

Miller: Ask Questions of Photographers

When looking for a wedding photographer, there are a number of questions which must be asked, according to Steve Miller, president of Professional Photographers of Greater Omaha (P.P.G.O.) and the owner of Steve Miller Photography and Video.

Miller said the first thing to do is call the studio and ask if you can make an appointment.

Once at the studio, a question the photographer may ask is how much you have to spend on wedding photography. By telling what your budget is, you will help the process along, said Miller. A photographer who knows the approxi-

mate amount you want to spend will be able to tailor his or her services to your needs.

Miller said some questions to ask the photographer include:

■ Are wedding-album photos selected by the customer through use of proofs, or are all photos chosen only by the photographer?

■ Are there extra charges for photos incorporating double-exposure or other special effects?

■ How much of the wedding will the photographer cover? Maximum photographic coverage usually includes taking group and candid pictures of the wedding party before the

ceremony, group pictures of family and attendants either before or after the ceremony and pictures of the reception, dinner, dance, or whatever combination of events follows the ceremony. Photos of the wedding ceremony may or may not be taken, depending on the rules of the house of worship.

■ Ask how much security deposit is required. Security deposits will usually reserve the photographer's services on your wedding date, but there are no specific rules.

Once at the wedding, a number of things should be expected of the photographer, said Miller. These things include:

■ Being properly attired for the occasion. Photographers should be dressed in semi-formal or formal attire to cover weddings.

■ Having a set of back-up equipment ready for use. Sometimes, photographic equipment will fail on the job. If a photographer has adequate back-up equipment, however, major problems can usually be avoided.

Deas, Hassel Talk About Their Methods

Les Hassel

"I like to deliver a finished product," said Les Hassel, owner of Les Hassel Studio in Bellevue, talking about his practice of delivering wedding albums that are completely finished when the customer first sees them.

Hassel, who has been taking pictures at weddings since 1958, said the way he does things eliminates customer use of proofs, also known as "pre-views," small photographs which are used to order finished enlargements.

Hassel doesn't like to show proofs, which he said "don't look very good." For example, a group of unedited wedding proofs may show glare in eyeglasses and other faults. Hassel said he corrects such faults before a customer ever sees the finished wedding album.

Though the album is delivered finished, Hassel said pictures can be moved around within it, if the customer desires. Also, he said his customers are given extra pictures which may be purchased and included in the album. About six out of 10 customers buy the extra prints, Hassel said. □

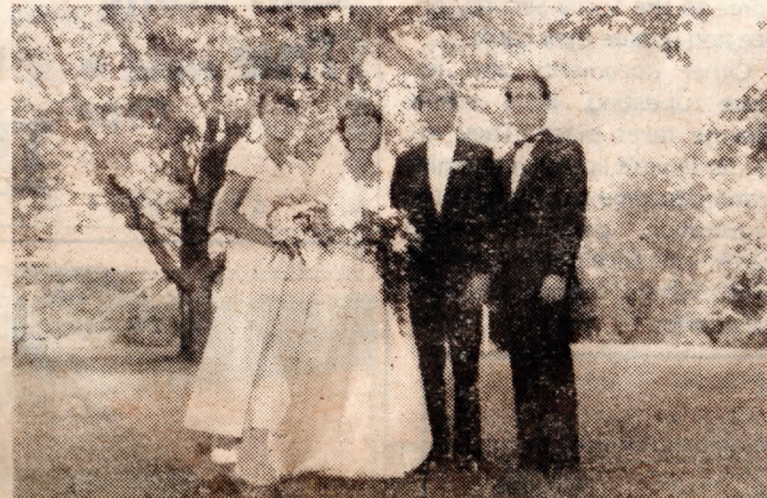


photo courtesy Regency Photo

Professional photographers should have the ability to set up pictures like this quickly and efficiently. Pictured, from left: Pam Berry, Lynn Grigone, Steve Grigone, Jeff Grigone.

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Gordon Deas

According to Gordon Deas, a professional photographer and owner of Gordon Deas Pho-

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Overall, his practice is to educate customers about the technical quality of wedding



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photographs, helping them to see the difference between work that is merely acceptable and that which has a high standard of quality.

Various factors can contribute to the quality of wedding photographs. Photographers who use medium-format cameras, for example, have greater flexibility when it becomes time to size photos that will appear in the finished wedding album, said Deas.

Back-up Equipment

Though having a complete

set of back-up equipment ready for use may not directly affect the quality of photographs received, it can mean the difference between having wedding pictures or not having them.

Deas said the coverage he gives the weddings he photographs is not based on a "package" the customer has purchased. Deas does not use a package system, nor does he use a checklist. Instead, he takes as many pictures as the occasion requires, allowing clients to choose the ones they want based on a minimum order. □

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