

**Creating a Highlight Video**  
**By Coach Mike Candrea**  
**University of Arizona Head Softball Coach**

Recruiting today has a very different look compared to a decade or two ago. During that time, athletes would begin getting serious about the recruiting process during their junior year in high school and narrow down their official visits prior to signing day in November of the following fall. Correspondence was done by snail mail and observing tournaments that actually declared a winner. Yes, they would play in double elimination tournaments and would learn what it takes to crawl out of the loser's bracket and fight back to play on the final day of the tournament.

In today's world of communication with email and the internet, we receive many highlight video's to show the athletes skills. I thought it might be helpful to give you some guidelines when trying to catch the eye of a college coach through video. These are very important for many programs that do not have the budget to recruit often in person and a quality clip can make the difference in enhancing a coach's interest. Most of the information we receive today is through on line resumes that include links to video footage. For most, this footage will be the first impression and make a coach decide how hard they want to actively pursue this player. But for your highlight video to be effective, you need to know specifically what coaches are looking for.

1. Keep it relatively short. A five-minute recruiting video is probably long enough to convey your skills. A highlight video is supposed to be like a preview for a movie, it should show a coach your very best skills with no bells and whistles.
2. Put your best highlights first! Coaches may not have the time to watch the entire highlight video, so make sure they see you at your best. You need to grab the coaches' attention.
3. Make it easy for coaches to see your resume and click on your video. Don't send unsolicited DVDs or expect to be seen on You Tube. If it is all in one email and just one easy click they will be more willing to watch.
4. Know what coaches are looking for. In our sport, I could care less about game footage. I want to see your skill set (hitting, throwing, fielding, pitching, short game etc.) Remember – you are trying to give me a reason to come see you perform. We will never recruit a player that we have not seen play numerous times. Your highlight video needs to strike our interest!
5. Video quality is important. Try to make sure your highlights are clear and that you are easy to see. Sound is not important and can be annoying...especially talk by the camera person.

6. Keep it simple! Start the video with a short introduction with your name, school, travel ball team, graduation year. If we need more information, we will send you a questionnaire. Please do not get too fancy with background music or floating graphics.

A handwritten signature in black ink, appearing to read "Mike Candrea". The signature is fluid and cursive, with a large initial "M" and a long, sweeping tail.

Coach Mike Candrea - Legendary Softball Coach