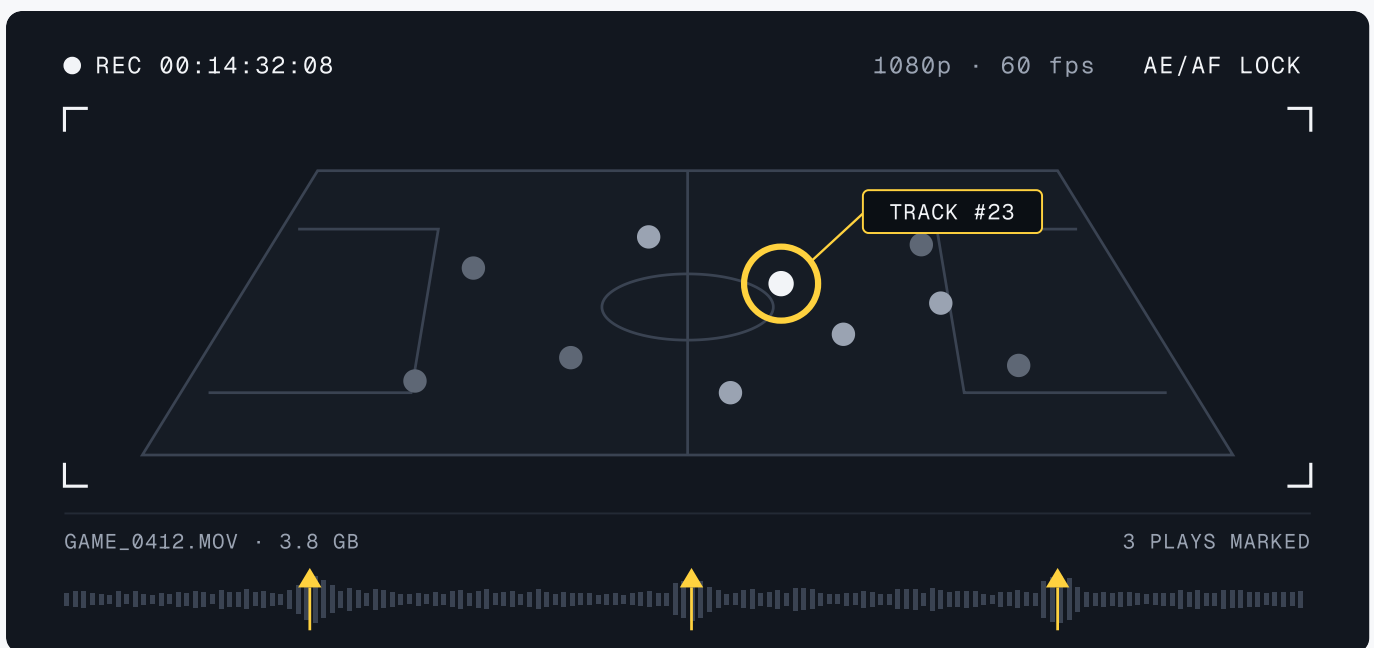


# FILM IT RIGHT

The First Row filming guide. Phone settings, where to stand and how to mark the big plays, for every sport your athlete plays.



01 / 02

## Settings and steady video

Ten minutes in the camera app before the game.

03

## Where to stand

The camera position for baseball through wrestling.

04

## Mark the big plays

So nobody scrubs through two hours to find them.

05 / 07

## Recruiting and checklist

What coaches want, plus a printable game day list.

# Phone settings that matter. Set once.

You do not need new gear. Ten minutes in your camera settings changes the footage more than a new phone would.

| SETTING            | SET IT TO           | WHY                                                                                                                                                                                                  |
|--------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Orientation        | ● Landscape         | A sideways phone sees the whole court or field. A vertical cut can come from wide footage, never the other way around.                                                                               |
| Resolution         | ● 1080p · 60 fps    | Smooth on fast plays, manageable file sizes. The right default for most games.                                                                                                                       |
| Alternative        | ○ 4K · 30 or 60 fps | Sharper, and an editor can zoom in later. It fills your phone several times faster, so use it only with plenty of free space.                                                                        |
| Focus and exposure | ● Locked            | <b>iPhone:</b> press and hold on the field until AE/AF LOCK appears, then slide the sun icon for brightness. <b>Android:</b> many phones lock with a press and hold too; if not, use Pro Video mode. |
| HDR Video          | ● Off               | HDR clips can look washed out or too bright once uploaded or edited in many apps.                                                                                                                    |
| Camera mode        | ● Video             | Skip Cinematic, Portrait and Live Focus video, which can blur the wrong player, and Slo-mo for full plays.                                                                                           |
| Lock Camera        | ● On (iPhone)       | Stops the phone from jumping between lenses in the middle of a play.                                                                                                                                 |
| Free storage       | ● More than 8 GB    | A full game can run 2 to 8 GB. Clear more than that before you leave.                                                                                                                                |
| Battery            | ● 100% + power bank | Recording video drains a battery fast, and cold weather drains it faster. Pack a short cable and dim the screen between plays.                                                                       |
| Interruptions      | ● Airplane Mode     | No calls or alerts popping up mid play. Need team texts or GameChanger streaming? Use Do Not Disturb, which keeps data on.                                                                           |

WHERE TO FIND IT iPhone › Settings › Camera › Record Video for resolution, frame rate, HDR Video and Lock Camera. On Android, open the camera, switch to Video and look in the camera's settings or the on screen resolution button.

TEST CLIP · 10 S At the venue, record ten seconds and play it back. Sideways, sharp, bright enough, crowd audible. That one check saves whole games.

# Steady footage. The whole play.

Shaky video makes even a great play hard to watch. A few cheap habits fix it.

## Give the phone something to hold

- **Fence clip.** A phone mount that clamps onto a chain link fence or backstop. Ideal for baseball, softball and soccer sidelines.
- **Small tripod.** A tabletop tripod on the bleacher seat, or a flexible one wrapped around a railing. Check venue rules first; some gyms limit tripods in the stands.
- **Your own body.** Two hands, elbows tucked against your chest or braced on your knees. Sit rather than stand and sway.

## Move like a camera operator

- Turn your whole upper body to follow the ball, slowly and smoothly.
- Do not walk while recording. Pick a spot and stay there.
- Leave the phone's built-in stabilization on.
- Cheer all you want, but keep the phone still while you do it.

## Zoom: lens buttons only

● DO THIS

Tap the preset buttons in your camera app, like 0.5x 1x 2x 3x 5x. Those use real lenses or full quality sensor crops. Pinching to a spot in between uses digital zoom, which turns grainy fast, especially in a dim gym.

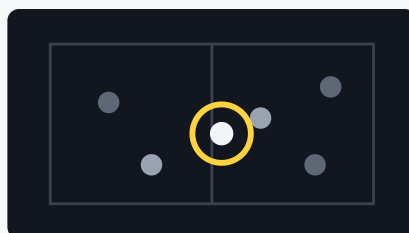
## Whole play in frame

● DO THIS

Frame the ball, your player and what is around them: the defender, the base, the net, the goal. When in doubt, go wider. An editor can always crop in, but nobody can add back what the camera never saw.



FRAME A · TOO TIGHT  
No context, no defender, no finish



FRAME B · USE THIS ●  
The whole play, room for the pass



FRAME C · VERTICAL  
The sides are gone for good

### RULE

Do not zoom in or out during a play. Pick your lens before the pitch, serve or snap and leave it there.

# Where to stand. Diamond and court.

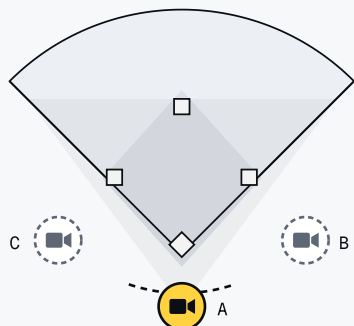


BEST POSITION



ALTERNATE

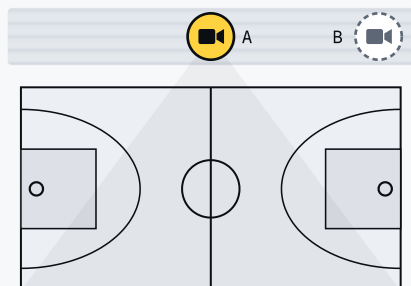
TOP DOWN VIEW · SHADED AREA = CAMERA VIEW



## Baseball and softball

A · BEHIND HOME PLATE, THROUGH THE BACKSTOP

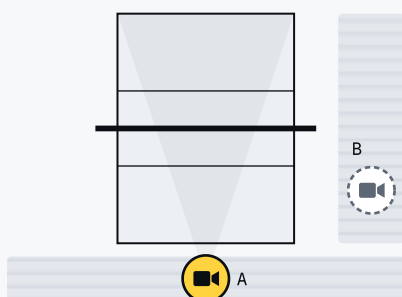
- **A shows the pitch, the swing and where the ball goes.** Press the lens right up to a gap in the fence or net and lock focus on the field so the mesh disappears.
- **B or C for your hitter.** Stand on the side your player faces: first base line for a right handed hitter, third base line for a lefty. You get their face and full swing.
- **For your pitcher,** A shows location. For mechanics, film from the side their chest faces in the set: third base side for a righty, first base side for a lefty.



## Basketball

A · TOP ROW OF THE BLEACHERS, NEAR HALF COURT

- **Height clears the crowd,** and both baskets stay in reach with a slow turn.
- Frame from baseline to half court and follow the ball. Stay wide enough to show the pass that set up the bucket.
- **B, a high corner,** works if half court is packed. Avoid the floor level baseline, where heads and refs block the view.



## Volleyball

A · BEHIND THE END LINE, UP HIGH

- **The view college coaches know best.** The whole court, every rotation, the set and the hitter's approach.
- **B, the sideline,** is great for a hitter's arm swing and a blocker's height. Sit near the 10 foot line on your player's side.
- Stay in the stands, never on the floor behind the service area.

# Where to stand. Field and mat.

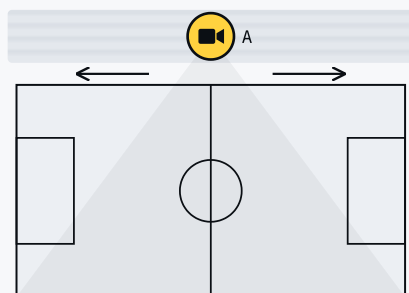


BEST POSITION



ALTERNATE

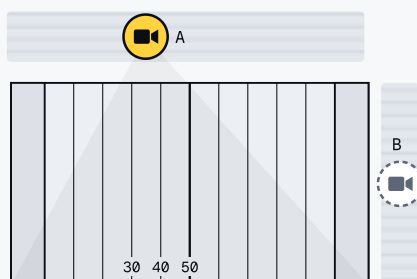
TOP DOWN VIEW · SHADED AREA = CAMERA VIEW



## Soccer

A · ELEVATED AT MIDFIELD, FOLLOW THE BALL WIDE

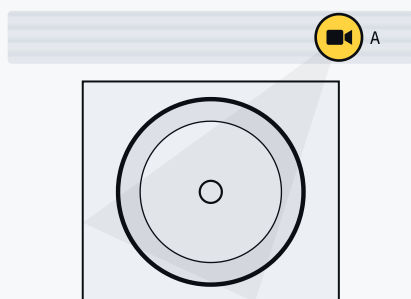
- **Height shows spacing, runs and passing lanes.** The top of the stands, a hill or a sturdy step stool all work.
- **Follow the ball wide.** Keep the ball and the players near it in frame, plus space ahead so you catch the run onto the pass.
- Goals happen fast. Set your lens and stay ready; do not chase the action with the zoom.



## Football and 7v7

A · ELEVATED, NEAR THE 30 TO 40 YARD LINE

- **High enough to see the whole formation,** routes and coverage. Move with the drive if the stands allow.
- Start wide at the snap so you catch the route or the hole opening, then follow the ball.
- **B, the end zone view, for linemen.** From high behind the end zone you see footwork, hands and leverage. Ask first; some venues keep that area clear.



## Wrestling and other sports

A · HIGH, IN LINE WITH A CORNER OF THE MAT

- **Wrestling:** sit high, in line with a corner of your athlete's mat, so refs and coaches do not block the action. Keep the whole circle in frame. Matches are short, so record the full match.
- **Lacrosse, field hockey, ice hockey:** treat it like soccer. Elevated, near center, follow the ball or puck wide.
- **Track, swimming, tennis and more:** go high and pick the spot where the moment happens: the finish line, the final wall, behind the baseline.

ANY SPORT

Higher beats closer. Even a few rows up clears heads, refs and parents walking past.

# Short clips beat one two hour file.

Record each play as its own clip. Smaller files upload faster, big plays are easier to find, and a dead battery or a phone crash never costs you the whole game.

CLIPS

**1** per play

Each at bat, point, snap or possession gets its own clip.

PRE ROLL

**5** s before

Press record before the pitch, serve, snap or inbound so the setup is on film.

POST ROLL

**3** s after

Keep rolling after the whistle. The celebration and the call belong in the reel.

| SPORT              | START RECORDING                                          | STOP RECORDING                                                   |
|--------------------|----------------------------------------------------------|------------------------------------------------------------------|
| Baseball, softball | Your batter steps into the box, or your pitcher gets set | The play is dead and the runners stop                            |
| Volleyball         | The server lifts the ball for the toss                   | The point ends and the ref signals                               |
| Football, 7v7      | The offense breaks the huddle or lines up                | The whistle, plus three seconds                                  |
| Basketball         | A dead ball: inbound, free throw, jump ball              | The next dead ball. Possessions move too fast to stop every time |
| Soccer, lacrosse   | A restart: kickoff, throw in, goal kick                  | The next whistle, or every few minutes if play keeps going       |
| Wrestling          | The wrestlers step to the line                           | The ref raises a hand                                            |

## Mark the big plays

### VOICE MARKER

#### Say the number

Right after a big play, say it out loud: "Number 12, big hit." The microphone keeps the note for you.

### AUDIO SPIKE

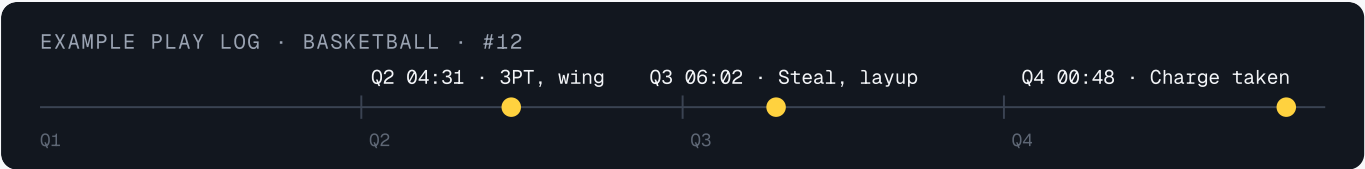
#### Clap twice

Two sharp claps make a clear spike in the audio, so the moment is easy to find later.

### CLOCK NOTE

#### Jot the clock

Write the inning, quarter or game clock in your phone notes. Or film the scoreboard for a second.



# What college coaches want to see.

A recruiting reel is not a hype video. It is a clear, quick answer to one question: can this athlete play at our level? Keep it simple and easy to watch.

OPEN WITH AN INTRO CARD

JORDAN ELLIS

Class of 2028 · Outside Hitter · 5'11" · GPA 3.7

Club + high school · Parent email and phone · Coach email

12

SAMPLE CARD · Include name, grad year, position, height, GPA and contact info for you and the coach.

| SPEC           | TARGET               | WHY                                                                                         |
|----------------|----------------------|---------------------------------------------------------------------------------------------|
| Length         | ● 3 to 5 min         | Long enough to show range, short enough to watch in one sitting.                            |
| Order          | ● Best plays first   | If a coach stops early, they still saw your strongest clips.                                |
| Athlete marker | ● Every clip         | Shown before the play starts so a coach knows who to watch. That is our spotlight ring.     |
| Clip selection | ● Fits the position  | Show the skills a coach recruits that position for, not just the scoring.                   |
| Audio          | ● Music optional     | Coaches often watch muted, so the plays have to speak for themselves.                       |
| Full game      | ● Link one           | Coaches often want to see an unedited game after the reel.                                  |
| Delivery       | ● A link, not a file | Email a link, never a big attachment. Update the reel as the season gives you better plays. |

## Leave these out ○ AVOID

- Flashy transitions, spinning effects and long slow motion
  - Long intros before the first play
- Clips where your player is hard to find
  - Shaky or heavily zoomed footage when a cleaner angle exists

# Music, posting and privacy.

You got the shot. A few rules keep the post up and keep every family comfortable.

## Music: add it inside the app

Copyrighted songs baked into a video can get it muted, blocked or taken down on Instagram, TikTok and YouTube.

- Upload a **no music** version, then add a trending sound inside Instagram or TikTok, where the app handles the license.
- Business accounts often get a smaller music library. If a song is missing, that is usually why.
- Every First Row reel comes with a no music version for exactly this.

## Other athletes are in the frame

- Ask before posting a clip that features another family's athlete, especially a close up.
- If a parent asks you to take something down or blur their athlete, do it.
- We blur other athletes on request in every First Row reel.

## Pick the right shape

9:16 · 1080×1920 Reels, TikTok, Stories

16:9 · 1920×1080 YouTube, recruiting links, the family TV

- Choose a cover frame where your player is easy to spot.
- Tag the team or club only if they welcome it.

## Keep your athlete safe online

- Skip the full name, school and upcoming schedule together in a public post.
- Post after you leave the venue rather than live with a location tag.
- Check team, league and tournament media rules. Some events limit filming or streaming.
- Share recruiting reels with an unlisted or private link.

### OUR PROMISE

Footage you send First Row Films stays private by default. We never use an athlete in our marketing without a separate written opt in from a parent.

# Game day checklist.

Keep it in the bat bag, the car or your phone's photos.

## ✓ The night before

T MINUS 1 DAY

- ☐ Charge the phone to 100%
- ☐ Charge the power bank, pack a short cable
- ☐ Clear storage: more than 8 GB free
- ☐ Set 1080p · 60 fps, HDR Video off
- ☐ Pack the fence clip or small tripod
- ☐ Confirm jersey number and jersey color
- ☐ Check the venue's filming rules

## ✓ During the game

LIVE

- ☐ One clip per play
- ☐ Start 5 s early, stop 3 s late
- ☐ Whole play in frame, no zooming mid play
- ☐ Mark big plays: number, clap or clock
- ☐ Plug in the power bank at halftime

## ✓ At the venue

WARMUPS

- ☐ Find the best camera position for this sport, up high
- ☐ Airplane Mode or Do Not Disturb on
- ☐ Phone sideways, lens button picked
- ☐ Focus and exposure locked
- ☐ Ten second test clip, played back
- ☐ Spot your player in warmups

## ✓ After the game

WRAP

- ☐ Back up the clips before deleting anything
- ☐ Write down the plays you want in the reel
- ☐ Upload the game to First Row Films
- ☐ Turn Airplane Mode off

## Big plays I want in the reel

INNING, QUARTER OR CLOCK      JERSEY #      WHAT HAPPENED

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|  |  |  |

# Watch one game become a reel.

You film from the first row. Our AI finds every big play and a person checks every clip. Your reel comes in vertical and wide, with a no music version for posting. See the whole pipeline run in the demo on our website.

|                                                                                           |                                                                             |                                                                            |                                                                       |                                                                   |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------------|
| 01                                                                                        | 02                                                                          | 03                                                                         | 04                                                                    | 05                                                                |
| <b>Player card</b>                                                                        | <b>Upload</b>                                                               | <b>AI scan</b>                                                             | <b>Human check</b>                                                    | <b>Delivered</b>                                                  |
| Name, number, jersey color, position, grad year, one screenshot with your player circled. | From your phone, or a link from GameChanger, Hudl, Google Photos or iCloud. | Candidate plays found from audio spikes, crowd reaction and ball tracking. | A person checks every clip and that the spotlight is on your athlete. | <div> <span>●</span> DONE         </div> 9:16, 16:9 and no music. |

## Then make it every game.

Plans are priced by hours of game film each month. Prepay a 4 month season or a full year and save 25%. Every reel is edited in the order received, in your plan's lane, and your account shows a live estimate.

|                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                  | BEST FOR A FULL SEASON                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Prospect</b><br><b>\$497</b> / month<br>or \$1,497 per season, \$4,497 per year<br><hr/> 12 HRS OF FILM / MONTH<br><hr/> <ul style="list-style-type: none"> <li>- A 60 to 90 second reel for every game</li> <li>- Spotlight on your athlete</li> <li>- Vertical and wide versions</li> <li>- Standard lane, in the order received</li> </ul> | <b>Showcase</b><br><b>\$997</b> / month<br>or \$2,997 per season, \$8,997 per year<br><hr/> 25 HRS OF FILM / MONTH<br><hr/> <ul style="list-style-type: none"> <li>- Everything in Prospect</li> <li>- A monthly mixtape</li> <li>- An end of season reel</li> <li>- Priority lane included</li> </ul> | <b>Signing Day</b><br><b>\$1,997</b> / month<br>or \$5,997 per season, \$17,997 per year<br><hr/> 50 HRS OF FILM / MONTH<br><hr/> <ul style="list-style-type: none"> <li>- Everything in Showcase</li> <li>- A 3 to 5 minute recruiting reel built to coach specs, refreshed monthly</li> <li>- A coach ready share page</li> <li>- Rush lane, front of the line</li> </ul> |

WATCH THE DEMO >

## On our website

Rather edit yourself? Join our free Facebook community for parents who film and edit, or take The First Row Editor course for \$297. The full \$297 is credited toward your first done for you month. Film past your plan's hours? We quote it before we edit, and nothing is charged without your OK.