

VIDEOGRAPHY

Why Choose To Have Video?

Professional videography saves and protects life's most precious and beautiful moments--as they actually happened. And what is more important to hold precious than the sights and sounds from the most important day of your life--your wedding day! Because the event goes by so quickly, capturing all of the activities, your ceremony and reception, on video will mean your wedding will be preserved for you and your family now, and most importantly...for all the generations ahead.

How important is a professionally-produced wedding video? Suppose a friend told you they had in one hand a book of professional photos of the day your grandparents were married, and in their other hand a professionally-produced video of that same day, in full color, with stereo sound, but that you could only choose one to view and keep as a family heirloom. Which would you choose? Today, thanks to new developments in digital technology and the advanced skills of professional videographers, your choices in professional wedding videography are unlimited!

Only video (and now DVD) will allow everyone to relive your wedding day as it actually happened, to see you walk down the aisle, to hear your voices as you exchange vows and rings, to hear and see the toasts, the music, your first dance at the reception...and the chance to preserve the complete story of your wedding. This wasn't possible in the past.

Even today, you have only one chance to be sure your wedding day is professionally captured....just one chance to be sure all of the emotions, the love and laughter are preserved for you to share again and again. Today professional videographers have become as natural a part of the wedding as the photographer.

Most couples wish to take advantage of modern technology and hire a professional videographer to capture their special day on video. What better way to reminisce and remember your wedding day than to have it available on a DVD or tape?

Hiring a Videographer

Choosing a videographer is another important decision to make and depending on your budget, can be very costly. If you choose not to hire a videographer because you're short on funds, you'll probably regret it later. Discuss this openly and ask about payment plans.

There are many things to consider when hiring for video. Your goal is to get the best image and sound quality at a reasonable price. First and foremost, set up an appointment on a day that you will not feel rushed. This will give you plenty of time to interview the videographer and view some samples.

Compile a list of questions before your appointment so that you'll be well informed when making your final decision. Ask for referrals and follow up, once again with a list of questions. Ask prior customers about the videographer's manners and demeanor when he or she recorded their wedding. You may have some relatives that might be somewhat embarrassing, you certainly don't need to add to it with a (so-called) professional dressed like he just walked out of a homeless shelter.

You'll want your videographer to be as discreet as possible, so make this clear. Find out exactly who will be filming your wedding and the equipment that will be used. Ask how many years of experience they have in the industry and how long they've been doing weddings. Keep in mind that the talent is just as important as the equipment they will be using.

Discuss the video packages, the overall prices, the amount of down payment required, and what payment plans are available. You may end up spending more because of additional costs such as editing, additional copies, number of locations and mileage.

When viewing samples, find out who the actual videographer and editor was for each sample so that you can gauge their talent. Don't settle for seeing a demo tape that they put together that show just their best work. This will not give you a true example of all of their work. Ask to skim through full length videos of previous ceremonies.

Ask to take a copy of the contract home before you make any decisions or sign on the dotted line. This will allow you to read

it thoroughly with no pressure. What guarantees do they offer and what will they do in the case of rainy weather at an outdoor wedding? They're used to dealing with these types of questions so don't be reluctant to ask. Videography is an art and the product will be only as good as the artist.

Here are some questions to ask when interviewing videographers:

What should a video package include?

- Single camera or Multi-camera
- Montage of stills or slow motion scenes.
- Titles
- Narration
- Background music
- Close-up shots
- Interviews with family, wedding party, guests
- What style of video you prefer? Video to have a classic, story-telling approach, similar to television programs such as A&E's "Biography" or a fast-paced, highly-stylized "MTV" look?
- Discuss costs. Work out a clear payment schedule.
- Obtain an itemized agreement that lists everything included in the package and the total cost.
- How many DVD's come with the package? What is the cost for extra DVD's?
- How is the DVD packaged professionally? Does it have a case, album, printed labels?
- Is a deposit required? If so, how much?
- How many hours does the price include?
- Can he/she arrive early to capture last-minute preparations, moments with family members and unexpected situations?
- Will the coverage start from getting ready and then ceremony and reception or cover only ceremony and reception?
- How is overtime handled if you do not book an all day coverage?
- Does the videographer maintain the original videotape? If so, how long?
- How far in advance must book your video?
- What is the cancellation policy?
- Can you select the background music, and is there a large selection to choose from?
- Is broadcast-quality editing equipment used?
- What kind of camera equipment will be used? Is it consumer or commercial quality equipment?
- What is the format? Is it 3 CCD digital, High Definition? 1/3-Inch 3-CCD Widescreen?
- Will there be sufficient light available at the time and location of the ceremony?
- Sound: The best videographers are using a wireless microphone or mini disc digital recorder to get clean, clear audio.
- Is the person who is showing you the videos the same person who will be shooting your wedding or at least the person involved in how the videography will be taped at the wedding and how it will be edited?

- Make sure you know who is taping the wedding, and get it in writing.
- Is the videographer familiar with the site you have selected?
- What will the videographer's attire be?
- One last note: both of you must feel confident that this videographer will perform professionally and inconspicuously, and deliver a great video.

Words from the Wise

If there's one thing newly married women today agree on, it's that future brides should have their weddings videotaped. This is according to a new, one-of-a-kind nationwide survey, commissioned by WEVA and conducted in December 2005, which asked women married in 2005 to weigh in on the value of wedding videos. The results of the survey show:

*98 percent of newlyweds recommend brides have their wedding videotaped.

*Brides don't appreciate the value of video until after the wedding: before the wedding, 52 percent of brides consider video a "Top 10" service; after the wedding, 75 percent of brides consider video a "Top 10" service.

*38 percent of brides did not have their wedding videotaped by anyone.

*68 percent now either somewhat or strongly recommend that future brides hire a professional videographer.

*98 percent of brides surveyed used the services of a professional photographer.

*29 percent of brides surveyed used the services of a professional videographer.

- Those who used both agreed that video does a better job of capturing the emotions of the day
- Recording the history of the day
- Creating a visual memory that future children will enjoy more.

When asked, "If you had a choice between looking at your grandparent's wedding photos or their wedding video, which would you choose?" 61 percent of brides said they would rather see the video.