



# Tips for Creating a College Recruiting Video 101

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The task of creating a concise, organized and effective recruiting video can be a challenging process. Many questions must be considered such as: the type of footage that should be included, running time and how to structure the footage into a DVD or VHS format. In an effort to help gymnast's coaches and parents, the following information should be helpful in answering these questions and more regarding the process of creating a valuable college recruiting video.

There are three main components in putting together a college recruiting video: filming the gymnast in the competition and training facility, designing the recruiting video, and assembly/output of the recruiting video. Each of these components when executed properly, will translate to a quality recruiting video. Let's review the three main components in more detail.

## Filming the gymnast in the competition and training facility

Capturing all the appropriate gymnastics footage can be a long and trying experience. A parent, coach or teammate must film every competition and every routine during the course of the season. This is a necessity as the routine intended to go on the recruiting video could come at any time during the season and there is no going back to get it if it is missed. Not only does the recruiter want to see competition footage, but training footage as well. When filming a workout in the gym, be prepared to make several trips. A gymnast is not at his or her best every day, so there will be a range of what gets captured. Some workouts will be great while others will not. Be patient and resilient when filming in the gym.

Recruiting videos for boys and girls will differ. For girls, the video typically contains footage from the sophomore and junior year. The boy's video is typically constructed from the junior year footage. These are the most common time frames for putting together a recruiting video but not the only times. However, a video can be

sent during the senior year if circumstances render it (e.g. gymnast suffers an injury during the junior year) Colleges receive recruiting videos at different times so check with the prospective schools on when to send the video.

## Designing the recruiting video

Deciding what routines and skills to show on a recruiting video is a process know as content selection, and is very important in the overall success of the recruiting video. The content should be a combination of one or two competitions and selected training footage that show skills or sequences not already demonstrated. Progression turns of skills or sequences are acceptable as long as the gymnast displays a reasonable amount of potential of mastering the skill. A limited amount of basic skills can be included but should not be the central focus of this segment.

### Assembly and output of the recruiting video

The final component in creating a recruiting video is deciding what video format to use. Check with the prospective colleges to find out which format they accept, VHS or DVD. Using a computer with video editing software, DVD authoring software and a DVD burner can create a DVD. To create a VHS tape, connect the video camera to a VHS recorder and record each element onto the VHS tape.

Now that the main components for creating a recruiting video have been identified, let's explore in more detail some of the finer points regarding filming and video assembly/post-production.

## Filming

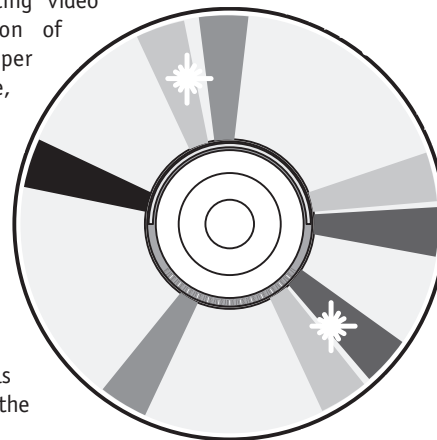
1. **Know The Camera** - Understand the video camera's capabilities. Reading the manual before filming will help prevent problems that might be easily fixed by having the ability to use the cameras functions.

2. **Battery Management** - Have a fully charged battery and a fully charged back up battery. To conserve battery power, turn the camera off when it is not in use and close the LCD screen.
3. **Preparation** - Arrive early to the competition to acquire the desired camera location. Obtaining a rotation schedule can give a better idea of when and where to set up the camera for filming. When filming in the training facility, take a day to practice. Being familiar with the layout of the training facility will provide a better understanding of camera placement options.
4. **Exposures And White Balance** - The exposure setting on most cameras should be left on automatic. In extreme lighting situations (e.g. bright sun light or low light) set the cameras exposure to manual and make adjustments. The white balance function sets the color for the filming environment. If this option is available, use it for each filming location (e.g. it must be set for each filming instance) Check your manual for more detailed instruction.
5. **Use a Tripod or Monopole** - A shaky shot can be difficult to watch. Using a tripod or monopole to stabilize the camera can dramatically increase the "watch ability" of your footage. Remember if the video is difficult for you to watch it will also be difficult for the collegiate coaches to watch.
6. **Date and Time Stamp** - Turn off the date and time stamp when the gymnast performs a routine. This can run over the top of the gymnast on screen and be a distraction for the viewer. The date and time stamp can be turned on for other commemorative purposes (e.g. the march-in and awards ceremony).
7. **Make Others Aware** - Politely notify other spectators around you when the gymnast is getting ready to perform. This can help prevent an unexpected blockage of the shot. When the gymnast begins a routine, use the LCD screen to view and not the eyepiece. Looking through the eyepiece can cut down your peripheral vision and increase the chance of not seeing someone before they walk in front of the camera.
8. **Focus** - Use the automatic focus for most shooting conditions. If the camera has trouble focusing, make a slight adjustment in or out with the zoom. If the problem persists, switch the camera to manual focus and adjust.
9. **Zoom** - Collegiate coaches get frustrated when part of the gymnast gets cut from the shot and are missed by zooming in to close. Adjust your zoom before the gymnast begins their routine. If necessary make small adjustments with the zoom during the routine.
10. **Panning** - Panning is the movement of the camera from side to side. This skill is executed best using a tripod and should have a smooth continuous motion. Panning can be used on the Floor Exercise and the Vault to capture tumbling passes and running.

11. **Organize** - Label the tapes and keep a written table of contents of the season. Taking notes at the competition and while filming in the gym can make the organization process easier when it comes time to put the video together.

## Video Assembly/Post-Production

1. **Content** - The recruiting video should be a combination of one or two routines per event. Also include, selected training video for each event that shows skills or sequences not demonstrated in the competition footage. The recruiting video should range from 6-10 minutes depending on the amount of original content. Some video will be longer than others if the gymnast has more skills and elements to display. Showing skills and routines repetitively to make the video longer is not recommended.



2. **Organization** - It is recommended that a DVD have a menu that allows the viewer to watch the video in Olympic order or access each event separately. For a VHS tape, create a table of contents identifying each event with the corresponding counter number on the VCR when it is set to zero at the beginning of the tape. It is recommended that all video of each event be shown before moving on to the next event. Jumping back and forth between events can be distracting and confusing for the collegiate coach especially if they desire to look at a particular section again.

3. **Sound** - The natural sound picked up by the camera can be distracting for the recruiting coach and embarrassing for the gymnast/parent (e.g. screaming parents or comments recorded unknowingly). Replacing the natural sound with music that compliments the gymnast and is not distracting can enhance the viewing experience (music with vocals is not recommended). For women's floor exercise, the natural sound recorded by the camera can be synchronized with the original floor music soundtrack and then substituted. This process is only recommended when using digital video editing.

Applying this information should be helpful in the creation of a valuable and effective recruiting video.

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