



## **MHS STUDENT-ATHLETES HIGHLIGHT FILM GUIDE**

### **Start By Securing Excellent Footage**

It doesn't matter if you know how to send highlights to colleges if the footage in question is lackluster. You need to start by securing excellent footage of your athletic prowess, which begins with a high-quality camera and some basic filming lessons. Always utilize a camera that can capture at least 60 frames per second, and consider investing in the collection of higher quality audio, too.

Other **filming tips** for securing the best footage include finding high ground to ensure the angle of the video shows off the entire field of play. Despite what you may think, you should also favor wide shots over close-ups, as these allow college coaches to see your performance in the broader context of the rest of the game. This, in turn, lets them better identify your athletic talents which they may be interested in.

Excessive zooming and shaky camera movement can spoil footage of even the best plays. If you do capture excellent footage of your athletic accomplishments, you still have important work to do — without including identifying information at the start of your video, all will be for naught.

### **Focus On Highlighting Your Name**

The experts who understand **the best practices** for college recruiting videos know that you have to bolster your name immediately. Most coaches won't watch your footage for longer than one or **two minutes**, at the most. This means the following information must be included early on and in an easily discernible fashion:

- Player's name and age
- Jersey number/uniform color
- Player's position
- School name
- Height and weight
- If possible a "spotlight" on you during the play
- 15-20 highlights (show some defense, no free throws)

Think you know how to send highlights to colleges because you have stellar video editing skills? Think again. Excessive editing can make even the most impressive footage unbearable for college coaches. They don't want loud music, flashy animations, or extra details cluttering up the footage. Focus solely on athletic performance to ensure you stand out.

## **Contacting The Coaches**

Many players and parents have great footage on their hands but still don't know how to send film to colleges. The email etiquette in question is quite important, so don't rush headfirst into sending your footage out to every recipient you can find on the internet.

Begin by having an easily accessible version of your video posted online on websites like YouTube. This will allow you to effortlessly share links to high-quality footage on a trustworthy website that colleges, recruitment specialists, and budding fans will be willing to click on. Next, you can reach out to individual coaches with emails that include the following:

- A clear subject line that gets to the point
- A polite but concise greeting in the opening of the email
- A few sentences about your interest in the program and a word of thanks
- A clear link to the video in question

Always aim for polite, concise, and clear communication. Lengthy emails may be ignored entirely; remember that college coaches are inundated with requests to view athletic footage, so writing an entire essay in hopes of catching their attention may backfire.

Another method is to create a professional website. This method takes more time, money, and effort but ultimately yields an entire website that showcases not only your athletic talents but also your academic achievements. This may be particularly important for those aspiring athletes aiming for the best schools in the nation which demand high GPAs.