

2021-2022 UIL Regular Season Broadcast Guidelines

In accordance with updates made to [Section 868\(c\)](#) of the UIL Constitution and Contest Rules, UIL member schools may permit the live webcast of a regular season football game on a Friday night. Other live telecasts of a regular season football game on a Friday night, including over-the-air television broadcasts, shall not be permitted unless already permitted by Section 868(c) PILOT PROGRAM. Live telecasts of non-football athletic contests and football games on days other than Friday may still be permitted during the regular season.

A *telecast* is defined as any live or tape-delayed video footage of a contest in its entirety that can be broadcast over any medium or channel. A *webcast* is any telecast streamed over the internet.

All Friday night webcasts must be in accordance with following:

- School administration for both Home and Visiting teams must come to a mutual agreement to allow live webcasts.
- With prior approval by school administration, each team may have one webcast per game.
- If school administration for both teams allow for the live webcast of a game, the host venue should make every attempt to accommodate both the Home and Visitor Team production crews.
- Webcasts may be on any media platform approved by the school.
- All telecasts must adhere to UIL telecast guidelines and advertisement restrictions.

UIL Live Telecast General Guidelines

If providing announcers as part of the telecast, announcers should follow the following announcer guidelines:

- Announcers must be competent and exhibit professionalism.
- No dramatization shall be made of any unsportsmanlike conduct, incidents or displays on the part of the participants or fans.
- There shall be no destructive criticisms of officials' decisions.
- No mention shall be made of injuries, unpreventable accidents, or other incidents which may cause any anxiety on the part of the viewers.

Advertisement Restrictions

The following categories are prohibited during telecasts of any UIL activities:

- Political announcements
- Cigarettes or other tobacco product
- Gambling services or venues
- Sexual services or adult entertainment venues
- Alcohol and firearms advertisements

Alleged violations of these provisions fall under the jurisdiction of the District and State Executive Committees. Violations will be subject to the range of penalties listed in the UIL Constitution and Contest Rules.

Any negotiations regarding telecasts are at the discretion of the school district and must be in compliance with UIL rules. All revenues generated belong to the entities involved in the agreement.