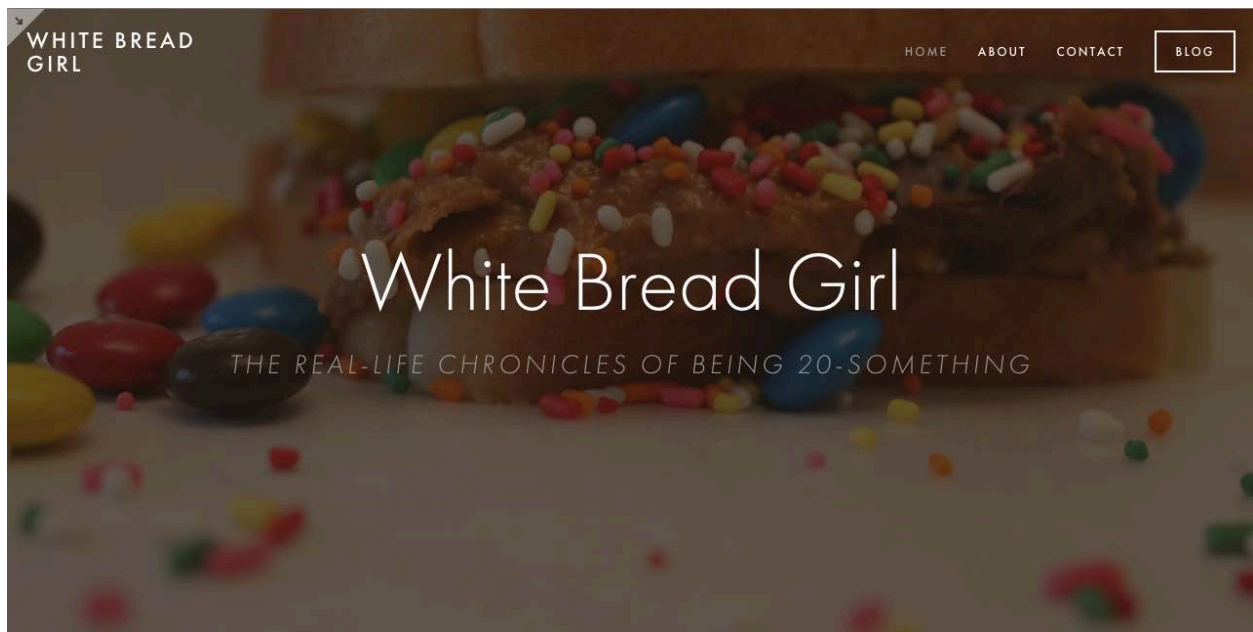
A. The White Bread Gal project.

Have you ever seen the movie *Julie & Julia* directed by Nora Ephron? If no, it's really good and you should, but in this movie a plain Jane, New Yorker dwelling gal decides to cook her way through the Julia Child Cookbook in 365 days. I have 311 days to work my way through as many 20something targeted books and see if I can learn the key to achieving all my goals and fulfill

my responsibilities as a dual major, division I rower, international student. Welcome to the *White Bread Gal* blog, it's nice to make your acquaintance.

White Bread Girl

I worked on the idea of *White Bread Gal* on my own for the rest of the summer. When we came back to school I was invited to join the Writing Distinction Program. I agreed and signed up for the class run by Professor Howard-Moore. We worked on the concept behind *White Bread Gal* and I experimented with tone, voice, topics, layouts and so on, refining my ideas until I created a new and improved blog called *White Bread Girl*. I finally had a tangible product of the year and a half long process of self-discovery and identity creation.



White Bread Girl is the persona I have created that embodies what this project has helped me become. A white bread girl is someone who makes mistakes, she isn't perfect, in fact she is far from it, but she's ok with that. She understands that happiness is not something you can "achieve" every minute of every day because she's discovered happiness is a state of being.

She is no longer obsessed with the idea of needing to be skinner in order to be seen as beautiful and worthy of being loved. *White Bread Gal* was the me that knew what she wanted to say but didn't know how to say it. *White Bread Girl* is the me that understands the 20something struggle and wants to document her experiences to hopefully help create a new diverse voice for non-stereotypical 20somethings who prefer dinner parties to clubs and brownies to booze.

White Bread Girl was not the original project I began for the Renée Crown Honors Capstone but it was the last. My capstone has been the entirety of this journey of ups and downs, of failed plans and successful plans. It has been a creative capstone of finding myself and my voice as a writer and *White Bread Girl* is the product of this project.

The homepage of *White Bread Girl* states:

White Bread Girl is a place where Type A, travelaholic, athletic, try-hard, people pleaser, foodie, 20-something-year-old girls can come and feel normal.

Here you will find the real-life chronicles of my hilarious experiences with being an un-stereotypical 20-something-year-old trying to graduate college, find a job and balance everything else in between.

Important: The experiences I write about in this blog are not representative of anyone else but myself. I want to share them with you though so that you know YOU ARE NOT ALONE! It's ok to be bizarre and awesome and chose baking a new black bean and chickpea cookie dough brownie recipe you found with coconut oil caramel topping then going out to drink a case of beer. Comment on my stories with questions or add your own stories. Email me or tweet @rosieashie anytime I would love to hear about your 20-something experiences.

...Did I mention that I live with six other very driven, type A, independent and cool girls? All things estrogen are kind of my forte."

White Bread Girl is a blog about me and my stories as a 20-something year old that gives other 20-something year olds, particular girls that don't fit the stereotypical mold of what this particular age group is supposed to entail, a place and platform

where they can truly express themselves and laugh along at the absurdities of life with me.

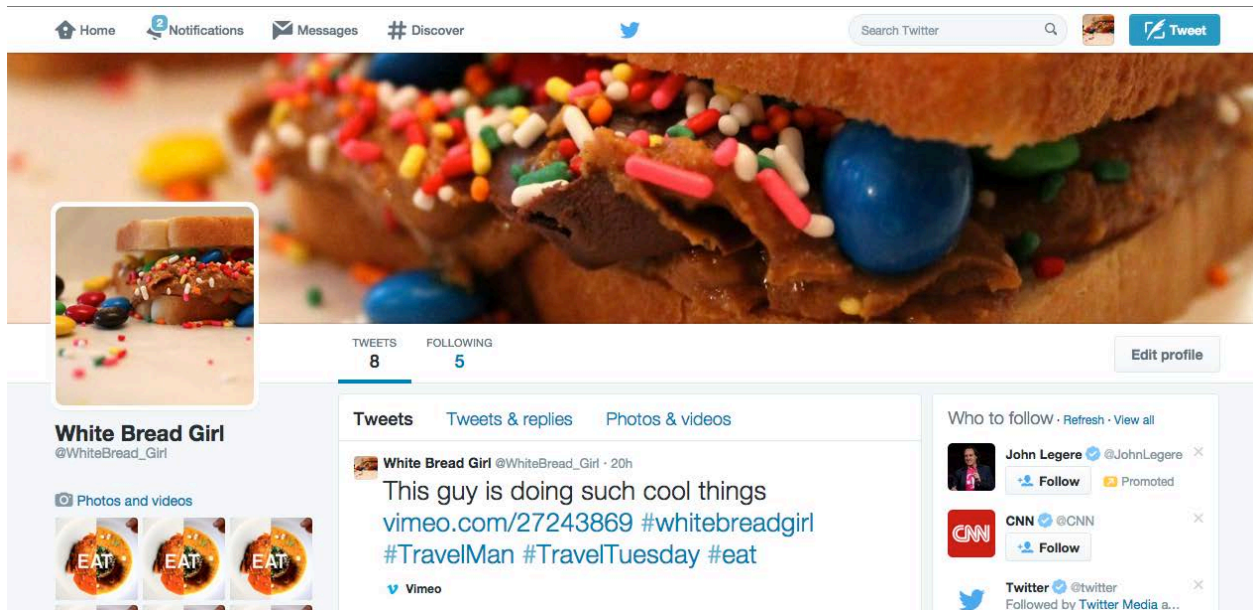
Unlike *White Bread Gal*, *White Bread Girl* is a celebration of every successful day.

Social Media Strategy

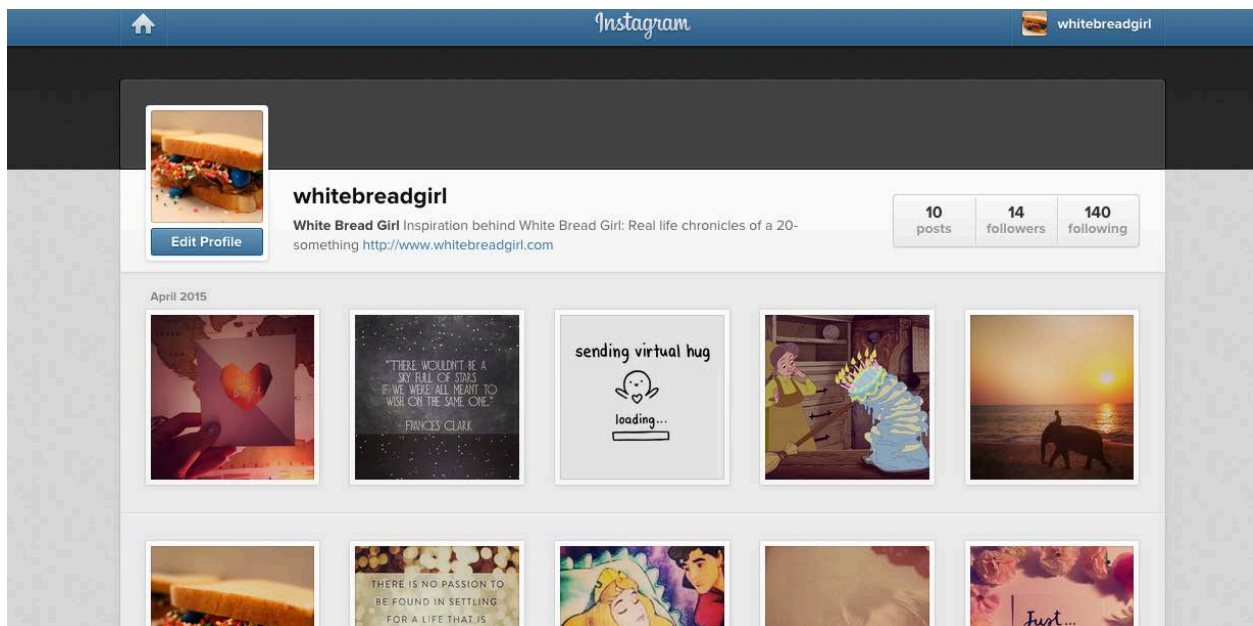
Since starting White Bread Girl I have posted almost every day. The topics include: ice cream, boys, exams, black nail polish and (of course) the very scary and dramatic quarter life crisis.

To make sure other zosomethings would be able to find *White Bread Girl* I have created a Twitter and an Instagram.

Twitter account:



Instagram Account:



The Twitter and Instagram is where I post things that inspire me, funny 2osomething articles I've read and basically anything and everything I think other 2osomethings will appreciate which will hopefully draw them into reading my blog.

White Bread Girl is a project I look to continue into the future. This is only the beginning.

The End. Thank you for Reading ☺

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