

# Helpful Recruiting Tools For Today's Bands - The Use of iMovie, Movie Trailers and Good Ol' DVDs

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Have you ever wondered or thought to yourself about what other recruiting tools people are using? Where they get their ideas? Will the zany ideas I have actually work? I think my ideas are fine, but how can I add to my recruiting tools and get my band students in the public eye?

Well, if you have ever had these questions, please come by our clinic "*Helpful Recruiting Tools For Today's Bands - The Use of iMovie, Movie Trailers and Good Ol' DVDs*" at the 68<sup>th</sup> Annual TBA Convention/Clinic and get some new ideas (*Saturday, July 25 at 2:45 p.m.*) Come see how everything from iPads to DVDs to old-school recruiting can make this process fun for you and everyone involved.

Bring your iPad with iMovie loaded on to it and create with us the basic beginning of an iMovie and a movie trailer. Also, download a QR code reader application onto your iPad to access additional helpful information about our clinic. The iMovie app with its trailers and iMovies can be a wonderful tool for getting your program recognized. If you have ever seen a movie trailer for an organization, you may have thought... that looks cool, but could be difficult to create. Well,

guess again. You will see that it is much easier than you think. If you can take a picture with your iPad, you can do this. Once you've made a trailer, try making a movie! Yes, you will probably find yourself wanting to create more trailers for different band events.

What can a DVD add to your recruiting arsenal? Well, come by and see what type of exciting new tools can be used with that good ol' DVD! The many tools and techniques you can store on that disc will empower your recruiting drive. Use it often, but especially when visiting your feeder schools. Those visits will be a very significant part in recruiting students for your program. Take the ideas we have to offer and make your visits a hit for everyone involved. It will be a win, win situation.

With the information we plan to offer you at the clinic, we hope your administration, faculty and students will enjoy your new recruiting tools. Your students will enjoy the recognition they will receive. You will be confident with your recruiting program knowing that it will be fun and effective.

So once you have finished your summer with family and vacation, make plans to enjoy a few days at the TBA Convention/Clinic. It's a great

time to recharge your batteries, visit with friends at the barbeque, make new friends, attend clinics and go to concerts. If you are retired or have not been to the convention in awhile, come on back and make plans to meet old friends and share your knowledge with the next generation of band directors.

A final very important part: please make sure to stop by and visit with the many vendors, TBA Board, and TBA staff to thank them for what they do for us. Best wishes for a restful summer!

*Mrs. Guerrina Esparza is a 1984 graduate of The University of Texas at San Antonio and earned a Masters degree from UTSA as well. She taught in the Natalia and Hondo school districts before accepting a position with Northside ISD, where she has worked in three MS. She is a clarinetist in the San Antonio Wind Symphony and a member of TMEA, TBA, TMAA and Mu Phi Epsilon. She is active as an adjudicator and clinician.*

*Sal Mauricio is the Assistant Band Director at Boerne-Samuel V. Champion HS. He earned his Bachelors Degree from The University of North Texas and his Masters Degree from The University of Texas at San Antonio. His concert and jazz bands have received numerous Texas UIL awards. Marching bands he has assisted have consistently placed high with the appearance of the Boerne HS Band at the 2007 Texas 4A State Marching Band Contest. Sal has taught grades six through twelve for most of his career.*

*More detailed biographies can be found on the TBA website, included with the convention schedule.*