

A RESOLUTION SUPPORTING LOCAL DISTRICT BROADCAST RIGHTS TO SCHOOL EVENTS ORGANIZED THROUGH THE UIL

Whereas the State of Texas vests primary responsibility for the operation of public education largely in local school districts, governed through community-elected Trustees, who set policy and goals for the district — including hiring a superintendent and approving a budget — as an expression of the values of the local community; and

Whereas the educational mission of a school district may include athletic and fine arts participation for students as a means to enhance physical health, promote teamwork, strengthen mental wellness, and build character, while also creating opportunities for community engagement and for students to demonstrate skill and access opportunities for continued education at the college level; and

Whereas Texas public schools have generally sought membership in the University Interscholastic League (UIL) as a means to facilitate a common set of rules, safety standards, and event guidelines that create a robust environment for athletic and fine arts competition across the state for similarly sized schools; and

Whereas video and/or audio broadcast of athletic and fine arts events has been demonstrated to be an accessible way for the community to engage with the district and student participants when unable to attend an event in person; and

Whereas video and/or audio recording of student participation in these events creates a property interest that properly belongs to the District, whether delivered live or after an event; and

Whereas these broadcast rights are often contracted to broadcast entities operating under different revenue models, including free ad-supported content or viewer-pay content (among others), even though it is the work product of schoolchildren that creates the value in these broadcasts; and

Whereas the UIL currently claims ownership of broadcast rights to this work product for many events, to the exclusion of school districts across the state, unless districts pay to buy back rights to their own students' work product; and

Whereas it is the proper role of locally elected Trustees to decide if, when, where, and how the work product of the schoolchildren under their care is to be broadcast, acting with the trust of the community that elects them and the fiduciary responsibility owed to that community.

Therefore be it resolved by the Board of Trustees that the Midway Independent School District asserts primary responsibility for broadcast rights to the work product of its students participating in athletic and fine arts events; and

Further resolved that the District supports changing UIL policy to restore local district ownership of broadcast rights to pre-season, regular season, and post-season contests in all sports and fine arts events, to the maximum extent possible; and

Further resolved that the District supports a model allowing viewers to access broadcasts of the District's athletic and fine arts events without a paywall; and

Further resolved that the District directs the Superintendent and/or designee to pursue these goals through all available means, including advocacy with the UIL directly, support for UIL Legislative Council

candidates who share these goals, and votes in favor of these goals in any election presented by the UIL to its members; and

Further resolved that the District urges other districts around the State of Texas to join this effort and adopt a similar resolution.

Approved this _____ day of _____, 20____.

President

Secretary