PROPOSED CHANGES TO UIL BROADCAST POLICY
May 21, 2026
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Section 868: BROADCASTS OF UIL EVENTS:

1) DEFINITIONS. For purposes of this rule:
   a) A broadcast is delivery, in whole or in part, through any medium or content format presently existing or that may be developed in the future, audio and/or video, of an account of an athletic event contest between member schools.
   b) A delayed broadcast is a broadcast that begins at least 1 hour after the conclusion of an event contest.
   c) A video broadcast is a broadcast utilizing video that shows event action on screen, whether accompanied by audio or not. A graphical scoreboard presentation alone is not considered a video broadcast.
   d) An audio broadcast is a broadcast utilizing only audio description of a contest, that may also include a graphical scoreboard or a visual representation of on-air talent who are conducting the broadcast. An audio broadcast does not show game play visually.
   e) A telecast is a broadcast carried on an over-the-air television network, cable system, or other set-top box delivery medium.
   f) A webcast is a broadcast delivered over the Internet, whether to a browser or to a device app.

2) RIGHTS OWNERSHIP AND PROCESS. For athletic event contests between members:
   a) Participating members retain all broadcast rights to pre-season/scrimmage events and regular season events.
   b) Participating members have first claim to broadcast rights for all post-season events not including UIL championship (finals) competitions.
   c) The UIL may claim broadcast rights to any post-season events in which a participating member declines to exercise their own broadcast rights.
   d) The UIL retains video broadcast rights to all UIL championship (finals) competitions.
   e) Participating members retain audio broadcast rights to UIL championship (finals) competitions.
   f) Rights defined herein include rights to delayed broadcast as well as to webcasts of content.
   g) Telecast rights are included in rights defined herein, except that participating schools may only present one telecast of a regular season Friday football game per season.
   h) The UIL Executive Director may, subject to applicable University of Texas at Austin procedures, recommend a contract(s) for broadcast rights for all UIL championship (finals) season events and activities. The UIL Executive Director may, subject to necessary approval by The University of Texas at Austin, enter into a contract on behalf of UIL for broadcast rights for all UIL championship (finals) season events and activities.

3) MEMBER RIGHTS AND BROADCAST PROCESS. Each member who wishes to exercise their own broadcast rights to post-season events in a particular sport must name their designated broadcast partner with the UIL at least 1 week in advance of first round post-season events in that sport. The UIL shall create a process to facilitate this communication through email or other electronic means. Members may notify UIL in advance of a broadcast partner across multiple or all sports in one communication. For clarity of communication, member schools should be expected to communicate broadcast rights through their Athletic Director, Superintendent, or superintendent designee.

   Should a member not exercise their broadcast rights by the due date, the UIL may contract with a broadcast partner for those post-season events, or may allow a member to operate post-season broadcast rights on a week-by-week basis, at the discretion of the UIL.

   Members may exercise broadcast rights across all sports or individual sports by (1) contracting with a broadcast partner, (2) developing an internal academic broadcast, or (3) a combination of (1) and (2). Members may contract with a video broadcast partner and also a separate audio broadcast partner under either model listed here. A broadcast partner contracted must be an entity licensed to conduct business in the state of Texas in good standing.

   Each participating member will be provided an opportunity to produce a video and/or audio broadcast of an athletic event, whether home or visiting team, subject to facility space and technical availability. Participating members should be prepared that a facility may only have space to accommodate one broadcast crew (video or audio) for each team and plan contracts accordingly.

4) IN-SEASON TOURNAMENTS AND SPECIAL EVENTS. The UIL may grant exceptions to the telecast restriction for in-season tournaments or special events, in sports other than football, provided that no hosting member may receive more than 1 such exemption for a given sport in an academic year. For purposes of this section, a tournament is defined as 3 or more members competing in a given sport at a single location or set of locations controlled by a hosting member, that seeks to name a champion or other title. A special event may include an event moved to a third-party location for purposes of a rivalry or other recognized special relationship between members or individual schools.

5) PREFERRED BROADCAST VENDOR SCOPE AND PROCESS. The UIL Executive Director may, subject to applicable University of Texas at Austin procedures, create a preferred vendor relationship with one or more broadcast partners who would (1) provide a consistent, documented cost or revenue model that creates a financial advantage for members to contract with, and/or (2) have first rights to other UIL post-regular season events and activities under contract with the UIL, if participating members do not exercise their own broadcast rights.

   The UIL shall maintain an information resource accessible to members with pricing and

terms from any preferred vendors, so members can initiate a direct relationship with those vendor partners. Information does not have to be publicly available, but pricing and terms should be consistent for all members, except that pricing may scale based on district enrollment or UIL conference membership level. All preferred vendors will agree that members retain the rights to any content produced under their contracts, including rights to reuse of competition content, other ancillary content produced, and social media postings. Preferred vendors will agree that members retain the rights to approve all sponsors or other advertising used in conjunction with their events.