

50 may drop some hot tracks but his lyrics aren't always right for a highlight tape.

highlight how-to

The highlight tape is one of the most effective tools athletes have to make their talents known. AJ Hodel, owner and founder of Athletic Scholarship Corp., is an expert at producing effective highlight reels, among other marketing tools, to get athletes exposure. Here, Hodel breaks down some essentials of highlight clip creation.

STACK: Does every athlete need a highlight tape?

AJ Hodel: The highlight tape is crucial for athletes of every sport. You need to document, and a camera captures the truth. If someone calls me for recruiting help and says, "I don't have film," I can't help him or her, because then it's just me [trying to persuade] college coaches. If I can't prove your talent, it doesn't exist.

STACK: Are highlights or game films more important?

AH: Highlights are great marketing tools. They get athletes visibility, put on mailing lists and open communication, so you need

one. But if you're creative, you can make a good highlight film for any athlete, and recruiters are savvy to that. So full film is where scholarships are.

STACK: When should I start getting game film?

AH: Once you start varsity. For juniors, we use game film to create powerful highlight videos to demonstrate athletic ability. It's quick, clean and five to 10 minutes long, tops. Recruiters don't pay attention to juniors' full-length films, because they look at athletes graduating that year. In the middle of an athlete's senior season, we put together another highlight clip, which serves

as the introduction to a full game film.

STACK: Should the camera be zoomed in on the athlete, or out to view the whole play?

AH: Recruiters want to see the whole span, so they see the play develop. They also want to see how an athlete reacts when the play doesn't go his way. Does he stand around? What does he do from a whole team standpoint?

STACK: What else do recruiters look for?

AH: Body type – the athlete's physique. How does he carry his weight? How does she move her feet? How are his hips? Personal-

ly, when I look at film, I look to see if the athlete ever quits, and when he makes a mistake, how does he gather himself? If someone else makes a mistake and is emotionally distraught, does he try to pick the kid up? How does he support the team? You can see things on the field that speak to the kind of person he or she is – character and motivation. That's important, no matter the sport.

STACK: If you use music, do lyrics matter?

AH: Yes. Inappropriate music could be a deal breaker, so be careful. Typically, we go with instrumental or clean, radio versions of songs with explicit lyrics.

Interview by Chad Zimmerman

“EDUCATION WAS A BIG PART [OF THE RECRUITING PROCESS]. WHEN I WAS LOOKING AT SCHOOLS, I TOOK SOME ACADEMIC VISITS AND CERTAIN SCHOOLS GOT IT. THEY WANTED THEIR PLAYERS TO EXCEL ON AND OFF THE FIELD. SOME DIDN'T.”

BRADY QUINN

STACK.COM HAS VIDEO WITH BRADY QUINN. TYPE BRADY QUINN

HEAD COUNT VS. EQUIVALENCY SPORTS

You always thought receiving a scholarship meant “full ride,” but you’ve just been told that your scholly is a partial one. Confused? The NCAA divides sports into two categories: headcount and equivalency.

HEAD COUNT SPORTS have a set number of scholarships, and they are all full. If your sport offers 15 scholarships and a college gives you one, it has only 14 left to offer.

EQUIVALENCY SPORTS have a set number of scholarships, but each one can be divided among two or more student-athletes. Say a sport has three scholarships available. A school could award a full scholarship to one athlete, split the second between two athletes, and divide the third among three or more athletes.

W/3

STACK.COM HAS MORE ON HEADCOUNT AND EQUIVALENCY SPORTS. TYPE HEADCOUNT