

Monday, January 22, 2007

By **DAN ALBANO**

The Orange County Register, Sports Section

Article is also available @ www.ocvarsity.com

Fancher Learns Value of Marketing

The Huntington Beach senior credits a professional video for his UW scholarship.

Skyler Fancher appeared on Washington's recruiting radar during the spring of his junior year and again this past summer.

But when it came to receiving a scholarship offer from the Huskies, the Huntington Beach offensive lineman wasn't a slam-dunk pick. As Fancher later learned from coaches, he had to compete with two other recruits for one scholarship.

The 6-foot-6, 300-pound senior won, and he knows why.

"I beat them out on my film," Fancher said.

Fancher sent Washington a masterfully produced highlight film on DVD. The seven-minute reel features a spotlight arrow pointing to Fancher for each play. The video uses field-level angles and shows a wide variety of plays on offense and defense.

There's even music and slow motion for emphasis or closer study.

Thanks to a tip from a recruiting service, Anaheim-based **College Sports Quest**, Fancher hired David Otta Productions to produce the video. Based in Santa Ana, the company has worked with Mater Dei, according to its Web site,

www.davidottaproductions.com.

Fancher's play on the film matches the quality in the production. As a left tackle, the three-year starter displays his ability to pull-block on several occasions. The video also shows him pursuing his blocks downfield and chasing down ballcarriers.

Fancher's blocking was a big reason why Stephen Gabbard rushed for more than 2,200 yards and made second-team All-County in 2006.

Washington didn't watch Fancher play in person before offering him a scholarship on Nov. 22. Fancher already had an offer from San Diego State but picked the Huskies because he wants to play in the Pac-10.

Fancher estimated that his highlight video cost \$2,000.