New ‘Beverly Main Streets — On the Spot’ program airs

By Staff reports

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Beverly, MA - “Beverly Main Streets — On the Spot” is a new program on BevCam. It features casual interviews with downtown business owners and is filmed on location. Host and producer Lee Yaffa has completed several episodes. He was inspired to produce the pilot while having lunch in Gusto Cafe.

To give Endicott College student intern Ben Meadows the opportunity to film an interview on location, Yaffa had an impromptu chat with owner Albana Meta. After reviewing the footage of the friendly interview, Yaffa realized the program would benefit the downtown and appeal to residents. The show shares an insider’s view of businesses and is fun to watch, thanks to Yaffa’s sense of humor.

You can view 15-minute episode of “Beverly Main Streets — On the Spot” on BevCam at the following times: Thursday, Nov. 29, 7:30 p.m.; Saturday, Dec. 1, 6:30 p.m.; and Sunday, Dec. 2, 8 p.m.

Check bevcam.org for airings beyond these dates. You can also view episodes on beverlymainstreets.org. The pilot includes interviews at Legendary Motors, Calla Rene Salon, Gusto Cafe and Clay Dreaming Pottery Studio. Watch until the very end for a surprise segment after the credits. Beverly Main Streets thanks Yaffa, Meadows and the businesses for volunteering on “Beverly Main Streets — On the Spot.”

For more information about Beverly Main Streets, contact Heather Wolsey, Marketing Coordinator, at 978-922-8558 or visit beverlymainstreets.org.

Read more: New ‘Beverly Main Streets — On the Spot’ program airs - Beverly, MA - Beverly Citizen
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