

Store Evolves to Provide More

By: Jacob Orzol

While you might have ever stopped in to get a snack or a sweatshirt, have you ever taken a moment to wonder how our campus school store came to be and how it has evolved over the years?

"In the 1940's this was a fountain shop type idea for the boys that lived here in the dorms," said Holly Zabel, manager of the school store located on the Kingswood Campus right next to the Friendship Circle. "And then it turned into more of a hangout with sweatshirts and snacks. Then, about five to six years ago they wanted this turned into more of a college-type looking store that we have today with more clothing, a lot more spirit type items, and a very small sitting hangout zone."

As the store has evolved with the times, Zabel shared that one big change this year is switching the Cranbrook athletic department gear from Nike to Under Armour. "The main transition is for the athletic department itself," she said. They are the ones switching from the Nike into Under Armour. Here at the store, I don't necessarily need to carry Under Armour, but I'm going to be carrying more. [So far,] it is being perceived very well."

Official online store
cranbrookschoollstore.com

Among their spirit wear choices, Timothy Delzer [29] said

that he likes their tight long sleeve shirts the most as "they're very comfortable and athletic. I wear them on Fridays because we have Spirit Days on those days every week." Working with Zabel, Nicole Steimel said that being mindful of all the needs of the campus are always on their minds.

"We order some things for nutritional value [and] we try to have a wide range of things because a lot of athletes shop in our store for snacks before their sport and so they want something healthy," she said. "We also choose some sweets and treats and things like that. [However] we are not allowed to carry pop anywhere on campus, so we have no pop."

Even though the store is open most times students are on campus, "Students are allowed to be in the store anytime between 8:00 AM and 4:00 PM [Monday through Friday]," Steimel said. "But during classes, they can't just leave their class to come to the store. They must ask their teacher if they can come, but seeing and interacting with the students, the staff, and other families is my favorite part of the job."

All major credit cards and Mobile wallets, such as Apple Pay, Google Pay, and Samsung Pay, are accepted. There are also gift cards available. The store is open 8am-4pm during school days and will have special hours during the summer. For more information visit them online at ckstore@cranbrook.edu.



Design by Yushi Bai.

CKTV is the newest way to get informed on campus. "The goal is for this to be a student-produced show where they serve as the eyes and ears of our school to create a high-quality weekly news show," explained Dramatic Video Production (DVP) teacher Jesse Sutherland, the advisor for the new broadcast station at the middle school for boys. "[The students] decide what is newsworthy and relevant to share with their peers. Through this, they are developing and improving their communication, time management, leadership and problem-solving skills. The whole goal of our program is to get to a point where it is 100% student-run and student-produced and we are getting there one step at a time."

Starting second semester, Sutherland's DVP class began imagining how they wanted their station and broadcasts to be like.

"We're doing something that's we've never done before so everything is new," Yushi Bai [27] said. "It's been a bit challenging for us to get used to things and time has never been on our side. We always seem to run out of time or go to the very wire to film things. It's challenging but still fun."

Adding to Bai's thoughts, Sutherland said, "we've faced our fair share of challenges getting everything up and running but the students have been incredibly patient and determined to bring our show and our station to life. It took us awhile to figure out everything we needed to make this happen, [and] it seems like once we get one thing figured out and working, we have another thing pop up. But, again, the boys have been resilient in finding ways to bring it all together."

In May, their persistence paid off. During every advisory, the first episode of CKTV was shown to the student body.

"Jack Lavoisier [27] had the chance to be our very first director and did a fantastic job. It's a lot on your shoulders," Bai said. "Archie Wilson did a lot of our graphics for our first shows and is incredibly talented. He runs his own YouTube Channel, AquaCat, so he's a natural. Every member of the DVP class plays a different role in the production. There are two anchors, a teleprompter, three camera people, [and] a stage director that makes sure that everyone's in a harmonic manner."

"As the director of the first two shows I would like people to know that everyone on the crew worked very hard to produce what we produced," Lavoisier said. "We had many issues from the cameras and mics not working to not even having anything to film with in the first place. Everyone spent lots of their time outside of school to get it to where it is now."

It wasn't perfect but we had to start somewhere and we started in a good place with our first couple of shows."

Lavoisier explained that producing a show isn't as easy as it looks. "First, we come up with the script, [then] we gather information about what's going on around the BMS. We then write up the script and send it out to the crew and the hosts to look over and finally we record it. We use three DSLR Sony A68 cameras hooked up to our monitor, a teleprompter (an iPad with script on the screen), and an ATEM Mini Pro switchboard, which allows us to switch between cameras. The episode we just did, we were able to use multiple cameras which will have a nice professional effect."

Being collaborative is what Kanav Kalmadi [28] appreciates, is "I enjoy CKTV a lot because of how much of a group effort it is," he said. "Everyone has a job that is important to the making of the show and almost nobody is sitting off to the side also takes a lot of teamwork and quickness. For example, if the background is bugging, one of us has to be quick enough to notice it and fix it. This is another thing about the learning curve."

Some of the stuff screws up and that's alright because it's fairly new and knowing how we messed up, we can make the next show better."

Adding to Kalmadi's thoughts, Bai stated, "[There's] a lot of room for growth and potential. I think this could very easily become a daily broadcast. Maybe in the future, students can submit stories. If students experience something and they wanted to share it to the entire school maybe, we could have like a Dropbox or like something that would like to make their suggestions come to life. That would be really cool."

"CKTV is very important to the school because, between grades, we don't really know what's going on," Kalmadi said. "Having this airing in all grades helps connect students together and makes the school more exciting, knowing the various events happening among us that we might not know about."

Looking back at her class's accomplishments Sutherland is excited and proud of the work and growth they had so far. In addition, she said that "we are super grateful to Mrs. Rodriguez, Mr. Lublin, Ms. Bishop, Miss Hammitt, Mr. Toth and Ms. Dawson for all they've done to support and contribute to making our dreams a real reality."

New CKTV Show Broadcasts During Advisory and on YouTube

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By: Chance Sui