

2020 Accompanied by Worst Wedding Crasher: COVID-19

COVID Brides

It is no question that COVID-19 has altered the lives of so many and the events that have unfolded within those lives this year. One event which has not been spared the wrath of the pandemic is weddings. As a wedding planner and a current bride, I felt a personal calling to document how COVID-19 has affected the wedding industry. As an intern with the COVID-19 archive at ASU, I have created an archival collection that preserved and showcased the downfalls and little victories we have found within the wedding community. The collection is called COVID Bride but is inclusive to all genders and is LGBTQ+ friendly. I personally submit to this collection whenever I am able to do so, keeping names anonymous. Keeping names anonymous goes along with the guidelines put in place in *How Archivists Deal With Redactions, Codes, and Scribbles*¹. I also submit my own personal wedding information to the collection. The submissions that I contribute that are directly related to myself and my career are centered in the upstate area of South Carolina, however the collection is public and is open to submissions from all over the world.

This collection seeks to preserve an otherwise ignored issue occurring in our country amid the pandemic. Not only are couples forced to postpone or cancel an event that many dream their



Commented [MOU1]: I was trying to think of a line like "wedding crashed by COVID, or "COVID: the guest wedding guest that just won't leave." Or maybe those would make a better title

Commented [MOU2]: Cite this properly

¹ Giaimo, Cara. "How Archivists Deal With Redactions, Codes, and Scribbles." Atlas Obscura. Atlas Obscura, December 26, 2017. <https://www.atlasobscura.com/articles/illegible-obscure-archives-censorship-handwriting-codes>.

entire life of, but many are losing a significant sum of money in the process. Due to government mandated shutdowns across the country venues, catering companies, and entertainment companies have been forced to cancel their services, leaving the couples in a scramble to find replacements. Or the alternatives involves postponement or cancelation. Often, venues, such as my employer, have a clause which ensures that during an “act of God” like the COVID-19 pandemic, the company is not responsible nor required to issue a refund to the clients.

This collection is responsible for telling the stories of how people have adapted their plans. A common theme is backyard weddings. This provides couples the intimate, family-oriented gathering that they seek while still respecting COVID-19 mandates. There also has been a rise in facetime and virtual planning for meetings or tours. Telecommunication has also contributed to a rise in virtual ceremonies. This is when the couple has their nuptials with a few guests, but live streams the rest for all of their guest to see from the comfort of their own home. By collecting this information, we are preserving a side of history from this pandemic that may have been completely ignored otherwise².

Commented [MOU3]: Footnote documenting the now

The financial strains of an industry turned upside down

Another main point this collection focuses on is how the wedding industry has been affected.

Many venues are privately owned businesses, which have been forced to shut their doors due to mandates and client concerns. Many face the unavoidable fate that they may never be able to open their doors again due to the financial strain that has been caused by the pandemic. Not only are

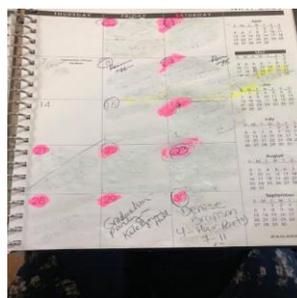


Photo By Kiersten Camby

² Summers, Ed. “Documenting the Now Ethics White Paper.” Medium. Documenting DocNow, March 1, 2019. <https://news.docnow.io/documenting-the-now-ethics-white-paper-43477929ea3e>

some forced to remain closed, cutting off their source of revenue, but others that are open have been hit hard by clients being unable to pay for their weddings. Due to being furloughed or laid off, the clients are not receiving a reliable income, which makes payments to their venues and vendors non-existent, forcing companies to go bankrupt. The economic downfall costs has reduced jobs and vendors. I address these issues [here](#) at the very early stages of COVID-19 and again later on by showcasing our own event [calendar](#).

My hope is that this blog post will bring social awareness surrounding two of the main struggles regarding weddings during COVID-19. Through this, there may be hope for the local and privately owned businesses to stay on their feet and survive to celebrate one of the happiest moments in life with everyone to come. I also hope that by showcasing the happier sides of weddings during this time will provide hope for others and a break from all of the seemingly depressing stuff going on and a decent [read](#).³

Commented [MOU4]: You did a great job, and you write so well. I'm really impressed and think that you should definitely try to publish this in a wedding blog.

Key Words:

- Informative
- Hopeful
- Local

³ Goins, Jeff. "Four Essential Elements to Writing a Great Blog Post." Goins, Writer, March 5, 2018. <https://goinswriter.com/great-blog-post/>.

