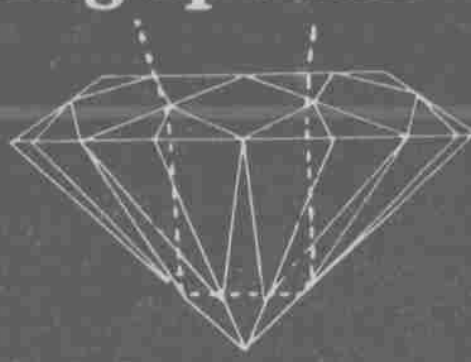


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# Wedding plans

## Videos, photos split business

By James Rupprecht  
Staff Reporter

Although videotaping of wedding has become very popular in the last few years, most Lincoln wedding photographers said they didn't view it as competition. David Dale, owner of David Dale Photography, 1621 A St., said he thinks videotaping complements still photographs.

Dale said most people who tape weddings only tape the actual wedding, while still photographers cover everything from the preparation to the reception.

M.J. Jeffrey of M.J. Photography, 4410 Randolph, agreed, adding that still photographs also are much better in quality than videotapes.

Loretta Roland, whose studio, Roland Photography of 5810 R St., does videotaping of weddings agreed with the others.

Roland said that 90 percent of the couples who hire her studio to shoot photographs also have the wedding videotaped by someone.

"People realize that you can't give away videotapes like pictures," she said.

She noted that the majority of the competition for videotape business comes from a couple's friends or relatives who own video cameras.

Bev Wiese of Anderson Studios, 2951 N. 70th St., said competition from private individuals forced her studio out of the taping business.

She said that they now refer customers who want to tape their weddings to places that rent video cameras.

Roland noted that professionally taped weddings usually are much better quality than those done by friends or relatives.

"We use a three-tube camera just like the TV stations do," she said. Prices for videotaping a wedding begin at \$150 and can range as high as \$250 to \$300.

Everything from a simple tape of the ceremony itself to an elaborate production complete with interviews of the guests at the reception can be done, she said. It just depends upon what the couple wants.

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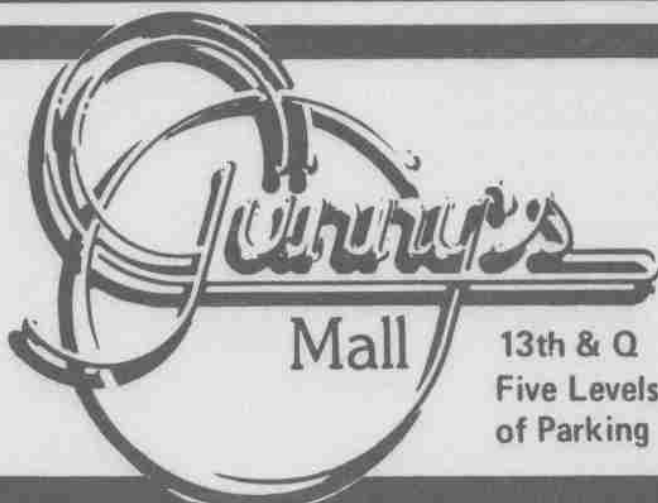
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