

## UIL Football Playoffs TV Guidelines

During the coming UIL football playoffs there may be opportunities for participating schools to have their games broadcast. Please find below important information concerning game broadcasts for schools participating in the playoffs and schools that will host a playoff game. As outlined in the UIL Constitution and Contest Rules, the UIL owns the telecast rights for all UIL football playoff games. FOX Sports Southwest has obtained the television and other telecast media rights, except for radio, from the UIL for all playoff games and will serve as the primary rights holder for those events.

FOX Sports Southwest will sub-license those rights to broadcast stations in markets across Texas interested in televising playoff games either live or taped-delayed. FOX Sports Southwest must approve any media outlet that wishes to televise or webcast playoff games, live or tape-delayed. The UIL has also recently partnered with the NFHS Network. The NFHS Network may broadcast online select games not broadcast by FOX Sports Southwest or its sub-licensees.

In order for a game to be broadcast, it must be approved by noon the Wednesday prior to the game each week of the playoffs. If a media outlet has not approached your school by the Wednesday before the game, your game will not be televised that week. Requests for Academic Telecasts must also be submitted by noon Wednesday of each week of the playoffs.

The TV format for playoff games will mirror FOX Sports Southwest's State Championship TV format so as not to interfere with the flow of the game:

- Each school is encouraged to discuss with the broadcasters prior to the game when TV timeouts should not occur.
- TV timeouts will not be taken during any series of downs or after turnovers to avoid impacting or changing momentum and game flow.
- TV timeouts will occur during halftime, during injury stoppages and after a score.

The sublicensed media outlets that partner with FOX Sports Southwest will be responsible for communication with the schools selected for broadcasts. The sublicensed broadcasters will schedule the set-up and tear-down times for their TV equipment with the schools and the venues. FOX Sports Southwest or its sub-licensees are responsible for any expenses associated with the telecast. The same guidelines apply to any playoff games that are selected for online broadcast by the NFHS Network.

One school may not have two consecutive games or three or more total games broadcast without prior approval from the UIL.

FOX Sports Southwest will have the ability to "cut-in" live to playoff games on its FOX Football Friday six-hour programming block, a show dedicated to high school football televised statewide. FOX Sports Southwest will also promote ticket sales during the playoffs for the UIL Football State Championships at AT&T Stadium. Political announcements or advertising of alcohol, tobacco, gambling, adult entertainment venues, and firearms are prohibited during telecasts of any UIL activities.

If your school has a student-media telecast team that wishes to telecast your football playoff game, you may apply for an Academic Telecast. A school administrator should fill out the form at the following link: <https://www.uiltexas.org/machform/view.php?id=35916>. The request form must be submitted by noon Wednesday in order to telecast that week's playoff game. An Academic Telecast is defined as a broadcast with an educational purpose that is produced solely by a UIL-member school and/or school district primarily using school facilities, equipment, staff and students without any commercial relationship for the financial benefit of another party. An Academic Telecast may be aired no earlier than one hour after the completion of the game.

If you have any questions, please direct them to the following individuals:

Paul Lenau (for television station questions regarding access to games)  
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