



WELCOME TO LOS ANGELES MEMORIAL COLISEUM

We are looking forward to hosting you at the Los Angeles Memorial Coliseum for Sunday's game featuring the Los Angeles Rams and the San Francisco 49ers. To assist you with your visit, please refer to the attached gameday information packet.

RAMS COMMUNICATIONS STAFF

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Joanna Hunter (Corporate Communications) 917-776-4581 - jhunter@rams.nfl.com

PARKING INFORMATION

Media Parking

Media parking for Los Angeles Rams football games at the Los Angeles Memorial Coliseum will be in the Jefferson Blvd. Parking Structure this season. The Rams will provide shuttle service from the parking structure to the stadium. Media must have their gameday credential to gain access to the shuttle. Media may also elect to make the 15-minute walk from the parking structure to the Coliseum. The shuttles will not begin post-game outside gate 14 for approximately one (1) hour because of pedestrian traffic on Exposition Blvd.

Shuttle service will begin seven (7) hours before kickoff and will pick up media on McClintock Ave. The shuttles will drop off at Gate 14 up until one (1) hour prior to kickoff.

Parking Changes

What is different:

There is construction on Watt Way, so shuttles will have to navigate on Vermont Ave instead of thru the USC Campus. If you come early this is not an issue. If you come later, the shuttles will encounter gameday traffic congestion. We have added an additional shuttle in anticipation of a longer commute closer to game time.

Post Game before Exposition Blvd. Opens – We will still have golf carts available at Gate 14 post game to assist staff / media / gameday staff down BRL with their equipment. Because of the construction, the shuttles that we staged on Watt Way have been relocated east to Trousdale. Our advice would be to walk from Exposition Blvd. back to the Jefferson Structure. Please see the attached shuttle map for logistics.

Satellite TV Truck Parking

All approved satellite TV truck parking will be in lot 4. Drivers must have parking pass clearly displayed on their dashboard. Please be sure to include satellite truck parking in your credential request if your outlet requires it. There will be no parking permitted along Bill Robertson Lane.

Additional Parking

Limited parking will be available at USC Campus lots, first-come, first-served for \$50. USC gameday traffic flow will be in effect for guests driving to the Coliseum. For USC campus lot locations and more parking information, visit www.therams.com/game-day/parking

GAMEDAY TIMELINE

6:00 AM Shuttle Begins (Drop at Gate 14)
12:25 PM Shuttle begins dropping at Exposition Dr.
1:25 PM Kickoff
4:25 PM Approx End of Game
5:45 PM Shuttle resumes
10:25 PM Shuttle Ends

*Times are approximate

PRESS BOX INFORMATION

Rams PR Press Box Seats (P1-200, Seats 216-218)
Phone: 213-765-5274

Visiting PR Press Box Seats (P1-400, Seats 401-404)
Phone: 213-765-6626

Frequency Coordination:

Jeff Carter, GDCRams@nfl.com, 404-374-6618

Any holder of NFL game credentials employing a radio frequency communication device (cell phones excluded) must contact the stadium's Game Day Frequency Coordinator (GDC) no later than 5 days prior to game day to pre-coordinate their device

UNDER CONSTRUCTION

With the Scholarship Tower currently under construction at the Los Angeles Memorial Coliseum, the Jefferson shuttle will drop media at Gate 14, which is media will-call.

From there, media will proceed around the concourse to Gate 9, where they will be able to access the press box.

Broadcasters will be on the second level of the press box, while all other media will be in the first level.

The Los Angeles Rams PR department will be located on the first level in building two, while visiting PR will be located on the first level in building box four.

There is also an auxiliary pressbox setup on the second level of the south peristyle suite in the southeast corner of the Coliseum. The peristyles are branded with Hyundai.

COLISEUM WIFI

WIFI Network: Press Box
Password: COLiseumP!

LOS ANGELES RAMS GAMEDAY INFO



IMPORTANT GAMEDAY INFORMATION

Post-Game Locker Room Procedure:

Your working credential will allow you access into the locker rooms. With five minutes remaining in the fourth quarter, take the elevator to field level or take stairs to field level via field access Tunnel 9.

NO STILL PHOTOGRAPHY OR AUTOGRAPHS ARE ALLOWED IN THE LOCKER ROOM.

Coach McVay's Post-Game Press Conference:

Head Coach Sean McVay's postgame interview session will begin approximately 10 minutes following the end of the game and will be held in the press conference room adjacent to the Rams locker room. From the Rams locker room, go back through the team corridor and the press conference room is just past the Rams signage on the right. McVay's press conference will be shown via closed circuit on the television monitors in the press box. Electronic media covering the press conference are asked to use the mult box to ease congestion at the table. The visiting head coach's postgame interview session will take place in the white tent across, directly across the tunnel from the visiting team's locker room. Media may set up in the press conference area after the teams clear the locker rooms following halftime.

Post-Game Field Access:

Field Route: Exit the press box from the West end and take the stairs in section 9 down to the field. You can access the field via Tunnel 9. Once you're on the field, you can watch the rest of the game from tunnel located in the Southwest corner of the endzone.

Press Box Level Route: Proceed to the main concourse level and start walking West towards Gate 11. Exit through Gate 11 and veer right through the bike rack to turn right and go down the team tunnel towards the field. On your way to the field, you will pass the Rams locker room on your right, and then the visiting team locker room, also on your right. Across from the visiting team locker room is a white tent which will house the visiting team press conferences. Rams press conferences will be held near their locker room, to the left of the Rams signage.

Photographer's Workroom:

A workroom for field media is located in the "West Pad" end zone. Wifi and food will be available. Please see page 1 for wifi info. Field media should not access the press box for meals.

Field Media Vest Check-In:

Media approved to photograph or film the game are required to wear a photographer's vest. Vest check-in is located in the photographer's workroom (West Pad End Zone). You are required to return your vest by the end of the game. Failure to do so may affect your ability to obtain a vest for future games. Without a vest, you will not be permitted to photograph/video the game and you will be escorted off the field. Media who are only shooting on the field during pre/post game are not required to wear a vest.

FREQUENTLY ASKED QUESTIONS

Q: My credential has an 'X' over locker room and I need access for post-game interviews. Do I need a new credential?

A: You do not need a new credential. All media credentials are designed this way and all credentialed media will have access to the locker room for post-game media availability. The 'X' is to limit access to the locker room for players, coaches and team personnel before and during the game.

Q: How do I know if my credential gives me field access?

A: To determine your level of field access, refer to the color of your credential. See the breakdown below, but note that all media - regardless of the color of your credential - may access the field with 5:00 remaining in the fourth quarter (see post-game field access above for details).

- **RED = NO ACCESS TO THE FIELD (until 5:00 left in the 4th qtr.)**
- **YELLOW = Pre/Post-Game Field Access**
- **GREEN = Access to the field at any time**

Q: Do I need to wear a photographer's vest?

A: Yes. You can't photograph or film game action without a media vest. Media who are photographing or recording pregame video footage only, will not be issued media vests.

Q: Can I record video footage of the game?

A: No. Only local television stations that signed a Sideline Video Access Agreement with the Rams/NFL are permitted to video game action.

Q: Can I live stream post-game interview or game action?

A: No content may be streamed online or via social media at the Coliseum. Additionally, in accordance with the National Football League's online video regulations, any content (live or otherwise) gathered through credentialed access may not be archived online for longer than 24 hours and must be limited to 90 seconds in length per day.

Q: Can I park my TV Truck on Leighton?

A: No. All TV trucks must park in lot 4 with their parking pass clearly displayed on their dashboard.

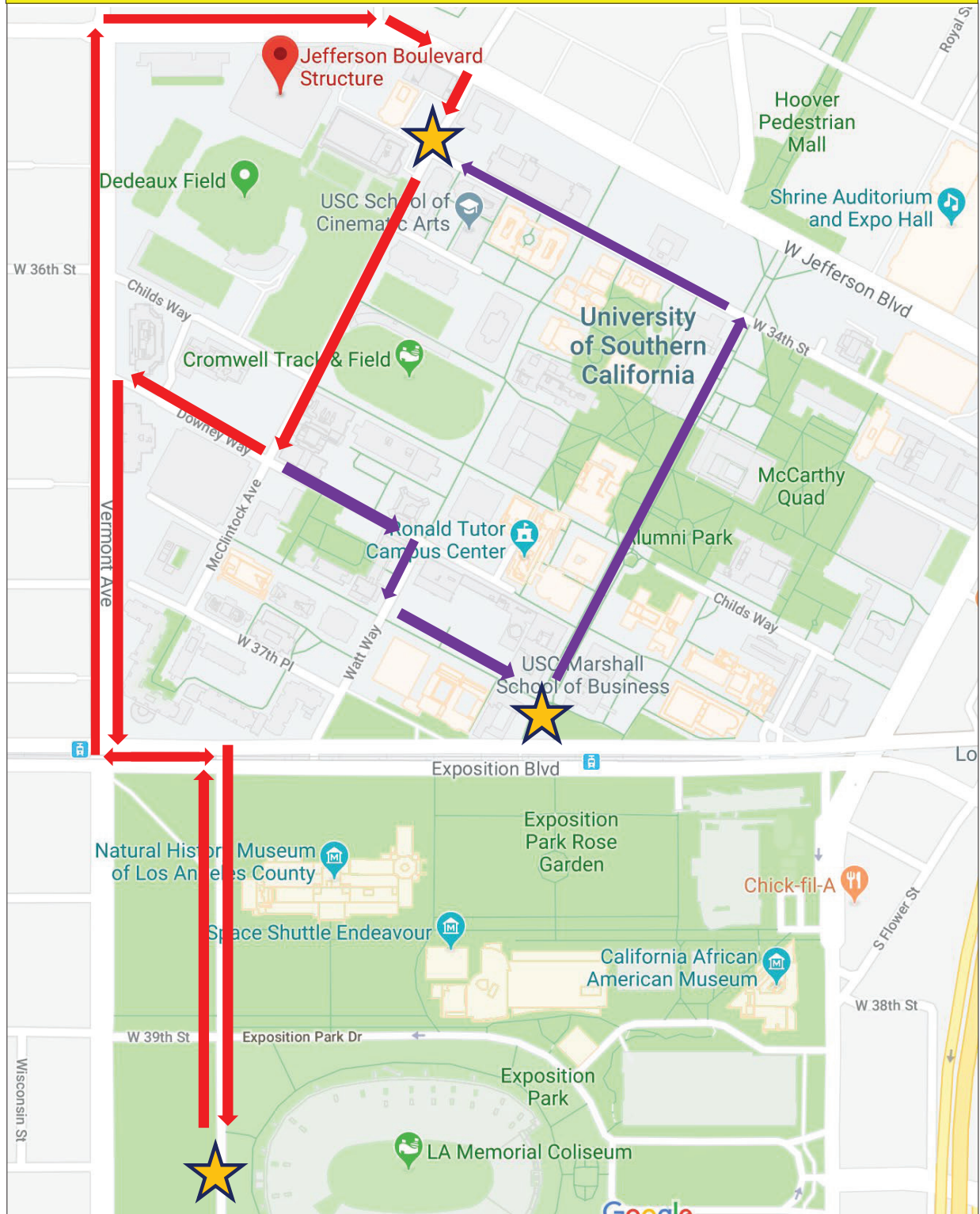
Q: The Rams didn't approve me for parking, where can I go?

A: Due to extremely limited parking, the Rams are unable to fulfill all parking requests. We are sincerely apologize for this inconvenience. Limited parking will be available at USC Campus lots, first-come, first-served for \$50. USC Gameday Traffic Flow will be in effect for guests driving to the Coliseum. For USC Campus lot locations and more parking information, visit www.therams.com/game-day/parking.



Los Angeles Rams Staff & Media Shuttle *Drop-Off / Pick-Up Locations*

Post-Game Notice: Due to road closures, shuttles will not pick up at Gate 14 until at least 1 hour after game end. Until then, shuttles will be running from **Trousdale Pkwy & Exposition Blvd.**



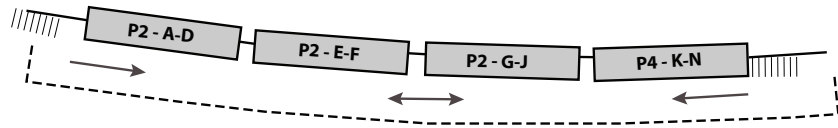
COLISEUM TEMPORARY PRESS BOX LAYOUT



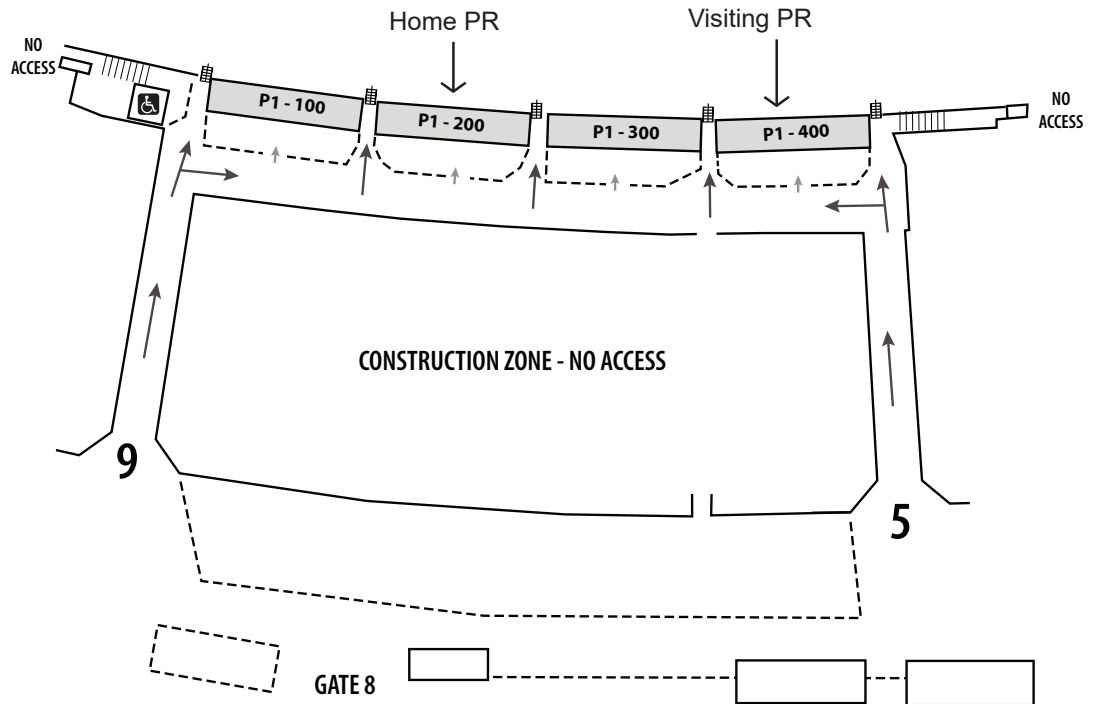
LOS ANGELES MEMORIAL COLISEUM

TEMPORARY PRESS BOX (2018)

LEVEL 2 (P2)



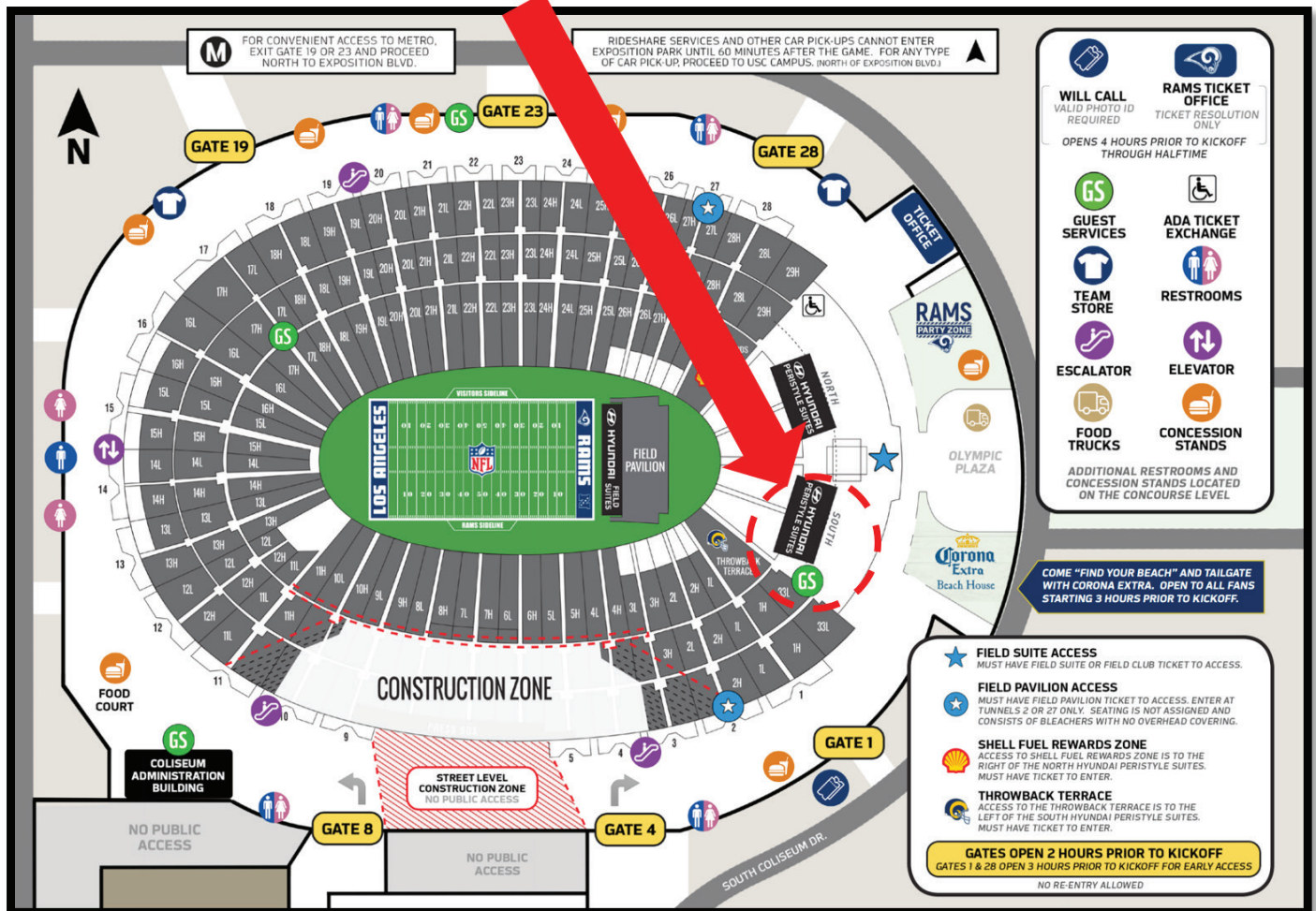
LEVEL 1 (P1)



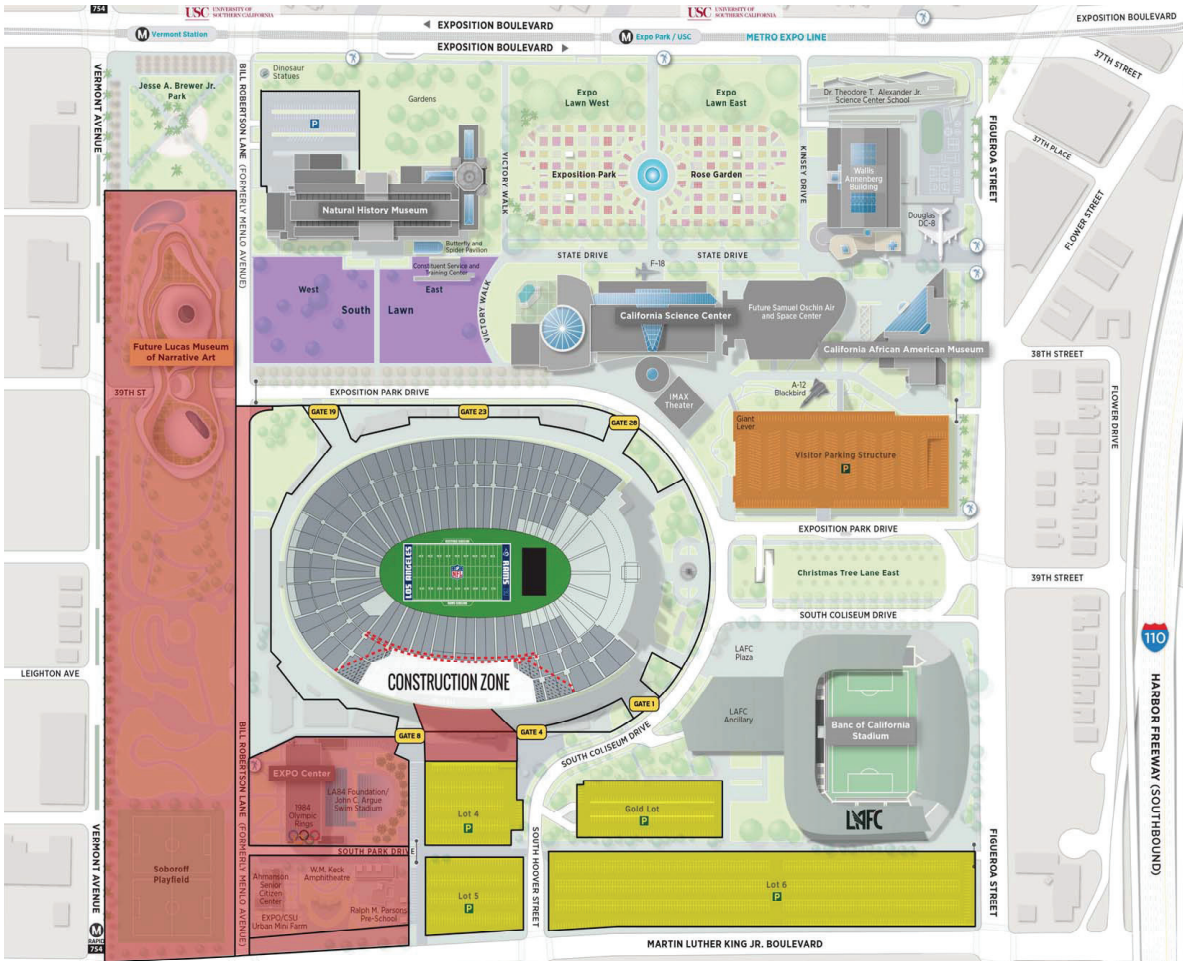
COLISEUM GAMEDAY LAYOUT



AUXILIARY SEATING: Visiting scouts and select media will be assigned seats in the auxiliary press box, which will be located in the Hyundai South Peristyle Deck.



COLISEUM GAMEDAY TRAFFIC RESTRICTIONS



LEGEND

- GAMEDAY TRAFFIC INGRESS
- MUST HAVE APPROPRIATE PARKING PERMIT FOR ACCESS
- ADA DROP-OFF MUST HAVE PLACARD
- ROAD CLOSURES 2 HOURS PRIOR TO KICKOFF AND REOPENS 2 HOURS AFTER THE CONCLUSION OF THE GAME
- EASTBOUND TRAFFIC ON EXPOSITION BLVD. FROM WISCONSIN TO VERMONT BLVD. CLOSURES AT HALFTIME UNTIL 2 HOURS AFTER THE CONCLUSION OF THE GAME

INGRESS

- Parking in Expo Park is permit only and is only available to parking pass holders.
- No Tailgating on USC Campus or in USC Parking Structures
- All parking lots and structures will open 5 hours prior to the kickoff
- Designated Pedestrian crosswalk control in place 3 hours prior to kickoff
- 6 minute headways on Metro Service with expanded service to Santa Monica from 7th and Figueroa beginning 2 hours prior to kickoff

EGRESS

- Street Closures beginning at 4th quarter that include:
 - Exposition between Figueroa and Vermont
 - MLK between Vermont and Figueroa
 - Figueroa between MLK and Hoover
- Free access to 110 Fwy South HOV land at both Adams and 39th St.
- 6 minute headways on Expo Metro Line from 7th and Figueroa to Santa Monica that begin at the start of the 4th quarter
- City Agencies on site include:
 - LA Sheriff's Department, LAPD and LADOT

MEMO FROM THE FREQUENCY COORDINATOR



TO: NFL Media
FROM: Los Angeles Rams
DATE: August 2018
SUBJECT: Reporting Radio Frequencies

Please be advised that the holder of NFL game credentials employing a radio frequency communications device (cell phones excluded) must contact the Stadium Game Day Coordinator before commencing operation.

The device and frequency under which it operates must be reported in advance to avoid interference with the many radio frequency devices used at NFL games.

The request for a dedicated wireless frequency must be made by Tuesday of game week (for a typical Sunday game) by completing the Frequency Coordination Request Form. Should coverage plans develop after Tuesday of game week, please immediately contact the Stadium Game Day Coordinator.

Due to FCC regulations, it will be difficult to accommodate all requests. Those with late requests, as a general rule, should be prepared to work in a wired fashion.

As a reminder, if media arrive at the stadium and have not pre-coordinated their frequency, the game day coordinators will inform media that they cannot operate their equipment in wireless fashion. They must work in wired mode. They will not be denied entry to the stadium simply for arriving at the venue without having coordinated.

Should media be discovered using equipment with an uncoordinated frequency, the equipment must be removed from the stadium. Media will not lose their game credential and may still have access to media services.

The Frequency Coordination program is in its 20th year of existence, helping to seamlessly coordinate the operation of a variety of radio frequency transmitting devices on NFL gamedays, including referees' wireless microphones, coach-to-player radios, wireless coaches' intercom systems, PR department communications, team video production, instant replay, team and NFL security as well as public safety operations. Other stadium service providers, including concessionaires, emergency services, parking lot attendants, etc, all employ transmitting devices.

The Los Angeles Rams game coordinator, Jeff Carter, can be reached via email at GDCRams@nfl.com. The names and information of the Game Day Coordinators that you will need to contact for road games can be reached using this email format: [GDC\(teamname\)@nfl.com](mailto:GDC(teamname)@nfl.com).

Please share this information with all interested parties in your organization and thank you for your cooperation in helping ensure smooth gameday operations for all parties.



Frequency Coordination Request

Use this form to request frequencies for each NFL Event you will attend. Section 2 allows you to request more than one frequency, if you require more than 3, use an additional form. Enter each frequency separately except for intercoms which are entered as a system. Please note both Base and beltpack frequencies the intercom is capable of tuning to.

Please fill in as much of this form as possible to speed the processing of your coordination request.

Section 1: General Information.

Page _____ of _____

Event Name: _____	Event Date: _____
Entity: _____	Your Name: _____
Cell Phone: _____	e-mail: _____

Section 2: Frequency Request Details. *Each column represents a single request*

Equipment Type for	Request 1	Request 2	Request 3
	<input checked="" type="radio"/> Wireless Mic <input type="radio"/> IFB <input type="radio"/> Intercom <input type="radio"/> 2-Way <input type="radio"/> Microwave <input type="radio"/> Other	<input checked="" type="radio"/> Wireless Mic <input type="radio"/> IFB <input type="radio"/> Intercom <input type="radio"/> 2-Way <input type="radio"/> Microwave <input type="radio"/> Other	<input checked="" type="radio"/> Wireless Mic <input type="radio"/> IFB <input type="radio"/> Intercom <input type="radio"/> 2-Way <input type="radio"/> Microwave <input type="radio"/> Other
Other Details:	_____	_____	_____
How will it be used?	_____	_____	_____
Where will it be used?	_____	_____	_____
When will it be used?	<input type="checkbox"/> Pregame <input type="checkbox"/> Half-time <input type="checkbox"/> During game <input type="checkbox"/> Post-game	<input type="checkbox"/> Pregame <input type="checkbox"/> Half-time <input type="checkbox"/> During game <input type="checkbox"/> Post-game	<input type="checkbox"/> Pregame <input type="checkbox"/> Half-time <input type="checkbox"/> During game <input type="checkbox"/> Post-game
FCC Licensed?	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Yes
If Yes, Enter Callsign:	_____	_____	_____
Manufacturer:	_____	_____	_____
Model:	_____	_____	_____
Frequency or Block:	_____	_____	_____
Current Frequency:	_____	_____	_____
Bandwidth (KHz):	_____	_____	_____
	<input type="checkbox"/> Analog <input type="checkbox"/> Digital	<input type="checkbox"/> Analog <input type="checkbox"/> Digital	<input type="checkbox"/> Analog <input type="checkbox"/> Digital
Transmitter Power:	_____	_____	_____
Number TX Required:	_____	_____	_____
Backups Requested:	_____	_____	_____
Additional Notes:	_____	_____	_____

Section 3: Additional Notes to Coordinator.

The Undersigned on behalf of themselves and their respective organization agrees to abide by all directions of the Event Frequency Coordinator as it relates to frequency coordination due to the importance of the proper coordination of the Event. In addition, the undersigned on behalf of themselves and their respective organization shall indemnify and hold harmless as well as release and agree not to pursue any claims against the Frequency Coordinator, the National Football League, it's thirty-two member clubs, NFL Ventures, L.P., and each of those entities respective affiliates and subsidiaries, and their respective officers, directors, shareholders, agents, representatives and employees ("NFL Entities") for any claims arising out of the assignment of the Frequencies set forth herein.