

UIL Football Playoffs TV Guidelines

During the UIL playoffs there may be opportunities for participating schools to have 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 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. NFHS Network is the UIL's secondary broadcast partner and will have first choice each week to select and games not broadcast by FOX Sports Southwest.

FOX Sports Southwest may sub-license the rights to broadcast football playoff games (either live or tape-delayed) to media outlets in markets across Texas. FOX Sports Southwest must approve any media outlet that wishes to televise or webcast playoff games, live or tape-delayed.

In order for a game to be broadcast, it must be approved by Fox Sports Southwest by noon the Wednesday prior to the game each week of the playoffs. Approved sub-licensees should contact schools by the Wednesday before the game.

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, NFHS Network, or FSSW sub-licensees are responsible for any expenses associated with the telecast.

Media outlets may not use a third-party web streaming service for live telecasts (i.e. Facebook Live, USTREAM, YouTube Live, etc.) Only one media outlet can telecast a game, except in cases where an over the air station and NFHS Network produce the same game side-by-side. NFHS Network and over the air television stations will be given priority. If more than one media outlet requests the streaming rights to a game, the UIL will select the preferred media outlet.

FOX Sports Southwest will have the ability to "cut-in" live to playoff games on its FOX Football Friday five-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, cigarettes or other tobacco product, gambling services or venues, sexual service or adult entertainment venues, alcohol or firearms advertisements are prohibited during broadcasts of any UIL activities.

School Telecast Options

Schools with student-media telecast teams or other school based broadcast groups have two options for telecasts:

1. NFHS Network School Broadcast Program Webcast
2. Delayed Non-Commercial Academic Telecast

Schools participating in the NFHS Network School Broadcast Program may request to webcast football playoff games live by submitting the [UIL Member School Playoff Telecast Request form](#). The request must be submitted by noon Wednesday in order to telecast that week's playoff game.

NFHS Network School Broadcast Program schools may produce a live playoff webcast if approved. An SBP Webcast is **not** an Academic Telecast. Schools interested in starting an NFHS Network School Broadcast Program should contact Maggie Weeman (contact info below).

Schools not participating in the NFHS Network School Broadcast Program may request to do a delayed, non-commercial Academic Telecast. 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 (e.g. advertising, sponsorship, subscription). An Academic Telecast may be aired no earlier than one hour after the completion of the game. Academic Telecasts may not be aired on YouTube, USTREAM, LiveStream, Facebook Live, Twitter, Mascot Media or any other commercial site. Schools may request to do an Academic Telecast by submitting the [UIL Member School Playoff Telecast Request form](#). The request must be submitted by noon Wednesday in order to telecast that week's playoff game.

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

Chris Quattlebaum (for television station questions regarding access to games)
(972) 868-1410
Chris.Quattlebaum@Foxsports.net

Angie Knotts (for television station questions regarding access to games)
(972)868-1831
Angie.Knotts@Foxsports.net

Kate Hector - UIL Media Department
(512) 232-4583
khector@uiltexas.org

Maggie Weeman – NFHS Network School Broadcast Program Contact
678.447.3333
maggie.weeman@nfhsnetwork.com