

INTRODUCTION

Congratulations on your engagement and thank you for your interest in our services! Our goal with this brochure is to provide you with the knowledge necessary to choose the right video coverage which meet your needs and budget and also describe our approach to wedding videography. As you plan and prepare for your wedding day, consider that only a wedding video will capture the **sounds** of a wedding:

- *the bride being given away by her father*
- *the vow exchange*
- *the first dance song*
- *the laughter at the bouquet and garter toss*
- *the cheering as the newly married couple exits the reception*

We have been capturing wedding memories on film since 1999. It has been our distinct privilege to work with dozens of brides all across the South East! Our videos are noted for uniquely capturing all the emotions, sights, and sounds of your day in a way photos cannot. While a wedding video is certainly not a replacement for wedding photographs, the two complement each other, preserving your wedding day in their own unique ways.

We know that planning a wedding is very time consuming and our goal is to make it as easy for you as possible. Simply choose one of our 4 base packages at your price point, which in most cases is all you will need. If not, you may customize the package as necessary! Everything you should have questions about is explained in the following pages. However if you have any questions please do not hesitate to contact us. We are here to help!

PACKAGES

Our four packages are based on the most common wedding video coverage requested: The Ceremony and Reception. While, both Ceremony and Reception coverage is included in all packages, the size of the crew and time on location varies as described below.

VIP

Ceremony coverage with 4 cameras and 3 operators and Reception coverage with 2 cameras and 2 operators. On location time is 4 hours.

Premier

Ceremony coverage with 3 cameras and 2 operators and Reception coverage with 2 cameras and 2 operators. On location time is 4 hours.

Standard

Ceremony coverage with 2 cameras and 1 operator and Reception coverage with 1 camera and 1 operator. On location time is 3 hours.

Basic

Ceremony coverage with 1 camera and 1 operator and Reception coverage with 1 camera and 1 operator. On location time is 3 hours.

EVENTS

Ceremony

Our packages are based primarily off of the levels of Ceremony coverage. We currently offer 4 levels of ceremony coverage as indicated by the "Cameras" and "Crew" Package subheadings on the Package Chart. Each of the 4 levels contains a specific number of cameras and corresponding crew size. Generally speaking, more cameras and a larger crew will let us capture a wider variety of angles during the ceremony (more of your wedding party, guests, and musical performances etc). In post-production, we have more footage to work with and that typically makes your edited ceremony video more enjoyable to watch. We try to minimize movement during the ceremony, but in order to obtain good footage our crew may need to reposition. Our general philosophy is to place a camera in the rear of the church, one on the side, and one up front on the stage.

Reception

Our packages are also based on level of Reception coverage. We currently offer 2 levels of reception coverage as indicated by the "Cameras" and "Crew" Package subheadings. Both levels contain a specific number of cameras and corresponding crew size. The 5 major reception events we normally cover are the wedding party entrance, first dance, cake cutting, bouquet/garter toss, and the exit. We are more than happy to 'stage' these major events on packages with shorter reception coverage if you want them on film and wish to fake them. Please let us, the photographer, and wedding director know this is your intention and we will work together to make it happen. This is actually a very common practice and should save you money on both our fees and your photographer's fees!

Pre-Ceremony

For the bride who wants some of the "behind the scenes" preparation on the day of the big event, we offer this coverage. You choose the amount of coverage: from just a little coverage, to the entire day. We have covered everything from golf games, salon visits, pizza parties, and shopping trips to the local mall on the wedding day with the bride and groom. Be sure to seriously consider this option if you have a lot going on prior to your wedding ceremony!

Rehearsal

For the bride who likes candid footage of her family and friends, this is an excellent opportunity to capture those moments! This is also a great coverage for wedding parties that are very outgoing and entertaining.

Rehearsal Dinner

Like the rehearsal, this can be added, if not already included in the base package you have chosen. It is important to point out that we are not there to film people eating! The main reason to film the Rehearsal Dinner is to capture all of the toasts and speeches honoring the Bride and Groom! So many heart-felt words are said, that it is a shame not to capture them for all time! It is unfortunate to say that we hear time and time again from Brides, "If I had just known how Wonderful and Emotional all of the Toasts were going to be, I would have hired you to film our Rehearsal Dinner myself!"

INCLUDED EXTRAS

- Edited Video** We take all the footage we filmed and edit it together into a final video. Typically the final videos are between 30 and 60 minutes depending on the amount of coverage, but in some cases videos may be longer.
- Deluxe DVD** Your wedding DVD will feature a custom full color menu with multiple chapter points. The DVD package, consisting of the Case Wrapper and DVD Label, will also be in full color and custom designed just for you! You receive 2 DVD copies of your edited video.
- Raw Footage** We provide you with all of the original unedited wedding video files for storage in a safe place (bank lock box or fireproof box etc.).
- Video Transfer** Included in your purchase is the option to have KR Productions transfer the complete set of project files (this includes the art work as well) and the digital master video file to you.
- Scrolling Credits** All packages feature a “movie-like” scrolling credits list as a final touch to your video. It is typically set to music and provides a reminder of who was involved in your wedding.

OPTIONAL EXTRAS

- Web Video** We convert your wedding video into a format ready for web viewing. This is a convenient way to share your wedding video if you have friends and loved ones who were unable to attend. Videos will be available online for viewing at kyleroot.com for 12 months from your wedding date. At the end of that time, they are removed from the site.
- High Definition** We offer a variety of ways for you to get your video in glorious high definition resolution. Your wedding video will be shot using High Definition video cameras featuring a resolution of 1920 x 1080. Videos will be delivered in Blu-Ray format. Please make sure you have the proper video playback equipment (and it specifically supports BD-R) prior to purchase.

TRAVEL AND DESTINATION WEDDINGS

We do film weddings in surrounding states. Our Website (www.kyleroot.com) details what we call “Travel Zones” and the associated fee for travel to that area. Any events not located within the Decatur City limits will incur an additional travel fee. In some instances, travel outside a 60 mile radius from Decatur, Alabama may require overnight crew lodging and meals. Please contact us to discuss your specific needs, as every situation is different.

PAYMENT

KR Productions only accepts cash or check as payment methods. Our general policy is either: 100% paid at booking or 50% paid at booking and 50% due 1-week before your event.

MEDIA OBSOLESCENCE

Do you remember VHS tapes? Do you remember cassette tapes? What about film cameras? When was the last time you bought a Compact Disc? As technology moves forward, it leaves in its wake a sea of discarded formats and storage mediums. What you need to know and understand is, there is no way to completely future proof your event video investment. We are seeing new formats, storage mediums, and their variants introduced about every 5 years.

Since 1999 it has been safe to say that if you received your video on a DVD Disc, you would be able to play it back. However this thought is now somewhat in jeopardy. In 2011, technology is now favoring “solid state” and “on demand” type systems. While you can still buy DVD players, more “Media Players” (devices which store a variety of file formats such as mp3, mp4, avi, flv, mpeg) are becoming very popular. It is very possible DVD Players may go the way of VHS and cassette tapes in the not too distant future.

While computers have gotten more powerful over time, they have had one constant: Hard Drives. We anticipate hard drives will be around for a few more years in their current form. The big industry move is clearly being made to Solid State Drives (SSD) from the old-style “Platter” systems everyone has used for the last 15-20 years.

Keeping this in mind, and the fact KR Productions does not keep original footage or final video archives, we are provide our clients with the original Compact Flash, MiniDV Tapes, and/or SD Media Cards. These are the actual digital cards used in our cameras to record your event. We also strongly encourage our clients to take advantage of our transfer offer which is included at no charge in your purchase. In this option, you supply your own portable hard drive (external hard drive supporting USB 2.0 or USB 3.0 interface) or High Definition Multimedia Player. We will transfer all the files (raw footage and final edited master video) to you for storage in a safe place. We also encourage an additional back up to be made of the device and placed in another location.

We would recommend, no matter which option you choose to stay informed about technology changes, and how it affects your file types. There may be a time in the future where your file format and/or media interface is obsolete!

We strongly encourage all clients to take advantage of these storage offerings. That way you have a backup if one of the devices fails! You will also have all the original footage to recreate your video at some point in the future. You can also purchase an additional wedding DVD copy and place it in a bank lock box for safe keeping as well.

We use Adobe Professional software, and historically, they have excellent legacy format support for their products. Meaning, something created in Photoshop 6.0, will open in Photoshop 12.0. Additionally, we see Adobe as a very stable company who should be around for years to come. So, if something were to happen to your video, and you had all the original files, re-creating it is very likely possible. Of course, there normal editing rates would apply in such a scenario.

We are presenting you with this information so you are fully aware of the technology situation. We strongly encourage you to question any potential videographer, or even photographer, on how they plan to combat media obsolescence for you.

FAQ

The most common question couples have is, “*Why should I have my wedding videotaped?*” The answer is simple. There is nothing like a video to capture all the sights and sounds of your wedding day, an event which has become one of the major social events in a person’s life. There is no better opportunity to capture all of your family and friends and create a classic heirloom to be cherished for years to come. Many couples say that deciding on having a video made was the best decision they made during the planning process. The following questions & answers provide valuable insight on hiring a videographer.

Can’t a friend or family member videotape my wedding?

Certainly, but don’t expect professional results. Most family members do not have the right equipment or experience to properly film a wedding. Look for a company that has been taping weddings for many years, and for someone who knows the ins and outs of capturing such an important event. Companies that use professional level digital cameras, direct to hard drive capturing, state of the art computers & editing equipment, professional microphones, and heavy-duty tripods are also important things to consider. Better equipment will generally mean a better video provided the crew is knowledgeable in use of using the equipment!

How should I choose a videographer?

It’s a fact of life that price plays a key role in determining your selection of professionals. Once you determine budget, you can evaluate your professionals for quality, experience, and compatibility. A professional 3-chip camera is essential for filming the highest quality footage. Also, a minimum of 2 cameras (preferably 3 or 4) for proper coverage should be used. Ask your prospective videographer what equipment he or she will use at your wedding, and specifically who will be operating that equipment. Ask to see a sample of that person’s work. Don’t merely watch promotional videos - ask to see actual weddings with actual sound.

Won’t the cameramen be obtrusive and disruptive?

Everyone has heard horror stories of bright lights during the ceremony and videographers stepping right up between the minister and the couple. Discuss these concerns openly as you interview your videographer. Let them know that you need them to make every effort to record your wedding unobtrusively and tastefully, using no extra lighting, and remaining stationary and silent throughout. Be sure you know who you are hiring!

What should I look for in a professional wedding video?

The picture and sound should be crystal clear. The titles should look professional and be easily read. The video should be tastefully edited, making it more enjoyable to watch than raw footage. Special effects should be enhancements to the production and not appear “gimmicky.” The most important element to shop for is the actual videographer, whose experience and talents are what you really want.

Will my photographer and a videographer work together?

Wedding videography is relatively new, only coming into its own in the past decade. Wedding photography, on the other hand, has been around for almost 2 centuries! Generally, photographers and videographers get along just fine. You should be aware that there are still some photographers that resent the rapid onslaught video has made on the market. Remember: your photographer and videographer are working for YOU on YOUR wedding day, so be sure to let ALL of your vendors know exactly what level of cooperation YOU expect. Your wedding day is not the time for a clash of artistic egos.

What if my church has restrictions on video?

It is the client’s responsibility to find out if there are any restrictions on photography and videography wherever the event takes place and to notify the studio(s) well in advance. Many churches and synagogues have guidelines, such as no flash photography and no moving around during the ceremony, and understandably so. The place of worship is not a television studio. Most videographers strive to place a camera in a position that affords them a clear view of your faces during the ceremony. This is not always possible because some churches restrict all videotaping to the balcony only. Be sure to find out what is allowed before you contract with a videographer or a photographer.

Should I provide a meal for the crew?

Depending on the coverage you choose, your crew can be on the job for many hours. It is a welcome courtesy if you include the media crew in your meal plans for the pre-ceremony, rehearsal dinner, and reception (if being covered). Provide the meal quickly so they are ready to work again at a moment's notice. Don't feed your vendors last because you will probably want shots of you greeting your guests and conversing at the different locations.

Should I sign a contract?

A contract protects both you and the videographer, and should be comprehensive and clear. Don't hire anyone with merely a verbal agreement.

How long will my finished tape be?

The length of a wedding video varies and depends on the coverage you choose. In general, expect your video to be edited down to about 1 hour. Remember, depending on the events you have filmed, a video crew may shoot hours of raw, unedited footage, and it normally takes several weeks to put your edited version together.

What happens if my copies are destroyed?

Check and see what your prospective videographer's policy is on master tapes. KR Productions gives you the original footage and files necessary to recreate your DVD project. KR Productions does not maintain a master file. Our packages come with 2 discs. We recommend putting one away in a bank lock box or similar location. We also recommend making duplicate copies of any media you receive from us, or any other video or photo vendor. In the event that your video needs to be recreated from raw footage, normal editing rates will apply. If you can provide the original edited master and project files, re-creation of a DVD project is likely possible.

May I purchase the original, unedited footage?

No! With KR Productions, you don't have to! We provide you all the original footage for storage in a safe place. KR Productions does not keep any original files or master copies of your final project. We also will gladly transfer all the project files (which includes the master edited video file) to you for free if you provide us with a hard drive or media player with sufficient free space.

Anything else you can think of?

Whatever company you choose to videotape your wedding, take the time to shop and look at the actual work, and hire someone you feel comfortable with. Remember, this is your special day and you want to be completely comfortable with the crew you've hired to capture this once-in-a-lifetime event!

Are prices negotiable?

Our prices are based upon years of experience, services offered (color correction, graphic design etc) and the high quality of the equipment used in production. Thus, prices are not negotiable. You are encouraged shop around and compare, but please LOOK at the actual work and meet the people you will be working with, don't just shop by phone.

Can I make copies of my wedding video?

Yes. If you have the equipment to make a copy, we have no issues with you copying your video. Keep in mind we can produce more professional looking copies if you need them for a nominal cost.

When do you begin filming?

When we start depends upon which package and coverage you purchase. If you choose to have us cover the pre-ceremony aspects to the wedding, we typically begin a wedding day with a visit to the bride's home or other location where preparations are being made. Some of our most emotional and special shots have been made as the bride and her attendants are getting ready. In general, we spend anywhere from 3 to 16 hours covering one wedding, but 3 or 4 hours is usually sufficient to cover the major aspects of a typical wedding.

Will you use wireless microphones?

If possible we will use a wireless microphone. The microphone is usually worn by the groom. Be sure to check with your church or synagogue to see if there are any restrictions on the use of wireless equipment.

What will you film at the reception?

In our experience, there are 5 main parts of a reception which we film: (1) the wedding party introductions (2) the first dance, (3) the cake cutting, (4) the bouquet and garter toss, and (5) the couple leaving the reception. We will also film some of the food and food line, general shots of people eating and conversing, and some of the decorations. If you would like other specific events filmed (sorority songs or if something "secret" is planned), please let us know, in writing, in detail, in the contract.

How does "Location Time" apply to my wedding?

If your package had 3 hours of location time, and your wedding began at 6:00 PM, our crew would arrive at 5:30 and begin setting up. At that time, the clock begins ticking. At 8:30, we would be wrapping up our services unless you have opted for additional time in your contract.