



"The hour or so you spend with your photographer in planning can make your whole wedding run smoother," said Les and Jack Gorbach, of Jack Gorbach Studio of Photography, 25211 Telegraph Road, Southfield. "In fact, your wedding photography should be planned as carefully as the wedding itself. Careful planning will permit your photographer to bring his professional know-how to bear ... to get the pictures you want without getting in the way of the festivities."

According to the Gorbachs, your planning should actually begin BEFORE you choose your photographer. You should run through a checklist to be sure the photographer you hire will give you the caliber of work and service which will mean satisfaction now and happy memories long after the wedding.

-- Is he an established professional? Does he have the equipment and experience to handle everything from your

formal bridal portrait to spur-of-the-moment candid shots at a crowded reception?

-- Is he well-regarded as a businessman? Does he have an established place of business, and a reputation in the community for competence and service?

-- Does his work reflect your own tastes? Ask to see his samples. Every reputable photographer will be happy to show them. Then, base your decision on the work you like best.

When you've made your choice, be very frank in discussing money with your photographer. You're almost sure to find that you can arrange excellent photography for your wedding at a price you can afford. And when you and your photographer have established a mutually agreeable budget, you can expect him to work within it.

Having chosen your photographer, the Gorbachs advised, this is the time to spend about an hour with him, planning the photography for your wedding. The Gorbachs offered this checklist:

-- If you plan to send pictures to your local newspaper, tell your photographer. He can schedule your formal bridal portrait well in advance of the

newspaper deadlines (with which he's almost always familiar). And he'll know the print sizes and finishes most wanted by his local papers.

-- Your photographer will probably suggest scheduling your bridal portrait sitting well in advance of the wedding day, even if you don't plan newspaper coverage. It saves time on your wedding day. And you'll be fresher, more relaxed for the sitting because it will fit into a more leisurely schedule.

-- In planning your wedding album, there are some scenes you know you'll want. But use the photographer's samples to suggest others. And when you do this planning right then, your photographer will have time to do his own planning to be able to work most efficiently.

-- Let your photographer suggest ways of scheduling photographs to make the best use of time and minimize interruptions.

-- Let your photographer make suggestions on photography at your church or synagogue. He probably knows the "ground rules" from experience. If he's a member of the Professional Photographers of America, Inc. (PP of A) he subscribes to the PP of A's Code of Ethics for Wedding Pho-

tography.

This Code of Ethics has been approved by all major American religious denominations, and is endorsed by the National Council of the Churches of Christ, the Family Life Bureau of the National Catholic Welfare Conference and the Association of Boards of Rabbis.

-- Be sure to give your photographer your home address (or where you'll dress for the wedding), the name and address of your church or synagogue and where the reception will be held. He'll want to go over any unfamiliar ground in advance.

-- Give your photographer a list of family and friends you want included in your wedding album photographs. And designate someone familiar with everyone on the list, but not in the wedding party, to point them out to him.

"The whole idea," said the Gorbachs, "is to spend just a little time in Planning. This will permit your photographer to do the best work he's capable of ... which means a wedding that runs smoothly, and a wedding album that will be a treasury of memories for years to come."

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