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**A special thanks to our very talented photographers for joining
AYSA!**

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Tips for Practicing Photography During COVID



Photo Credit: Anastase Maragos IG: [@royalzproduction](#) [Regina, SK]

In our current situation where we have to exercise social distancing and avoid going out like we used to before the pandemic, it can be quite a challenge to practice photography. Here's a link to some projects that can be done at home during any slow periods you might be experiencing due to COVID.

Stay safe!

Photography Tips

Safety measures to practice:

1. The most important step is to maintain a social distance, especially now that the cases are on the rise again
2. Wear a mask
3. Remember to clean your gear thoroughly as soon as you get back home
4. Constantly wash/sanitize your hands and avoid sharing equipment with others
5. Keep in touch with your clients and ask them to keep wearing a mask before and after a photo shoot
6. Take a breather and contact your family/friends if you feel overwhelmed during these trying times!

Tips on How to Pivot from Wedding to Commercial Photography



Photo Credit: Sebastien Cordat IG: [@sebastien.cordat](#) [Montreal, QC]

It can be a bit challenging to pivot your profession in another direction after gaining expertise in one genre. Take some time out to listen to Bokeh Podcast Episode #11 by Photographer's Edit as they talk about transitioning from wedding photography to commercial photography with photographers Grant and Sarah Dotson.

[Listen to Podcast](#)

Tip: Consider having a separate website for each genre of photography you might offer. From speaking with our photographers, we have learned that, sometimes, those looking for commercial photographers won't hire those still shooting weddings, for example, so you want nothing to distract from your acquired skills.

On-boarding Tips for Welcoming Your Newly Hired Staff

- Prepare for the first day ahead of time (Consider drafting an agenda for Day One)
- Train in small batches and listen to what they have to say
- Don't hesitate in assigning orientation-type tasks to your new staff right off the bat (Consider preparing a free survey via [SurveyMonkey.com](#))
- Be present and give constructive feedback
- Consider having your new-hire take an active role in shaping and documenting the job description for future reference; creating a handbook might also be a good idea

[Learn More](#)

AYSA Aspirations

We hope to attract enough photographers to our community so that, someday, we can have the option to affordably benefit from group business insurance rates.

Did you know?

High-risk practices like train track photoshoots can cause a business insurance provider to increase your premiums. This information may guide you when choosing which photos to share publicly, as insurance companies will review your website as part of the application process. Better yet, remember to think safety first and protect your clients, which will, in turn, decrease your odds of encountering liability issues.

Canadians working with American clients may also pay more for insurance, as Americans tend to be more litigious than us.

Celebrating the Diversity of Our Clients



Photo Credit: Bruno IG: [@bcmpl0](#) [Vancouver, BC]

Harvest Moon Festival - 1st October 2020

The harvest moon or mid-autumn festival is celebrated in East Asian countries like China, Taiwan, Japan, South Korea, Singapore, Malaysia, Vietnam, and The Philippines. This lovely festival is celebrated by families gathering to spend some time together as they light paper lanterns and eat mooncakes (dense sweet pastries with different fillings inside).

[Know More](#)

We Would Love to Hear from You!

You are invited to contact us with your expertise regarding any topic from this newsletter that you would like us to expand upon. We will gladly add your feedback in our next month's newsletter!

Also, if there's a topic you need help with researching, let us know!

Coming Up in a Future Issue

We've already received a request for research!

Do all photographers use jargon the same way? Tell us how you define these terms: Editing, Optimizing, and Retouching. We'll try to discover the most consistent usage to keep us all on the same page.

Send Us An Email

Hi! My name is Sejal and I'm AYSA's first intern for this fall term. Please do take some time to read our blog ["The Life of AYSA's New Intern: A Sneak Peek"](#) to get to know me a little!



This newsletter was prepared by Sejal Mittal from the Sport & Event Marketing program at George Brown College.

Thank you for reading!

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