

The Chariot

AUTUMN MUSIC RECOMMENDATIONS PAGE 1; CROSS COUNTRY RETROSPECTIVE PAGE 2;
SUPER BOWL INSIGHT PAGE 4



'Tis the Consumer Season

Renie Harris

One of the greatest marketing movements of the 21st century just made its annual rounds. Cloaked in whipped cream, corporatism, and a dash of cloves, Pumpkin Spice Latte season is already behind us this year. August 24-November 1 marked Starbucks' fall beverage season, and while fall drinky-drinks came right on time for Starbucks' calendar, the real winter solstice isn't for quite some time: autumn stretches from September 23-December 21. Fall starts a month after the PSL drop and ends almost two months after its retirement. Officially, it doesn't end the night after Halloween, but

four days before Christmas. The Starbucks menu turnover changes more than just your order, it represents a seasonal shift in mindset. Say goodbye to Halloween candy and carved pumpkins and hello to jingle bells and peppermint sticks (forget Thanksgiving). Starbucks brought the pivotal PSL drink to market in 2003. Two decades later, the pumpkin spice market has skyrocketed into a nearly half-billion dollar industry. How did seasonal products rewrite the Gregorian calendar, and what are its implications to our lives?

It may come as no surprise that these seasonal drinks play on innate nostalgic (Continued on page 2)

Autumn Albums

November is the peak listening season for cozy and comforting albums—with entertainment moving indoors to avoid the chill, music is allowed to bloom between the cashmere and flannel. Fall is about reflecting, moving on, and navigating struggles that come with change. The harshest transition, bridging summer and winter, there are many well-suited albums for this time of year. Music streaming platforms have taken it upon themselves to create playlists for this vibe. Spotify has “pumpkin spice” and “scarf season,” but nothing is like supporting individual artists. Records were made to be listened to all the way through, in order, and this is the quintessential collection of fall albums from various genres and eras of music.

Red (Taylor's Version)-Taylor Swift

With heartbreakingly descriptive lyrics, this album stands out amongst Swift's discography. This was one of the early albums in her career, however it was later re-released under her own record label, with additional tracks. The second edition featured a 10-minute song beloved by many, titled “All Too Well.” This album has upbeat pop songs and many static, melancholic (Continued on page 3).

(Continued pg 1)

feelings. Well-funded studies demonstrate the physiological responses people have towards certain smells and flavors, and developing the perfect concoction to maximize these responses has converted the chain restaurant industry into an explicit science. However, there is a specific window brands can target these nostalgia-driven products. “Offer the drinks too early, and a company's image may be hurt by the perception of ‘seasonal creep,’ similar to putting up Halloween or Christmas decorations too soon,” said Bruce Clark, an associate professor of marketing at Northeastern University, who wrote about the PSL phenomenon in 2018. In order to preserve both the idea of scarcity, that the drink won’t be around long so consumers must buy it in-season, and an effective nostalgic connection, companies make their windows for seasonal products with meticulous precision.

However, this seasonal creep is difficult to avoid. For the past few years, pumpkin spice flavoring has dropped a day or two earlier than the previous. In terms of the holidays, this “Christmas Creep” trend is also attacking the fall. Economists say that the drive to begin the holiday season is encouraged by online retailers. Prime Day, which happens in September, is increasingly replacing Black Friday for many holiday shoppers.

These ever-shifting seasonal timelines are being accused of disrupting the natural work/life seasonal balance. For example, the dissolution of a Thanksgiving period has encouraged employers normalizing working

through the holiday. The even more curious aspect is how brands shape our emotional relationships to these seasons and holidays through their products. The pumpkin spice latte, for example, has existed since before many of us were born, dropping in ‘03 and cementing itself as a staple of the season for most of our childhoods. This timeless flavor, created based on “nostalgia”, formed our developing vision of idealized fall and it raises the question: what can a corporation do with that power to manipulate our vision of an entire season?

Whether you’re already in the holiday spirit or not, there is still a little autumn crisp in the air; there’s no denying the fantastic autumn foliage still in Wyomissing, or the lack of PA snow until January. I encourage you to reject the marketing whims (and calendars) of not only the beverage makers but all of the brands marketing to you this consumer season. Consider their agenda and how they have manipulated your emotions to execute it. By taking those factors into account, hopefully we can all make more informed and deliberate financial decisions to make the next few months more mindful.

A Five Month Sprint: Cross Country In A Nutshell

Jace Carwll

In most sports a mile is considered a punishment, so imagine waking up every summer morning for an “easy five miles”. That’s cross country—early summer mornings to beat the heat and get in your daily dose of cardio. The team focuses on developing their cardiovascular endurance by accumulating mileage over the course of the summer, and then mixes in some speed to prepare themselves for the rigor of meets.

Like any sport, cross country wouldn’t be the same without the coaching staff around us. Wyomissing’s coaches are some of the best: “The coaches truly have made my experience running cross country so much better. I am so lucky to have these incredible adults in my life who have taught me invaluable lessons,” said girls’ team captain and Wyomissing’s district champion, Addie Cohen. As athletes we respect and appreciate our coaches knowing that they always have our best interest at heart; especially knowing the experience of all of our coaches, including our

(Continued on page 3)



***Editor’s note:**

My experience as captain of the cross country team has been infinitely important to me. I want to thank my teammates for giving me the memories of a lifetime. Best of luck next year!

(Continued from pg 2).

head coach, Mr. Hetrich, finishing his 36th year of coaching.

Along with our above and beyond coaching, the bond of our team is unmatched: "I've never been on a team with that much chemistry before," said freshman Dominic Ferralello. The level of respect we hold for each other comes from not only the dedication we have for the sport, but the unique experiences we share together.

One of our most notable team activities is our cross country beach camp. "It means so much to me to have time to bond with my teammates and to get some solid key workouts in by the beach," said girls' team captain, Evangeline Reyes. Made possible by our coaching staff, both the boys and girls teams get to take a vacation down to Ocean City, New Jersey to facilitate the ideal training camp. Between sharing meals, bunking together, and the ample amount of team activities, we maximize our team spirit and mentally prepare for the season ahead of us. While the regular season provides us with necessary race experience, our true goal is the postseason. All of our training is put to the test come October, when we put everything on the line at Counties, Districts, and States. "Post season is the accumulation of all the work I've done over the summer and fall season. It's the memories I'll carry with me from high school into college, and it's amazing to share with my teammates," said Wyomissing's county champion and boys' team captain, David Giles.



Majority of our seasons end with a team visit to Hershey, where we compete against teams from across Pennsylvania. This year, however the boys team missed States to Conrad Weiser. Our team's season, however, hadn't ended until we supported the girls team and the boys top qualifying individuals at States on November 4th.

That's what cross country is all about; our team is made of amazing people who support each other to the very end. While the sport can be difficult, it's all made worth it by the community we build as a group.

(Continued from page 1)

indie pieces as well. Describing autumn days and accompanied by a red, crispy-leaf photoshoot, these tracks were made for Fall. The album is solemn but also has many empowering tracks, it balances different emotions very well. Many amongst our student body will find this album nostalgic, as its 2012 beginnings defined our childhood, and its 2021 revival symbolizes our

own growth and change.

Grace-Jeff Buckley

This 1994 record attracts little attention currently, it is one of the most impactful albums of the past impactful albums of the past 50 years. Jeff Buckley's 'Grace' features



stunning originals as well as a few ethereal covers from other artists. He is an incredibly talented writer and was a pioneer of alternative music for his time. Many of the songs have a rock-like energy to them, however, they have a much more rhythmic strumming than some would anticipate. This album has elements of jazz and funk with an indie bass.

When the Pawn...- Fiona Apple

The popular Fiona Apple album, most notably known for its lengthy title; is a flawless combination of melodrama and brutal honesty. Recorded at seventeen, Apple has never been shy of experimental music and this album is the perfect example of it with it being done beautifully. Each song of this record has a unique and meaningful beat, making each distinct. She is known for her mixing of genres and this record encompasses so many. Inspirations stemming from arguments she had with her parents, this album could be your teenage anthem for this fall.

How Did it Seem to You?- Odie Leigh

A notable EP from a newly beginning artist can be hard to find, but if any record would make an impact it would be this one. No one captures fall vibes like the folkies, this includes artists like Fleetwood Mac, and Bob Dylan but there are some (Continued on page 4)

(Continued from page 3) up-and-coming 9 artists doing the same. Leigh's vocals are thoughtful and the eclectic instrumentation leaves a lasting effect on listeners. This album in particular has a very nostalgic feel to it. Leigh brings these wistful energies, not only by way of songwriting, but also shows influence from many of these classic folk icons.

Turn Out the Lights- Julien Baker

Julien Baker has proved herself to be a 'no-skip' artist for many, this album just

solidifies the point. This record is cold and passive, feeling like the adjustment of summer to fall. The record begins with an intriguing instrumental track that transitions seamlessly into the next song. "Turn Out the Lights" is a confession of emotions, poured into music. These songs

are so authentic, they're almost painful to hear. There is a certain stillness to this album that should, at the least, be admired.

A Tender Look At Love- Rodger Miller

This album feels like comfort in the form of music. The main single of this record, "Little Green Apples," depicts the passing of time; it's reminiscent of childhood and the travels made during young life. He has been capturing the feelings of growing for years, which even got him featured in children's movie soundtracks. Miller is a master of developing track lists that illustrate a story. "A Tender Look At Love" is some of his earliest published work, and does this incredibly well. This



record is reflective and travels made during young life. He has been capturing the feelings of growing for years, which even got him featured in children's movie soundtracks. Miller is a master of developing track lists that illustrate a story. "A Tender Look At Love" is some of his earliest published work, and does this incredibly well. This record is reflective and sentimental, moving on from previous experiences, but processing them and thinking of them fondly. Fall is a time for rebirth, making this album a great listening option.

Late fall is one of the best times to consume music. These albums are comforting, emotionally complex, and diverse in nature. If you are looking for individual artists to support, consider these. These are the best albums for November. With the writing from Baker and Apple, vocals from Swift and Buckley, and style from Miller and Leigh, they make sense for a chilly fall day. This list compiled music of different styles, eras, and artists, so there's guaranteed to be something for everyone.

Super Bowl Bound

Patrick Babiarz

We are entering week 11 of the NFL season, and the Eagles have a dominant record of 8-1. Now that we are two weeks past the halfway point of the 2023 NFL season, the Eagles have cemented their name at the top of the NFL mountain. Now they are eyeing the Super Bowl. Let's see where the Eagles are as a team now. Even though I am a diehard Eagles fan, I truly do believe that they are the best team. Overall, I see no gaps. The offense, led by Jalen Hurts, and star wide receiver A.J. Brown, are putting up insane numbers each week. The defense could use some improvement, but when it matters most, they come up clutch and put the ball back in the hands of the dominant Jalen Hurts. The last time we saw the Eagles take the field, they survived a close one against the always tough Dallas Cowboys. In that game, star receivers A.J.

(Continued on page 5).

(Continued page 4)

Brown and Devonte Smith both found the endzone. Defensive lineman Josh Sweat and Brand Graham had sacks on Dallas quarterback Dak Prescott to run the clock out in the fourth quarter.

After the game, head coach Nick Sirriani, expressed his confidence towards his team heading into the bye week

Entering the bye week, the Eagles goal is to rest up MVP caliber quarterback Jalen Hurts, and nurse the injuries of defensive end Derrick Barnett and tight end Dallas Goddert, who just received the news that he had broken his arm. Now, the Eagles have two weeks of rest before their Super Bowl rematch against the Chiefs. Since I believe the Eagles should be in the Super Bowl, let's scout the competition. First, the Eagles might run into the Chiefs in the Super Bowl again. The Chiefs have a 7-2 record with a key win over the Dolphins. Other teams the Eagles should worry about are the red hot Ravens, and the defensive heavy Jaguars.

If the Eagles can have a strong finish to the season, then expect to see them in Vegas for the Dig game.

Should All Teenagers Have a Phone? **Ella Herbine**

Most people question whether teenagers should have access to social media and other platforms due to scandals, drama, and current issues. Some parents debate whether their kids should even have access to a phone. I think our generation should have access to them it is important to our safety, and communication with our

guardians and peers. My friend Madeline Peris is conducting a survey with her peers on whether or not she should own a phone. She says, "It is commonly expected in this day and age to have a phone, it is difficult to communicate and be responsible outside of home when you don't have a device to do so."

One of her peers says, "Yeah, I think you should. Not only does it allow you to socialize and schedule hangouts with your friends, but it is a vital necessity for communication with your parents. It allows you to update your parents with ease and allows them to be able to keep track of you and your location/plans. Furthermore, this form of communication is also more convenient for parents." I believe having a phone makes life easier, and in the right hands—a great tool. It is important to be in touch with the world, and electronic devices are made for that, there are many things that can harm us in our world, and having a phone can be the difference between safety and danger. If you do not have a phone, I hope this convinces someone out there to get one, if they haven't already.

Delightful Dubai

Jonah Kamide

Dubai, often hailed as the jewel of the Middle East, stands as a testament to the marvels of modern architecture and innovation. This vibrant city is a captivating blend of tradition and cutting-edge technology, making it a great destination for travelers seeking a unique and diverse experience.

One of the key attractions in Dubai

is its iconic skyline dominated by architectural wonders like the Burj Khalifa, the tallest building in the world. Visitors can ascend to its observation decks for panoramic views of the city, witnessing a mesmerizing fusion of desert landscapes and futuristic urban development.

Dubai's commitment to luxury and extravagance is evident in its world-class shopping destinations. The city boasts opulent malls, including the famous Mall of the Emirates and the Dubai Mall, where visitors can indulge in high-end shopping, entertainment, and even enjoy indoor skiing at Ski Dubai.

For those fascinated by cultural richness, Dubai's historic district of Al Fahidi offers a glimpse into the city's past. The Al Fahidi Fort, dating back to the 18th century, has been transformed into the Dubai Museum, showcasing the emirate's journey from a humble fishing village to a global metropolis. Dubai's dedication to creating artificial wonders extends to the Palm Jumeirah, an awe-inspiring palm-shaped archipelago. This man-made marvel hosts luxurious resorts, pristine beaches, and a lively nightlife scene, catering to the diverse interests of visitors.

Beyond the glitz and glamour, Dubai embraces its cultural roots, evident in the traditional souks and the lively atmosphere of areas like Bastakiya. The city's commitment to hospitality, combined with its unique blend of modernity and tradition, makes Dubai an exceptional destination that promises a memorable and multifaceted experience for anyone.

GAMES & INFO



*Come see Jeilyn Patience, Adeline Cosentino, Amelie Martinez, Katie Scantz, Maggie Steber, and Amarillys Torres perform **THIS WEEKEND!!!**

SIX is a musical comedy where the six wives of Henry VIII take the stage to tell their stories. You know the phrase: “Divorced, beheaded, died, divorced, beheaded, survived,” but these queens have so much more to say. Funny, electric, and utilizing theater tech never before seen on the WyoDrama stage, this show will be a once-in-a-lifetime performance that you won’t want to miss. Get tickets now at wyodrama.org!!!! (or use the QR code ;)



