



[www.Advantage-Tennis.co.uk](http://www.Advantage-Tennis.co.uk)  
Mick McCarron  
LTA Accredited+ Club Coach  
Level 3 Strength & Conditioning Coach  
Advanced Kettlebell Instructor  
iTPA Tennis Performance Trainer



## **US College Tennis Recruiting Video**

To obtain a Tennis scholarship to a US College it is usual to create a Video of the player to enable the College Tennis coach to identify candidates for the College Team, and offer sponsorship to potential Team players.

The purpose of this document is to outline what the Video will contain and what the player should do to prepare for the Video shooting session.

The video should show the player in the best possible way so that the college coaches can see the players potential, the video should emphasise the player's strengths, and also be an accurate representation of a player's ability. When a player joins a College they should be the same standard as represented in the Video.

### **Equipment**

To obtain the highest quality Video, a professional High Definition broadcast quality camera is used with a directional microphone to minimise spurious sounds. This equipment gives clear sharp correctly exposed Video with a high quality soundtrack.

### **Videographer**

The Videographer has the experience of shooting stills and Video at the major Tennis Tournaments in the UK, the Italian Open, Wimbledon, French Open, Australian Open and the US Open. He is also an LTA Licensed Tennis coach, which gives the expertise and understanding of what a college coach will be looking for in your Video. As the Video will be taken at a Club/Indoor Centre, the Club/Centre may have concerns about the Video being shot, only the player and practice partner will be included in the Video, As the Videographer is a licensed coach he has a current CRB/DBS check, if the Club/Centre would like to verify this he can be looked up on the LTA website in the coaches section.

### **Location**

It is normally better that the Video is shot at the Players Club/Centre as the player will be more relaxed in familiar surroundings and playing on their usual Court surface. It is better to shoot during daytime midweek as Clubs/Centres tend to be quieter.

### **Practice Partner**

The practice partner will occasionally be visible in the Video, it is normally better that the practice partner is of the same sex and approximately of the same standard of play as the player. It makes the matchplay section realistic. The practice partner will have to work hard in the demonstration sections to provide well fed balls. During the matchplay section the practice partner should be trying to win every point same as in a match! The player's coach can be used but there is always the possibility that the College Coach may think that the matchplay section has been set up. The players coach may consciously or unconsciously try to make the player look good, with the result that the player is put into unrealistic situations. It is always preferable to see the player, Defend, Rally, construct and win points against a player of similar standard.



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## What the Coach wants to see

The coach wants to see a player that will win matches for the College Team, results are how the coach is judged. They want to see good technique on all strokes, good footwork and fitness levels and good hand skills. During the matchplay they want to see good point construction, early preparation to the ball and good recovery. The College and coach may not have the time or expertise to develop individual skills and correct poor technique. Most of the training will be based on drills, matchplay and Gymwork. In College matches a coach is allowed on Court, most successful US College coaches become good at giving tactical advice during a match to get the win!

With the number of players wanting to obtain US College Tennis scholarships the coaches are seeing more players and have a wider choice, during the Video you must perform your best to make an a favourable impression on the coach viewing the video.

## What to wear

Light coloured clothes are preferable as the player will show up better against the background, black should be avoided as you may be lost in a dark background, especially in an indoor centre. Girls need to think about what style of clothes should be worn, remember that the Video will be published on Youtube and therefore it may be viewed by people with motives other than selecting a player for a College Team.

## Music

The College coach is only interested in your Tennis performance, part of this is the sound you make when you strike the ball and the sound your feet make when you move around the court. The coach is not interested in your favourite song! The Video will have the soundtrack recorded during shooting.

## How the Video is shot

The camera will be located at places around the court to obtain the best angles and the cameras will be close enough so that you fill most of the frame to show your technique and skills.

The Video camera will be mounted on a tripod to obtain a stable jerk free picture, the player will be tracked as they move around the Court.

The Video will be shot as a series of Video clips, these clips will be compiled into a video stream.

This gives the opportunity to reshoot sections if the section does not work, e.g. a person walks in on the court, or the Personal statement takes several attempts to get it right!

The shooting of the Video normally takes about 60-90 minutes therefore it is normal to book a court for 2 hours.



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## What you get

A video suitable for submission to US College Coaches, this will normally be between 10-12 minutes in length.

- Publication on the Advantage-Tennis.co.uk website.
- Publication on Youtube, the Video will be indexed with search words that will enable it to be found by College Coaches. There are a number of Coaches which monitor the Youtube channel. Comments will be disabled for the published Video.
- A copy of the Video stream on a DVD suitable for playing on a DVD player.
- A DVD containing the Video Clips which make up the Video stream.
- An unrestricted Licence for use in obtaining a US College place.
- An unrestricted Licence for your private personal use.

## Personal Statement

The personal statement should contain basic information about yourself, who you are, what is your playing standard and why you want to go to a US College, etc. Highlight your major strength as a Tennis player.

US College Coaches are familiar with LTA Rating and Rankings and are also interested in ITF rankings.

There is a requirement that you meet standards of English language, the Personal statement is confirmation that English is your first language or that you meet TOEFL standards.

The Introduction needs to be rehearsed beforehand, the best way of doing this is to write down what you want to say and then practice saying it in front of a mirror until you are word perfect.

The Personal statement is useful if you publish the Video on Youtube etc, but if you are using TennisSmart you do not need the personal statement as the information is available on the TennisSmart website and is updated when your Rating and Ranking changes.

## Contact Details

At the end of the Video there will be a contact section, and in the Youtube text there will be your contact details. By publishing an email address it may attract SPAM or unwelcome emails, therefore it is recommended that you use an email address which can be thrown away at the end of the period or in the event of receiving unwanted emails. Try Hotmail or Gmail, Gmail has the facility to forward emails to your own email, which saves you from checking another email account.

The contact Details will contain a contact name, suggest you use one of the Parents or your Agent as the contact name. It looks more professional and will deter people sending unwanted emails.



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## US College Recruitment Process

The process for joining a US College is complex, there a number of Rules and Regulations that you must comply with to ensure your eligibility to play for a College Tennis Team. Then there are the Academic requirements to join a college. US College Sport has an Amateur status in the USA you must ensure that you meet this requirement. The National Collegiate Athletic Association (NCAA) set the rules and requirements for Sports in American Colleges, see their website, <http://ncaa.org/>

The College Tennis Coaches and College Administrators may not be familiar with the requirements especially with players from the UK.

There are a number of Agent/Agencies in the US and UK which offer services in US College Sport recruitment, if you need and Agent/Advisor to help you get a Tennis scholarship a US College, Sarah Borwell is recommended, she has specialised in helping UK players obtain Tennis scholarships at US Colleges. See, <http://tennismart.net/>

## Tennis Rating

A college coach will want to know your standard of Tennis, he will use the Universal Tennis Rating system, [www.universaltennis.com](http://www.universaltennis.com) as a guide to your playing standard. Results from the LTA system are fed into this system on a regular basis.



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## Video Sections

The first 30 seconds of the Video are the most important; from the viewing statistics on YouTube it can be seen that most viewers of a video do not watch more than two minutes! The personal statement should be short, this should be followed by a rally with you playing your best, and this will normally be a forehand rally. It has to be good enough to convince a coach to look at the rest of the Video.

The Video will contain the following sections.

- Introduction - basic information about yourself, who you are, what is your playing standard, why you want to go to a US College, etc.
- Forehand Rally - show basic technique and movement around the court. This section creates the first impression, it must be good otherwise the coach may not watch the rest of the Video!
- Backhand Rally - show basic technique and movement around the court.
- Forehand Approach - transition from the back court to the front court, showing your strokes and movement.
- Backhand Approach - transition from the back court to the front court, showing your strokes and movement.
- Front Court - Forehand, Backhand Volleys and Smashes.
- Serve - shot for the front, side so that the Coach can see your technique.
- Matchplay - Demonstration of your play showing your abilities and variation in your game, giving the Coach the opportunity to see the height, depth, direction, spin and pace on your groundstrokes and a view of your consistency. The tactics you use to gain the advantage and win and defend a point.
- Contact/Credits - There will be a section on how you may be contacted.

## Video Sections Review

After the Video has been shot the individual clips are reviewed on a laptop with the player to select which clips will be included in the final Video. Please allow about one hour for this review.



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## Price

The price of Video is £200.00, plus travelling, please ask for a quotation on the travelling.  
The price includes,

- Shooting the Video
- Editing the Video Clips
- Creation of the Video stream
- Transcoding and uploading to Youtube
- Transcoding and production of the DVD
- Production of Video Clip DVD

## Contact Information

Contact Name: \_\_\_\_\_

Contact email address: \_\_\_\_\_

## Checklist

- Allocate three hours for the session
- Courts booked for two hours
- Practice partner
- Transport
- Clothes
- Rackets strung
- Balls
- Personal Statement completed
- Contact information
- What is your major strength? \_\_\_\_\_