



# DEL RIO ATHLETIC MEDIA GUIDELINES

## Coach and Student-Athlete Interview Policies

- Interview requests for coaches and student-athletes are made through the Athletic Department by contacting Frenchey McCrea, Athletic Director, at [frenchey.mccrea@sfd-r-cisd.org](mailto:frenchey.mccrea@sfd-r-cisd.org)
- **All coach and student-athlete interview requests should be made 48 hours in advance. Interview questions must be submitted 24 hours in advance for approval.**
- Media members are asked not to contact student-athletes directly for interviews.
- When on campus during school hours (7:30 a.m. – 3:00 p.m.), all members of the media are required to check in with the Main Office to receive a visitor's pass, for the time they will be on campus.
- After receiving the visitor's pass, the media member will be directed to either Frenchey McCrea or a member of the coaching staff for their interview.
- Should the member of the media organization be on campus after school hours, they must check in with Frenchey McCrea or a member of the coaching staff for their interview.
- A member of the Athletic Department or coaching staff will coordinate all player interviews and will be coordinated either before or after practice.
- **Team locker rooms are off limits to media representatives at all times.**

## Practice Media Coverage

- Members of the media may request access to attend practice through the Athletics Department.
- **All requests are granted or denied** at the discretion of the Athletic Department/Coaching staff.
- If access is granted, members of the media will have access to practice to collect information for an interview or story. Recorded or live coverage is not allowed unless the coach approves.
- All interview requests will be arranged before the start of, or at the end of, practice.
- Please contact the Athletics Department to make arrangements.

## Game Day Media Coverage

- Members of the media wanting to cover a home athletic event will need to contact Frenchey McCrea, Director of Athletics, at [frenchey.mccrea@sfd-r-cisd.org](mailto:frenchey.mccrea@sfd-r-cisd.org) to request a media credential, and **will be required to do a district background check (volunteer check).**

<https://www.applitrack.com/sfdr/onlineapp/EForm.aspx?r=OTI3ZGYxNjAtMDhkNC00NDZkLTljNDEtZjAzMzFkZGE0NmY1LDcyMA==&end=1>

- If you do not complete the request and background check, you will not receive a credential to the selected game.
- Coaches and student-athletes will not be available for pregame interviews.
- Coaches and student-athletes will not be available for media after the conclusion of the game unless authorized by the Athletic Department/Coach prior to the day of the game.
- Locker rooms are closed to all members of the media.

## **SFDR CISD VIDEO STREAMING GUIDELINES:**

### **Advertisement Restrictions**

**Political announcements, cigarettes or other tobacco product, gambling services or venues, sexual services or adult entertainment venues, alcohol and firearms advertisements are prohibited during radio/streaming broadcasts of any activity.**

- 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 that may cause any anxiety on the part of the listener or viewers.
- Must be in a designated area
- Receive permission and Media pass by Athletic Director for athletic events.
- Receive permission and Media pass by Principal for school function events.
- Stay off the field and do not interact with athletes during the game.
- Playoffs Games are non-District and must follow the UIL guidelines.

**All media outlets must report to the SFDR Director of Athletics prior to broadcasting any event. Streaming any coverage "live" to social media will require permission from the SFDR Director of Athletics and comply with the UIL regulations and guidelines (directly from UIL website).**

## **UIL REGULATIONS AND GUIDELINES**

### **Regular Season and Playoff General Photographer Guidelines**

Game and tournament administrators and officials retain final determination of photographer placement at all events. Media outlets should consult these administrators and officials on photographer placement and flash photography restrictions at local venues. Officials reserve the right to remove anyone from events/tournaments if causing a disturbance.

### **UIL Broadcast Guidelines**

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

A *video broadcast* 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. For these purposes a *webcast* is any video broadcast streamed over the internet.

**All video broadcasts must be in accordance with following:**

School administration for both Home and Visiting teams must come to a mutual agreement to allow live video broadcasts.

Each team may have one video broadcast per game, with prior approval by school administration.

If school administration for both teams allow for the live video broadcast of a game, the host venue should make every attempt to accommodate both the Home and Visitor Team production crews.

Video broadcasts may be on any media platform approved by the school.

All video broadcasts must adhere to UIL video broadcast guidelines and advertisement restrictions.

**UIL Live Video Broadcast General Guidelines**

If providing announcers as part of the video broadcast, 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 that may cause any anxiety on the part of the viewers.

**Advertisement Restrictions**

The following categories are prohibited during video broadcasts 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 broadcasts are at the discretion of the school district and must comply with UIL rules.

All revenues generated belong to the entities involved in the agreement.

**Post Season Video Broadcast Information**

Live or tape-delayed video broadcasts of a postseason contest require approval from the UIL. The UIL retains all broadcast rights to postseason contests and has granted rights to its broadcast partners. The UIL's broadcast partners have first rights to all postseason activities and if a broadcast partner selects a contest for broadcast, in most cases an additional broadcast cannot be approved.

For 2022-2023, the UIL's broadcast partners are the NFHS Network and Bally Sports Southwest.

Please see below for more information. Any questions should be directed to the UIL Media

Department: [pr@uiltexas.org](mailto:pr@uiltexas.org)

**Media Outlets**

Media outlets and third party, non-school affiliated broadcast entities interested in video broadcasting a postseason contest have two options:

**1. Exclusive NFHS Network Streaming Distribution**

New for 2022-2023, Sports in Action is intending to pay for 3rd party distribution on the NFHS network. The most likely path to produce a UIL playoff game will be to become a NFHS Production Partner. To do this, a Media outlet will need to enter into an agreement with Sports in Action on behalf of the NFHS Network to produce and distribute one or more postseason contests exclusively on the NFHS Network. Selected outlets will be permitted to do live reads for their sponsors and will be compensated based on the following fee structure:

Compensation

Football Contest: \$500 per game

Non-Football Contest: \$250 per game, event or series  
Outlets interested in participating should do the following contact Sports in Action at [sublicense@sportsinaction.com](mailto:sublicense@sportsinaction.com) to be set up as an NFHS Production Partner.

## 2. Sublicense Video Rights

In the occurrence the contest is not being produced by UIL broadcast partners or via the compensation model above, the contest may be sublicensed to interested media outlets. Please note that most games will be produced via the production partner arrangement detailed above for NFHS. That is the most likely path for you to produce a UIL post season game. If your game is not produced by NFHS or a NFHS Production Partner and you are still interested in producing, you must complete this form by noon the business day prior to the event: [Playoff Video Broadcast Request form](#) and receive an approval email from Sports In Action. If approved, the sublicensee (broadcast producer) must enter into an agreement with Sports In Action and pay fees detailed below within 5 business days of event.

Fees.

Linear TV:

\$2000 per football contest

\$1000 per non-football contest

Online Video Stream:

\$500 per football contest

\$250 per non-football contest

### ALL BROADCASTS MUST MEET THE FOLLOWING CRITERIA:

- The video broadcast must be provided to the public through a linear or reliable web broadcast with minimal buffering.
- Video broadcast must feature at least one high definition camera.
- Video broadcast must feature at least one on-air broadcaster to call play-by-play of the event.
- Video broadcast is prohibited from advertising in the following categories:
- Political Announcements, Cigarettes or other tobacco products, Gambling services or venues, Sexual services or adult entertainment venues, Alcohol, Firearms
- The approved broadcaster is responsible for communication with the schools for selected broadcasts. The approved broadcaster will schedule the set-up and tear-down times for equipment with the schools and the venues. The approved broadcaster is responsible for any expenses associated with the telecast.

### Broadcast Opportunities for UIL Member Schools:

#### Academic Video Broadcasts

Schools interested in doing a non-commercial Academic Video Broadcast must submit this form by noon the business day prior to the event: [UIL Member School Playoff Broadcast Request](#).

The UIL defines an Academic Broadcast 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.

Schools may air postseason broadcasts LIVE if approved by UIL. Additionally, schools may distribute the broadcast via their school or district website or via their official school-affiliated social media or YouTube channels. Other commercial .com websites are prohibited.

There are no fees to do an academic telecast.

#### NFHS School Broadcast Program Webcast

Schools who are members of the NFHS Network School Broadcast Program (SBP) and wish to broadcast an event on the network must submit this form by noon the business day prior to the event: [UIL Member School Playoff Broadcast Request](#).

Please note: An NFHS Network School Broadcast Program Webcast is not an Academic Broadcast and may include commercials. There are no fees to do an NFHS School Broadcast Program webcast.

## WHAT IS THE NFHS SCHOOL BROADCAST PROGRAM?

The School Broadcast Program (or SBP) lets high schools produce and broadcast their own games; pep rallies, news shows, and any other event live on the NFHS Network. The NFHS Network has a dedicated support team and account managers to assist these schools with using the platform to stream their events. Most of these events are done by the actual students, and it is a great way for them to get real world experience and exposure to an always evolving technology platform.

To learn more about SBP, please visit: <https://www.nfhsnetwork.com/sbp>

## Playoff Radio Broadcast Guidelines

Radio stations broadcasting a post-season event in all conferences in all sports are required to do the following: Receive permission from both schools and the venue.

Play at least one UIL Commercial during the broadcast. The commercials can be downloaded below.

Read the corresponding sports' [state championship promotional information](#) twice during the broadcast.

Fill out the following [Radio Playoff Request](#) form prior to the broadcast.

The UIL will not approve or deny radio stations for any post-season games prior to the state championships. A radio station must have permission from both schools and the venue for each game, without this permission, the schools or venue can deny a radio station the right to broadcast that game.

Radio stations will need to submit a [media credential request](#) for UIL State Championship Events, and pay the rights fee associated with a live play-by-play broadcast of that sport. Check each event's radio FAQs for more information about radio broadcasts at state championship events.

## UIL Commercials

A radio station is required to play at least one UIL Spot during a live play-by-play broadcast. To download the commercials, click the link below then right click and click "Save As."

### UIL Spots

[We Stand for More than Our Acronym \(60 seconds\) - MP3](#)

[Without \(30 seconds\) - MP3](#)

[Mom Talk \(60 seconds\) - MP3](#)

[A Belief Moment \(60 seconds\) - MP3](#)

[What Title IX Means \(30 seconds\) - MP3](#)

[Thank You ADs \(60 seconds\) - MP3](#)

[Spanish script for commercials](#)

## Advertisement Restrictions

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