If y^* is an integer yard line or half-yard line, meaning $y^* = i/2$ for some integer i, then in equilibrium the referee's count will be stopped at y^*, as described in the article. Otherwise, let i be the integer such that

$$i/2 < y^* < (i+1)/2.$$

As was pointed out in the article, neither coach will stop the count before it gets to $i/2$.

Without loss of generality suppose that it is our team that has the opportunity to stop the count at $i/2$. Then if we stop the count, our probability of winning the game is $f(i/2)$, whereas if we remain silent, the opponents will stop the count at $(i+1)/2$, and we will win the game with probability $g((i+1)/2)$. So, if

$$f(i/2) > g((i+1)/2)$$

we will stop the count and take possession at the $i/2$ yard line, and if

$$f(i/2) < g((i+1)/2)$$

we will remain silent and let the opponents will take possession at the $(i+1)/2$ yard line. If

$$f(i/2) = g((i+1)/2)$$

we can decide randomly whether to stop the count at $i/2$ or remain silent and let the opponents stop it at $(i+1)/2$.