

Interview with Mr. Jim Shorey, Founder of Jim Shorey Photography

by Rebecca Casey

Jim's Background: Taken from his website <http://www.jimshorey.com/about.html>

"For over 20 years Jim has been photographing weddings. What began as a hobby, evolved into a creative passion, and eventually became Jim's profession. He started as an apprentice with Location Studios, honing the classic contemporary wedding style.

With experience, changing technology, and a desire to capture the more candid moments of the day, his style came to include a photojournalistic approach. Jim is always looking for new ways to create beautiful images and for the opportunity to capture once-in-a-lifetime moments.

Jim prides himself on being in the middle of the action without being noticed and strives for perfection, knowing that clients are putting their trust in him and his work. Although wedding photography is his passion, Jim's versatility has created life-long memories for Anniversaries, Religious events, Birthday parties, and Family portraits. Jim has worked with several well-known Boston photographers and the national wedding photography company Bella Pictures.

Jim offers Graphi Studio albums to ensure the quality of your memories for years to come. He is partnered with Pictage to offer the online availability to share your wedding images with friends and family."

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Q1) How did you start your photography business?

Response:

"Since I was a kid photography has always been a hobby. When I got older I met a wedding photographer who trained me as an apprentice to shoot weddings. Just after the digital revolution or switch from film. I felt it was better family wise to leave my job and begin a photography business. Working from home saved on overhead of an office. Shooting digital meant I could do most of the post processing myself at home."

Q2) Could you provide some examples of challenges you faced?

Response:

"Some of the challenges involved learning a new "skill set" in that digital photography has some distinct differences than film shooting. Also instead of shooting 200-300

images per wedding, I was now shooting 1000+. More everything, in that the memory cards can be reused, but they were not as reliable and the post processing all expanded exponentially. Instead of evaluating 200+ images now I had to edit, evaluate, and store 1000+ digital images. Film negatives could be put in a plastic bag and put somewhere safe. Digital images needed to be backed up on CD's, then as file sizes got bigger DVD's, and hard drive space increased as well. Plus at the beginning, the camera memory cards were not as reliable. Having a "web presence" so customers could find me. Lastly, integrating with an online proofing provider that would allow all the wedding guests to view the images at a reasonable cost. "

Q3) How has your company evolved, and what experiences were the changes based on?

Response:

"Some of the changes include what is known as the "digital work flow". How to handle 1000-2000 images shot in one day and have them available to clients with-in a week or two. Purchasing the software to do this and process and correct the images plus the needed hardware. My style of shooting changed and I think became more varied because I didn't have to get single images, I could get whatever I needed then remove the extra. I also worked with what some might think of as conservatively, equipment wise, with backup cameras and extra equipment on hand because things break and fail at the worst times and you can't go back and redo a wedding day. One experience that stands out is when I shot a wedding on an early memory card which at the time was an actual hard drive (microdrive). The drive failed with an entire wedding on the hard drive. I had just bought the drive and was able to send it back. The drive was destroyed to open it and read the disc inside and most of the images were retrieved. Now I carry plenty of different cards and change between parts of the wedding so I won't lose a whole wedding. The technology has improved greatly in reliability. How I handled clients changed also. With film I had to pose each shot so as not to waste any film. With digital I get a safe shot and then capture the event as it unfolds being less in people's faces telling them what to do all day long. When I go to a wedding I have to think of being able to shoot and store 2000 images not just a few. Batteries and memory cards are plentiful and must last eight hours or more."

Q4) How do you keep up with best practices in your industry?

Response:

"To build a portfolio with digital images, I began digital shooting freelance for other studios. The agreement was that I shoot for them and can use the images for my own

portfolio. Two of the studios where large one was a regional, the other a national wedding photography company. Both offered training for what they wanted for style of photography and the chance to have someone review images and help solve problems. Working with many freelance photographers allowed me to network with a community of fellow freelance photographers who would share info on software and gadgets that make shooting a wedding easier. The internet has a multitude of message boards and online communities for photography where people share images and techniques of how they work. Seminars are helpful and often have some leading edge information on the latest camera or software as they become available."

Q5) What advice would you give to someone starting out in your field?

Response:

"With wedding photography a genuine love for the business is essential. You must know your equipment inside and out. You are challenged every day with new experiences and situations which you must seamlessly adapt to. You don't have time to be learning your equipment, but you can experiment once you have the safe shots. You should be multi talented with both photography and computer literate. Add album design, image processing, and marketing to your skill set. Depending on your pricing you can also send anything out to someone else to do for you. I find part of what I do is to provide for my clients a concise package of services from photography to albums. That weeds through all the thousands of options that are available. I provide the guidance and experience to give my clients a great memories of their most special day for the rest of their lives."

Thank you Jim for your time and effort in completing this interview. Please support Jim Shorey Photography by visiting his website <http://www.jimshorey.com/index.html> and viewing his work. I highly recommend his photography services to anyone in the New England area looking for an event or portrait photographer. He did an excellent job with my own wedding photography and I cherish the excellent wedding album that he created for me.

Sincerely, Rebecca Casey