



LOS ANGELES RAMS

MEDIA ACCESS POLICY & PROCEDURES

The Los Angeles Rams media access policy has been carefully crafted to foster a positive relationship with all media in conjunction with the overall policies of the National Football League. The ultimate goal of our team policy is to ensure a professional working environment, the delivery of accurate and timely information, and to accommodate the goals of the media and the team. We look forward to working with you this upcoming season. Please contact a member of the Rams communications department if you have additional questions.

MEDIA ACCREDITATION

All media must request permission from the Los Angeles Rams communications department before attending practices, games, and/or other football-related media access periods or events hosted by the team. Requests must come from the editor, producer, or corresponding supervisor. Only credential requests from accredited working media on specific assignment for a recognized news organization or sports publication will be reviewed.

Demand for credentials is high, and as such, each media outlet and assigned journalist(s) requesting access will be considered on a case-by-case basis with consideration to their level of Rams coverage, reach/audience size, journalistic professionalism, and other factors. Non-sports formatted media outlets will be considered on the basis of availability and assignment. Credential access decisions are subject to the discretion of the Los Angeles Rams Communications Department.

Per the NFL's sideline video access agreement, only the home and visiting team's major market TV affiliates will be granted access to the playing field to video game action. All other TV affiliates granted access to the game may obtain copies of this pool footage from any local affiliate partner.

MEDIA ACCESS & REPORTING

- Media must report to the media workroom upon arrival to the team facility. A member of the team's communications staff will escort media to the practice field when the open portion begins. Media are to remain in their designated area at all times.
- Do not report, air, and/or publish the following information observed during practice:
 - Game strategy being employed by members of the Rams coaching staff or players at any time (i.e. formations, personnel groups, deployment of personnel, starting lineups, unconventional plays, etc.)
 - Detailed speculation as to the potential nature or severity of an injury or level of practice participation until the injury report is issued or the injury in question is addressed by the head coach
 - Comments made by coaches and/or players during practice
 - Other sensitive information such as number of repetitions taken by a player, length of any practice, attire worn by players, various positions the players participated in, etc.

- The use of recorders, phones, laptops, tablets and other personal communications devices during practice is strictly prohibited.
- No live reports of any kind can be filed in any medium or form while the team is still on the practice field (includes traditional media, social media, radio call-ins, etc.).
- Practice is closed to out of town media covering another NFL Club unless approved by the Los Angeles Rams communications department.
- Training camp practices are open to media, however, the locker room is closed due to limited space. Requested players will be available on the field following practice only after they have fulfilled all of their responsibilities (i.e. lifting, meetings, etc.).

Photography/Videography & Live Streaming:

The following guidelines encompass photography/video captured via camera phones, tablets and other personal communications devices and postings on social media applications by the individual and/or media outlet (i.e. Twitter, Facebook, Instagram, Snapchat, Periscope, Meerkat, etc.)

- Still photographers may shoot practice in its entirety.
- Television cameras may shoot the stretching and individual periods of practice (approximately the first 20 minutes).
- Traditional video and still photography must adhere to capturing only 'tight shots' of individual players during the portions of practice that include personnel groups or full plays (i.e. special teams period, 7-on-7, etc.).
- No still photography and/or live video of any kind in or around the team locker room.
- Signs, notes and other personal items or information posted in and around the locker room and at player lockers are not to be reported on, photographed or captured on video via any media or medium at any time.
- Media availabilities, open practice sessions and other team activities on club premises may not be broadcast live by an individual or media outlet without prior approval from the Los Angeles Rams communications department.
- 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.
- No content can be streamed online by any media outlet without approval from the Los Angeles Rams communications department.
- Live shots on club premises must be set up through the Rams communications department. NFL network television partners will be given priority for live shots at the stadium on gameday. Television stations are allowed to shoot live at the stadium until one hour before kickoff. Requests for live shots on game day must be submitted to the Rams communications department at least 48 hours in advance.

Regular Season:

In addition to all procedures noted above, the following provisions are in effect during the regular season:

- Regularly scheduled weekly practice sessions will be open to all local media, including photographers, beginning with the team stretching period. The walk-thru the day before game day is closed.
- As per NFL regulations, the announcers of the broadcasting network have permission to watch practice in a designated area.
- Per NFL regulations, the Rams are required to disclose which players participated in practice. The head coach will convey this information through the Rams communications department following practice each day.

INTERVIEW REQUESTS

All interview requests for Los Angeles Rams coaches, players and front office staff should go through the Rams communications department. Requests will only be reviewed if submitted at least 24 hours in advance.

In accordance with the NFL Media Policy, the Rams head coach, assistant coaches and players will be made available to the media throughout the season and periodically during the offseason. Select front office staff will be available periodically throughout the year. The Rams communication department respectfully asks media to not call players, team personnel and/or coaches on their own and to instead submit all requests to the department.

Please note that players will be encouraged to accommodate all interviews, however, they have the right to decline. They will not be available to the media at any time when they are in the team facility except during regularly schedule media access periods or with approval from the communications department.

*** The Los Angeles Rams have a zero tolerance policy regarding the aforementioned guidelines. Failure to adhere by the Los Angeles Rams Media Policy will result in the suspension or loss of credentials and access by an individual or media outlet. The Los Angeles Rams reserve the right to change the team media policy at any time without prior notice.***