

GUIDELINES FOR ACCREDITED MEDIA AT LTA PROFESSIONAL TENNIS EVENTS

As an accredited member of the media you have accepted the LTA General Accreditation Terms and Conditions and the LTA Code of Conduct.

You are also expected to adhere to the following guidelines at all times, failure to do so may result in accreditation being suspended or cancelled, at the discretion of tournament officials.

1. Accreditation & Access

Do

- Display your official LTA media accreditation pass at all times.
- Only access areas permitted by your accreditation category.
- Follow all instructions given by LTA staff, tournament officials, security, and venue management.

Don't

- Transfer, share, or lend your accreditation to another person.
- Enter restricted areas (e.g. player lounges, locker rooms, medical areas) without explicit permission.
- Present yourself as working or acting on behalf of the LTA, unless agreed otherwise with the LTA media team.
- Post photos of your accreditation on social media or display your accreditation when not on-site.
- Walk on the grass-court surface or surrounds on any court (including practice courts). Specific filming or photography requests involving grass-courts (including practice courts) must be made via the tournament media operations team.

2. Filming, Photography & Audio Recording

Do

- Adhere to all broadcast, filming, and photography guidelines issued by the LTA and rights-holding broadcasters.
- Use images and footage strictly in accordance with the rights granted by your accreditation.
- Respect any event-specific restrictions on filming or photography.

Don't

- Capture live match footage for commercial or broadcast use unless explicitly authorised.
- Film practice courts, warm-up areas, or behind-the-scenes locations without permission.
- Take photos or record players, officials, or staff in private or restricted areas.
- Request or take photos/selfies with players or other accredited persons e.g. coaches, or request autographs or merchandise, or give gifts to players while on site.
- Alter or manipulate photographs in such a way as to misrepresent actual events.

3. Interviews & Mixed Zones

Do

- Conduct interviews only in designated media or mixed zones.
- Respect player availability schedules and time limits.
- Only conduct interviews with players under the age of 18 with a designated third-party present – a tournament official or appropriate member of the players team.

Don't

- Approach players in restricted areas without informing a tournament official
 - Persist with questioning if a player declines an interview.
 - Misrepresent comments or record interviews without consent.
-

4. Social Media & Digital Use

Do

- Use social media responsibly and professionally.
- Credit the event and LTA where appropriate.
- Respect embargoes, copyright, and content usage restrictions.
- Obtain specific permission from the LTA media team to film or post footage of player/tournament personnel interviews on social media.

Don't

- Post live point-by-point coverage, live streaming, or extended match clips unless authorised.
- Share confidential information, injury details, or private conversations.
- Publish content that is abusive, discriminatory, misleading, or damaging to the participants or tournament.

5. Welfare & Safeguarding

Do

- Treat all players, officials, staff, and volunteers with respect.
- Be mindful of safeguarding policies, particularly concerning junior players.
- Report any safeguarding or welfare concerns to the LTA immediately via safeguarding@lta.org.uk

Don't

- Interview or photograph under 18s without appropriate consent and authorisation.
- Interact with a player under the age of 18 without a designated third-party present.
- Harass, intimidate, or place undue pressure on players, officials or tournament staff – discriminatory or abusive language of any kind, towards any individual, will not be tolerated.
- Encourage or amplify abusive behaviour online or onsite.

6. Commercial Activity & Integrity

Do

- Use accreditation solely for editorial purposes.
- Seek written permission for any commercial, sponsored, or promotional activity.
- Comply with ITIA rules as an accredited person. Any information received as an accredited member of the media is to be used for the purposes of media reporting only.

Don't

- Conduct promotional shoots, endorsements, or advertising activity without approval.
- Display branding, signage, or promotional materials without consent.
- Use any information obtained as an accredited member of the media for financial gain, directly or indirectly, from gambling, betting, gaming or any other form of financial speculation.
- Continually collect, disseminate, transmit, publish or release any match scores or related statistical data during match play for any commercial, betting or gambling purposes.

7. Compliance & Sanctions

Failure to comply with this Media Policy may result in:

- Withdrawal of access privileges
- Confiscation of accreditation
- Removal from the venue
- Denial of future accreditation
- Further action at the discretion of the LTA

8. Acceptance

By accepting LTA media accreditation, all media representatives agree to comply fully with these guidelines and all event-specific regulations.