



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

- Artis Twyman** (Rams Senior Director, Communications)..... 314-599-1473 - atwyman@rams.nfl.com
- Tiffany White** (Press Box Operations & Services) 202-820-6048 - twhite@rams.nfl.com
- Delaney McNulty** (Credentials/Parking)..... 818-357-9060 - dmcnulty@rams.nfl.com
- Travis Langer** (Sideline Coordinator) 605-641-4953 - tlanger@rams.nfl.com
- Joanna Hunter** (Corporate Communications) 917-776-4581 - jhunter@rams.nfl.com

PARKING INFORMATION

Media Parking

General media parking is in the South Parking structure. From the parking structure, you will cross Bill Robertson Ln. and proceed to Gate 14. Once in the secured area, turn right, proceed to gate 6. Once at gate 6, take the elevator to press level 6.

Permit is required. Parking is limited and will be issued by the Rams to media approved for parking. Lots open five hours before kickoff.

Satellite TV Truck Parking, Bill Robertson Lane

Media with satellite TV Truck permits should park double stacked on Bill Robertson Lane (behind the visiting team buses). Permits must be clearly displayed on the dashboard. Trucks without permits will be subject to towing and possible revocation of parking to future games. Media interested in parking their TV Trucks near Christmas Tree Lane must coordinate through Exposition Park. Please contact Adriana Vasquez at Adriana.Vasquez@expositionpark.ca.gov if you have a parking need in that area. The network compound is reserved for broadcasting entity but square footage is limited to that entities desired needs.

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/gameday/parking.

GAMEDAY TIMELINE

- 6:00 AM** Media Entrance Opens (Gate 14)
- 11:00 AM** Gates Open
- 12:40 PM** Both teams must be off the field
- 12:54 PM** 49ers introduction
- 12:55:15 PM** Rams introduction
- 12:57:45 PM** National Anthem
- 1:03 PM** Coin toss
- 1:05 PM** Kickoff

PRESS BOX INFORMATION

- Rams PR Press Box Seats** (Row 2, Seats 201-202)
Phone: 213-765-5274
- Visiting PR Press Box Seats** (Row 2, Seats 243-246)
Phone: 213-765-6626

Frequency Coordination:

Gary Stigall, EFCRams@nfl.com, 858-349-9191

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

RECENTLY RENOVATED

The renovation, which began in January 2018, dropped the Coliseum's capacity from 93,000 to 77,500.

Every seat in the stadium was replaced and new suites and 650 video screens were added throughout the stadium. A new south-side structure was added which includes new suites, loge boxes, club seats, a concourse and a press box.

The stadium added new lighting and updated its Wi-Fi and electrical and plumbing systems. Some sections got wider seats, more leg room and extra aisles.

The Coliseum's peristyle was also restored.

COLISEUM WIFI

Pressbox WIFI Network: Press
Password: Press@1923

Guest WIFI Network: Visitor
Password: Coliseum2019

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 street level, turn left and proceed through tunnel 6. Once on the field, please proceed to the west endzone until the completion of the game. PLEASE NOTE: there are no interviews allowed on the field, unless pre-approved by Rams Communications

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 multibox 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 south and take the elevator to street level, turn left and proceed through tunnel 6. Once on the field, please proceed to the west endzone until the completion of the game.

Street 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: Where do I park my TV Truck?

A: Media with satellite TV Truck permits should park double stacked on Bill Robertson Lane.

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 MEMORIAL COLISEUM PARKING



GAMEDAY PARKING/TRAFFIC FLOW MAP

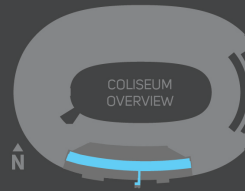
Media Entrance is at Gate 14. From South Parking Structure, LEFT onto Bill Robertson Lane. Gate 14 on your RIGHT.



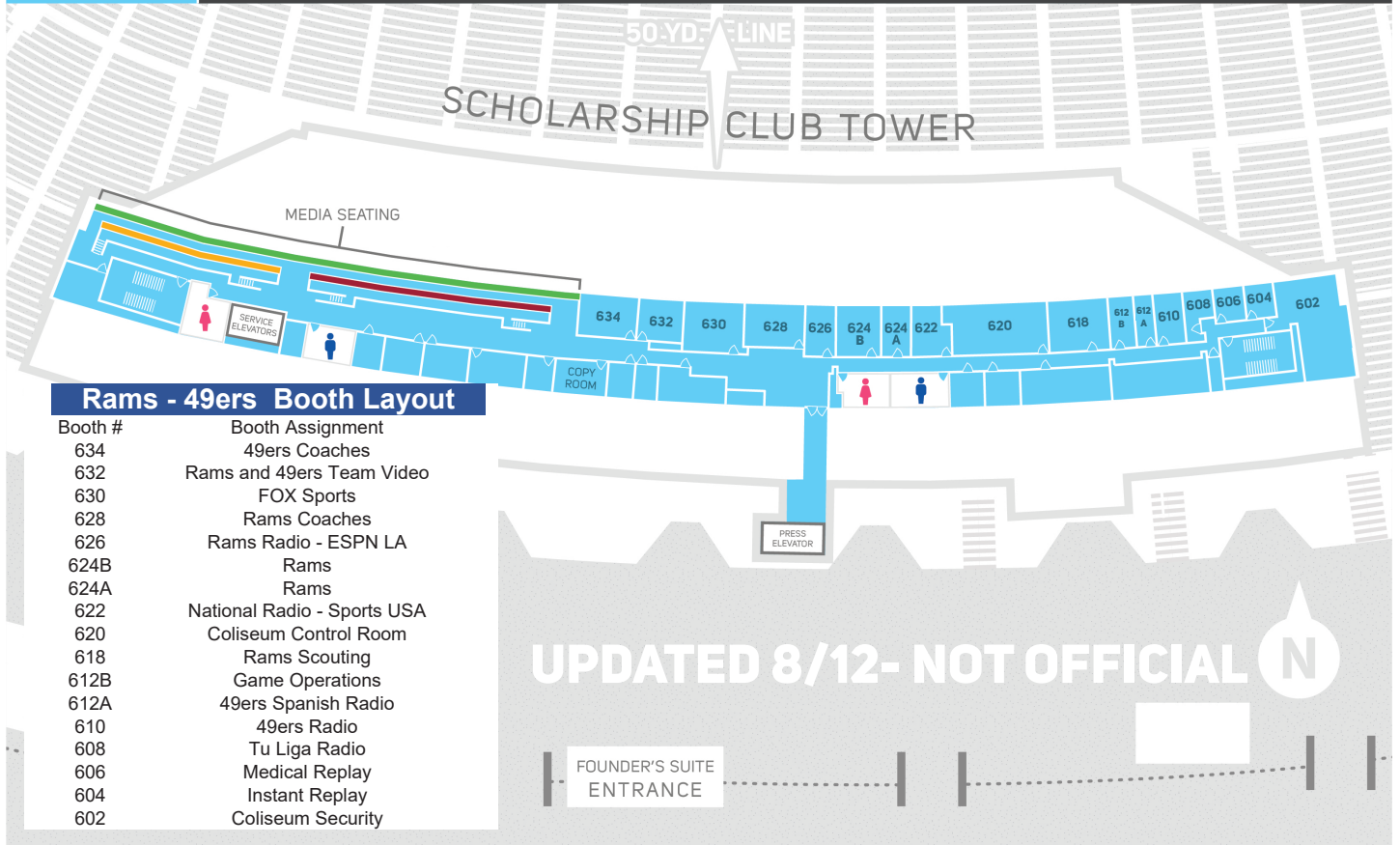
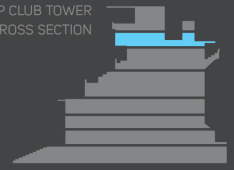
COLISEUM PRESS BOX BOOTH LAYOUT



SCHOLARSHIP CLUB TOWER PRESS LEVEL



SCHOLARSHIP CLUB TOWER
CROSS SECTION



Rams - 49ers Booth Layout

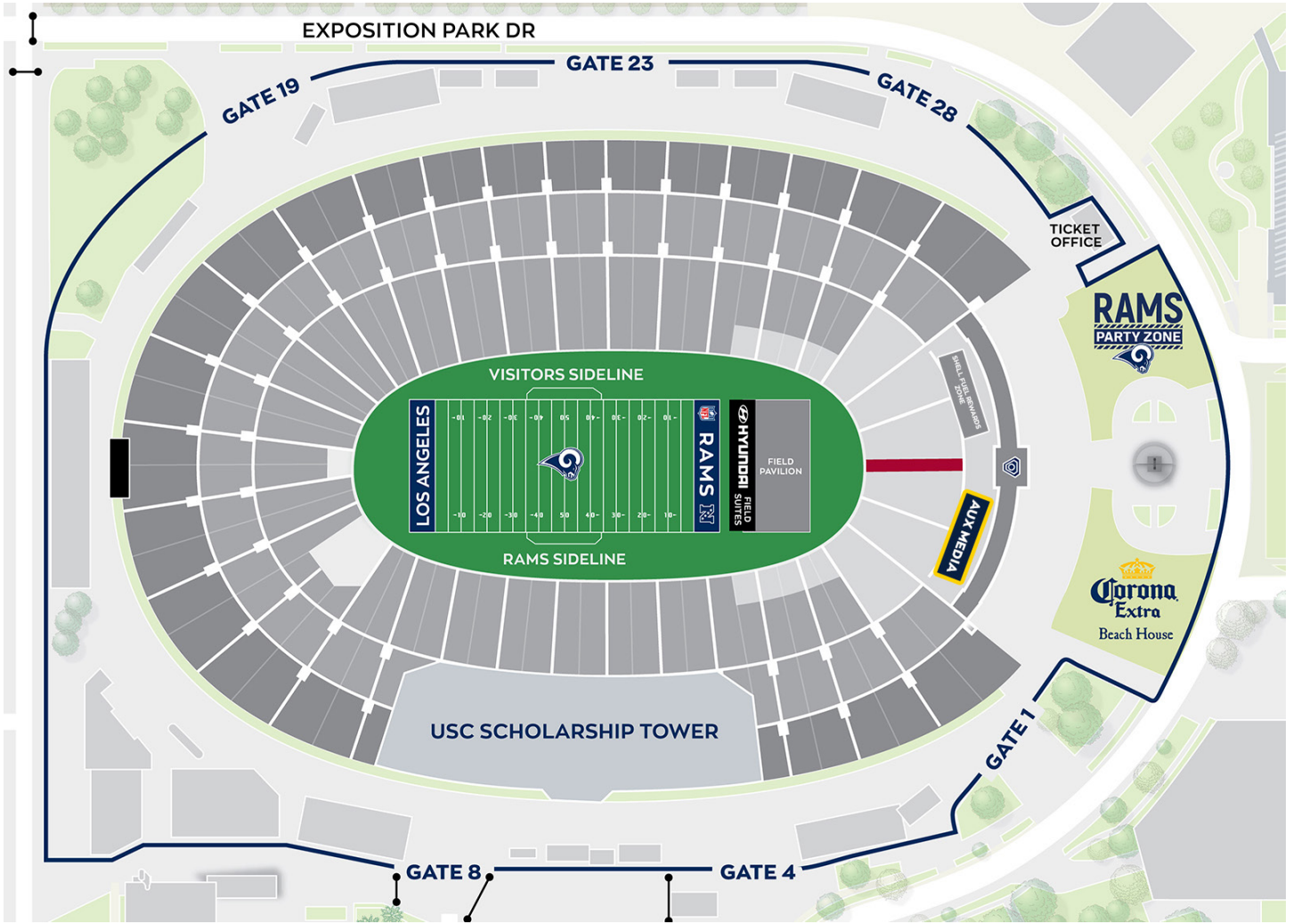
Booth #	Booth Assignment
634	49ers Coaches
632	Rams and 49ers Team Video
630	FOX Sports
628	Rams Coaches
626	Rams Radio - ESPN LA
624B	Rams
624A	Rams
622	National Radio - Sports USA
620	Coliseum Control Room
618	Rams Scouting
612B	Game Operations
612A	49ers Spanish Radio
610	49ers Radio
608	Tu Liga Radio
606	Medical Replay
604	Instant Replay
602	Coliseum Security

UPDATED 8/12- NOT OFFICIAL



FOUNDER'S SUITE
ENTRANCE

COLISEUM GAMEDAY LAYOUT



MEMO FROM THE FREQUENCY COORDINATOR

TO: NFL Media
FROM: Los Angeles Rams
DATE: August 2019
SUBJECT: Reporting Radio Frequencies

Please be advised that the holder of NFL game credentials employing a radio frequency communications device (cell phones excluded) must submit their coordination request using the NFL's new Event Frequency Coordination System at EFC.NFL.NET.

The device and frequency under which it operates must be submitted 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). Should coverage plans develop after Tuesday of game week, requests will be reviewed in the order they are received.

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 Event Frequency Coordinators (EFC's) 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.

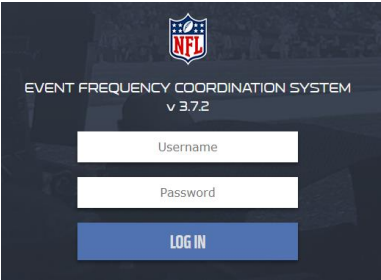

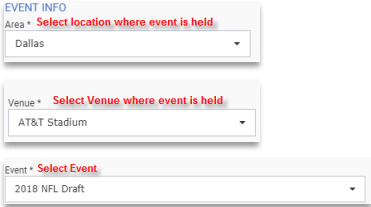

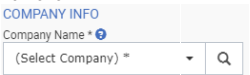
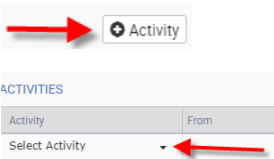
The Frequency Coordination program is in its 20th year of existence, helping to seamlessly coordinate the operation of a variety of radio frequency transmitting devices during NFL games and events, including referees' wireless microphones, official-to-official communication system, coach-to-player radios, 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 (team name) Event Frequency Coordinator, (coordinator's name), can be reached via email at EFC (team name)@nfl.com (For example: EFCPackers@nfl.com)

FREQUENCY COORDINATOR FAQ



Event Frequency Coordination – Frequency Request Tips

Registering/Accessing the Site	Entering a request	
<p>Step 1:</p> <p>From a web browser, go to https://efc.nfl.net to register for an account. If you already have an account, proceed to step 2.</p> <ol style="list-style-type: none"> 1. Click No Account? Click here to register 2. Fill out the necessary information on the registration screen 3. Submit your registration. You will get an activation email from EFCSupport@nfl.com 4. From the email, click on the validate email link. <p>Step 2:</p> <p>Log onto the Event Frequency Coordination System Website</p> 	<p>Step 1:</p> <p>Click on  (on top right)</p> <p>Step 2:</p> <p>Provide us with information about your request:</p> <p>A. Select the Event you are requesting frequencies for.</p>  <p>B. Select or enter your Company Info. If company name doesn't exist, click on the  magnifying button to search and add a new one</p>  <p>C. Add Activity by clicking on "+ Activity" button and selecting from the "Select Activity" list.</p> 	<p>D. Add Equipment by clicking on the "+ Equipment" button</p> <ol style="list-style-type: none"> 1) Select Equipment Type 2) Select Required Use 3) Provide Usage Details for this equipment 4) Select Manufacturer. If manufacturer doesn't exist, click "+ Manufacturer" button 5) Select Model. Models will only show up based on the Manufacturer selected. If model doesn't exist, click on "+ Model" button and enter the following: <ol style="list-style-type: none"> a) Enter Model Name b) Specify Power (in milliwatts <i>mW</i>) c) Specify Bandwidth (in megahertz <i>MHz</i>) d) Select the Frequency Block(s) equipment can tune too. 6) Specify the Number of Primary frequencies you need 7) Specify the Number of Backup frequencies you need 8) If you need specific frequencies for your equipment, please specify it in the Requested Frequencies (MHz) box. Example: 427.100 427.500 9) Once you are done adding the information for the equipment, you can click "Add to Request" or if you need to add another equipment to this request, you can check "Add Another" and click on "Add to Request". <p>E. After you have added all your equipment to the Request screen, add your on-site contacts. Click + On-Site Contact and select from a list of already added contacts. If this is the first contact for this company you will need to click + Create New Contact. These are the contacts that Frequencies Coordinators will contact at the Event if questions/issues arise.</p> <p>F. Once you are done, you can Submit the request in for Frequency Coordination review. An email confirmation will be sent to you.</p> <p>G. Log off the website once you are done with your request(s).</p> <p>H. The Frequency Coordinator will notify you via email the status of your request. If you have any questions, please feel free to contact EFCSupport@nfl.com</p>

2019 CREDENTIAL MEMO



2019 CREDENTIAL MEMO

July 22, 2019

TO: WORKING MEDIA

FROM: Artis Twyman, Senior Director, Communications

Attached is the credential card granting privileged and revocable access to Games and Events of the Los Angeles Rams during the 2019 NFL season. All capitalized terms used in this memorandum but not defined will have the meanings set forth in the attached Credential Use Conditions. The Credential Use Conditions, including related polices referenced therein (e.g., the 2019 NFL Video Highlights License), are attached to this memorandum and available at <https://nflcommunications.com/Documents/Credentials.pdf>.

In exchange for access to our facilities and/or stadium in ways not available to the general public, you have agreed to the Credential Use Conditions governing your access and the use of the content you gather using that access. Credential cards must be displayed at all times in order to enter and remain in our facilities and/or stadium.

By accepting a credential card and accessing a Game or Event, the Accredited Organization and the Bearer each agrees to be bound by all terms and conditions set forth in the Credential Use Conditions. If you do not agree to the Credential Use Conditions you may not access our facilities and/or stadium for any of the purposes authorized by the Credential Use Conditions. The credential may not be used by, or lent or transferred or delegated to, any individual or entity other than the Accredited Organization and Bearer to which it was directly issued.

Please note that the Credential Use Conditions include waivers related to playing field access privileges. In addition, the package includes the 2019 Liability Waiver for injuries to persons or property, which must be signed by anyone desiring to have access to the playing field. As set forth in the Credential Use Conditions, the creation of video of Game content from the sideline requires, and is subject to, a signed Sideline Video Access Agreement, but Simulated Video is not permitted under any circumstances.

2019 CREDENTIAL MEMO



Credential Use Conditions – 2019 NFL Season

1. Binding Agreement

Acceptance of credentialed access to a Game or Event (each as defined below) constitutes agreement by the Accredited Organization (as defined below) and the Bearer (as defined below) to be bound by (1) the following terms and conditions (the “Credential Use Conditions”), which are also available at <https://nflcommunications.com/Documents/Credentials.pdf>, (2) to the extent required by the host Club, an executed 2019 Liability Waiver Release (necessary and applicable for anyone being granted access to the playing field), and (3) the NFL Official Rule Book governing access to the playing field area, which can be found at <https://nflcommunications.com/Pages/2019-Official-Playing-Rules.aspx>, as well as any other rules that may be issued by or on behalf of the National Football League and/or member clubs of the National Football League (each, a “Member Clubs” and collectively, the “Member Clubs”, including their agents and employees) regarding field and stadium access.

2. Purpose

The credential card provides privileged and revocable access to an organization (the “Accredited Organization”) for the sole purpose of authorizing, under certain terms and conditions, access to a designated Member Club stadium and/or facility or to a designated NFL event for an individual (the “Bearer”) who is working for, or on behalf of, the Accredited Organization and has a legitimate working function at the game or event for which this credential is issued (the “Game” or “Event”, as applicable). It may not be transferred by the Bearer or the Accredited Organization to which it is directly issued and the Bearer may use it only and directly for or on behalf of the Accredited Organization for the purposes permitted by these Credential Use Conditions. Any unauthorized use of the credential card subjects the Bearer to ejection and prosecution for criminal trespass and subjects the Accredited Organization to revocation of its credentials for future NFL games or events. A League Entity (as defined below) or the applicable Member Club, at its sole discretion, may revoke any Accredited Organization’s or individual Bearer’s credentials. For purposes of these Credential Use Conditions: (i) “League Entities” means the National Football League, its affiliates and each of their agents and employees; and (ii) “NFL Entities” means the League Entities and the Member Clubs. The NFL Entities are intended third party beneficiaries of the Credential Use Conditions with full rights to enforce such terms.

3. Permitted Uses

- a. The credential card authorizes (i) the use by the Accredited Organization only, solely for news and editorial coverage purposes in accordance with the terms hereof, of descriptions, accounts, film, video or digital still images from the applicable Game or Event, or of player or personnel interviews, press conferences or other activities related to such Game or Event (collectively, “Game and Event Material”) taken, made, created, or compiled by the Accredited Organization or the Bearer, and (ii) the limited use by the Accredited Organization of any NFL Entity logos or trademarks (the “Marks”) in connection with the uses of the Game and Event Material authorized herein. Any other use or attempted use by the Bearer or the Accredited Organization of Game and Event Material or Marks are expressly prohibited, unless the Accredited Organization has obtained the advance written permission of the applicable League Entity. Such prohibited uses of Game and Event Material include, without limitation, the following: (x) any distribution of Game and Event Material to third parties other than ultimate consumers (e.g., newspaper readers) for such third party’s use (whether before or after the conclusion of the Game or Event, and whether or not for editorial purposes), (y) any purported authorization by an Accredited Organization of any third party to redistribute Game and Event Material (e.g., play-by-play data feeds), and (z) any non-editorial use of Game and Event Material or Marks, including in connection with or as part of commercial products distributed in any medium (e.g., apparel, posters, commemorative programs or other types of souvenir or other merchandise or sponsored content). Additionally, while at the Game and/or Event, the Accredited Organization and Bearer are prohibited from providing exposure to any third-party brand(s) (e.g., marks, logos) for commercial, marketing or publicity purposes including, for example, through exposure of third-party brands on apparel or equipment worn or used by Bearer.

2019 CREDENTIAL MEMO



- b. The Accredited Organization may supplement its traditional media distribution platform (e.g., newspaper, television, radio) with other new media distribution platforms that it controls (e.g., websites, official social media accounts, applications, podcasts), provided that, with respect to such new media distribution platforms: (i) any use of film or video or digital still images is limited to a reasonable amount or number (as applicable), and used only to illustrate or support news and editorial coverage of the Game or Event (as opposed to use in connection with or on commercial products, e.g., apparel, posters, commemorative programs, or other types of souvenir or other merchandise, or sponsored content) purposes; (ii) any use of film or video or digital still images is not used to create Simulated Video (as defined in Section 4.a below) of game action; (iii) no video (as defined in Section 4.a below) of game action is used (except that, if the Accredited Organization is a television broadcaster, Game or Event highlights may be shown as part of a single, non-archived, online “simulcast” of any regularly scheduled television news programming the Accredited Organization may broadcast, provided it adheres to the limits on such broadcasts set forth below); and (iv) use of non-game audio and video content obtained as a result of credentialed access (e.g., press conferences, training camp, practice and/or interviews at NFL venues or events): (1) must be limited to 90 seconds maximum per day (180 seconds maximum -- 90 seconds per team -- in two-team markets), (2) may not be posted or streamed “live” or in real time in any form or medium and may not be archived (i.e., made available for on-demand public access for more than 24 hours after posting), (3) may appear only in an editorial context (i.e., no sponsorship, merchandising or advertising integrated with or around the content, including digital advertising), and (4) must be accompanied by links back to NFL.com and to the applicable Member Club’s web site.
- c. Any proposed use of Game and Event Material that is more detailed and/or immediate than that described herein or which exceeds the limits set forth herein, and any exceptions to the prohibitions set forth herein, requires a separate license from the applicable League Entity.
- d. The 2019 NFL credential also imposes limits on the use of video and audio content from an NFL game. Game video content (including all game action and all ancillary on-field activities occurring inside the stadium on gameday) may be used only in accordance with the 2019 NFL Video Highlights License, which is both attached hereto and available at NFLcommunications.com. Game audio content (“Audio Highlights”) is subject to the following limitations: (a) Audio Highlights may only be used as part of a regularly scheduled news program that regularly includes segments on news, sports and weather; or regularly scheduled sports wrap-up shows that cover all sports and do not focus disproportionately on the NFL at any time; (b) no Audio Highlights may be used from games in progress; (c) on game days, up to two minutes of Audio Highlights from any one game played that day may be used but no more than a total of six minutes of Audio Highlights from all games played that day may be used; (d) on non-game days, up to one minute of Audio Highlights from any one game played in the preceding six days may be used but no more than a total of two minutes of Audio Highlights from all games played in the preceding six days may be used; and (e) in no case may Audio Highlights be used in connection with or associated with any third party (e.g., a sponsor).

4. No Video of Game Content; No Streaming

- a. The credential card does not authorize the Bearer to create or use or transmit video, or to animate, sequence, loop or otherwise manipulate film or digital still images to appear to be video (“Simulated Video”) of game content (including game action and any ancillary on-field activities). Even if issued to video personnel who are Bearers, the credential only authorizes the Bearer to create video of non-game activities (e.g., player interviews, press conferences) for use in accordance with the terms below. The creation of video of game content from the sideline requires, and is subject to the terms of, a separate, signed Sideline Video Access Agreement.
- b. Streaming of any Game and Event Materials while the Game is being played or the Event is occurring—in any form, medium, or duration—is prohibited under the terms of these Credential Use Conditions.

5. No Play-by-Play

While a Game or Event is in progress, the Accredited Organization’s and Bearer’s distribution of Game and



Event Material must be time-delayed and/or limited in amount (*e.g.*, score updates with detail given only in quarterly game updates, fewer than 10 photographs during the game) and may not, under any circumstances, involve, constitute, serve as a substitute for, or otherwise approximate, a play-by-play or statistical account or depiction of a Game or Event in any medium.

6. Risk

The Accredited Organization and the Bearer: assume all risk incident to the performance by the Bearer of his or her services; assume all risk incident to attending Games and Events; agree that the NFL Entities have no responsibility for any equipment in use in the stadium or other facility; agree to waive any and all claims of bodily injury or damage to property that they might have against the NFL Entities arising out of the issuance of the credential card or the Bearer's presence in the stadium or other facility; and agree to indemnify and hold harmless the NFL Entities from and against all liability, loss, damage or expense resulting from or arising out of the issuance of the credential card or the Bearer's presence in the stadium or other facility, except to the extent such liability, loss, damage or expense arises out of the willful or intentional misconduct of the NFL Entities. The Accredited Organization and the Bearer also agree that they are not acting for the NFL Entities in any manner whatsoever and are not employees or agents of the NFL Entities. The Bearer and his or her belongings may be searched upon entry into the stadium or other NFL or Los Angeles Rams facility and/or other security checkpoints, and the Bearer consents to such searches and waives any claims that he or she might have against the NFL Entities in connection therewith. If the Bearer fails to consent to such searches, it is agreed and understood that he or she will be denied access to the stadium or other facility. Any Bearer who is deemed disorderly, or who fails to comply with these Credential Use Conditions or any and all security measures, shall be subject to, if appropriate, ejection from the stadium or other facility and prosecution, and such conduct shall also subject the Accredited Organization on whose behalf the Bearer is present to revocation of its credentials for future Games and Events. Admission may be refused or withdrawn or the Bearer ejected, or credentials revoked, in the sole discretion of the NFL Entities. If admission is refused or withdrawn, Bearer is ejected, or a credential is revoked, or if the Game or Event is cancelled and not replayed or rescheduled, the Bearer and/or Accredited Organization will not be entitled to consequential, incidental, indirect, exemplary, or special damages of any kind.