

Like All Organizations, Beacon Copes with COVID Impacts

Major inconveniences and a big financial hit

Charlie Darling
Beacon volunteer

Like businesses and organizations everywhere, *The Andover Beacon* has been scrambling to cope with the challenging impacts of the on-going COVID-19 pandemic. We're doing everything we can to keep everyone informed about our community's response to the pandemic, starting with AndoverBeacon.com/COVID, the most complete source of Andover information you can find anywhere.

We closed the *Beacon* office in March, of course. We thought that wouldn't be much of a hardship, as we've built the *Beacon* from the ground up as a 21st-century organization, with everything we need (except the printing press and the Post Office!) online and available from anywhere there's an internet connection.

Publisher/Editor Shelley Geoghegan works from home in Canaan; Steve Foley lays out the ads from his new home in Utah; our ad sales team – Connie Powers in Sunapee, Sue Connor in Long Island – helps our advertisers keep their presence in the *Beacon* relevant and timely.

Our wonderful production volunteers, especially Beth Frost and Sue Winters on Highland Lake and Jan Brennan in Florida, keep the articles and photos flowing into our system and onto AndoverBeacon.com. Our volunteer proofreaders – Nan Kaplan in Concord, Margo Coolidge in East Andover, and Robin Powell in Andover – have foregone their usual printed proofsheets and squinted at PDFs on their computer screens in order to achieve “contact-free proofreading.”

Finally, sitting in Cilleyville, I've been laying out each issue and moving the final pages across the internet to our printer, Upper Valley Press, in North Haverhill.

It's all worked pretty well ... until the internet acts up and one of us loses our connection. Or “the cloud” (where we store every article, every photo, every ad, and every page layout) starts to slow down. Or the printer has to change our usual 2 AM press time until just a few hours before the paper is due at the Post Office. It's been an exciting game of “whack a mole” for a couple of months now, but we haven't missed a deadline yet!

Collecting Articles and Photos

Every month we deal with dozens of people throughout our community, encouraging them to send us articles and photos that will entertain and inform

our readers and that will help all the organizations that make Andover work as a community – the Town Offices and all our Town committees, our schools, our local businesses, our dedicated non-profit organizations – connect with the community they serve.

Meeting face-to-face with people and businesses around town has always been an important part of the way we keep in touch with the community. COVID has changed all that, making it even more important for us to hear from Andover residents news that we might not otherwise know about.

Fortunately, we've always done a lot by phone and e-mail, which is now our only safe approach. But with everyone staying home and dealing with the stresses of the pandemic, it hasn't always been easy for them to work into their new schedules the things the *Beacon* asks of them. We understand completely, and greatly appreciate the effort everyone's making to keep the news and information flowing!

Big Impact on Revenue

In round numbers, it takes about \$7,500 a month for the *Beacon* to appear “for free” in your mailbox ... for AndoverBeacon.com to appear “for free” on any of your web-connected devices whenever you need it ... for our news feed to appear “for free” on Facebook.com/AndoverBeacon. Well over half of that monthly amount has to come from paid advertisements from area businesses and from local organizations promoting their events.

With many businesses closed and many events simply cancelled, our revenue stream from ads was down by about 30% for the May issue. No one can really forecast, but like everyone else we're trying to figure out how to deal with the clear possibility that the numbers could get worse, and that recovery could be a long time coming.

One COVID impact that's peculiar to newspapers is this: revenue from newspaper advertising has been in serious decline worldwide for at least a decade. When the world recovers from this pandemic, will newspaper advertising recover as well? There's a significant chance that the ads we're losing today – even those from businesses that survive the downturn – may actually be gone for good. That's a very, very sobering thought and raises grave questions for the future of the *Beacon*.

The rest of our revenue, even when ad sales are “normal,” has to come from donations from the community. (The *Beacon* is a 501(c)3 non-profit charitable trust.) We would normally have kicked off our annual community fundraising

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Andover High School Reunion Cancelled for 2020

Rescheduled for Saturday after the Fourth, 2021

Judy Perreault, Andover High School '53

The annual Andover High School Reunion scheduled for July 11, 2020 has been cancelled.

Due to the virus and the uncertainty of group meetings in the future, the committee has decided to cancel the meeting for this year.

Hopefully, things will be back to normal in 2021, and we will plan to meet on the Saturday after the Fourth.

We will miss seeing all of you. Stay well, everyone.





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Andover Historical Society

BOOKS FOR SALE

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<i>America's Colorful Railroads</i>	\$30.00
<i>Boston and Maine Railroad in the Twentieth Century</i>	\$28.00
<i>Cilleyville, Potter Place, & West Andover</i> by R.Chaffee	\$10.00
<i>Colorful Journey Drawings of Every Town in New Hampshire</i> by Sue Anne Bottomley	\$35.00
<i>Covered Bridges of New Hampshire</i> by Conrad Young	\$20.00
<i>East Andover & Its People</i> by Ralph G. Chaffee	\$15.00
<i>Elder Moody's Hat</i> by Ralph G. Chaffee	\$20.00
<i>Halfway Up the Hill</i> by Paul Fenton	\$20.00
<i>History and Reminiscences of People and Events in East Andover</i> by Helen Phelps	\$20.00
<i>History of Andover</i> by John R. Eastman	\$60.00
<i>Andover History -1900-1960</i> by Ralph G. Chaffee	\$40.00
<i>In their Time</i> by Helen Duschesne	\$15.00
<i>Lakes, Rivers and Ponds</i> by Ralph G. Chaffee	\$12.00
<i>East Andover Meeting Houses and Churches</i> by Ralph G. Chaffee	\$10.00
<i>Mount Kearsarge</i> by Larry Sullivan	\$29.95
<i>New Hampshire Rail Trails</i> by Charles Martin	\$22.95
<i>Bright Exit - Poems</i> by Laurie C. Zimmerman	\$12.00
<i>Reminiscences and Addresses</i> by Nahum J. Bachelder	\$8.00
<i>Reminiscences of People & Events in East Andover - 1898-1902</i> by F. Joseph Brown	
<i>Richard Potter : America's First Black Celebrity</i> by John Hodgson	\$29.95
<i>Sketch of Andover's First History</i> by Jacob B. Moore	\$2.00
<i>Without</i> by Donald Hall - Signed, First Edition	\$50.00



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