

Event Media Conduct Policy of the International Federation of Muaythai Associations (IFMA)



สหภาพมวยไทยโลก

I. INTRODUCTION

On behalf of the International Federation of Muaythai Associations (IFMA), we warmly welcome you to our international Muaythai tournament. We appreciate the hard work and dedication that media representatives bring to capturing the excitement and spirit of Muaythai. To ensure a smooth and enjoyable experience for all, we have prepared this easy-to-follow guide. Please take a moment to review these guidelines, which are designed to respect athletes, officials, and fellow media members while maintaining the highest standards of professionalism.

We recognize the long hours and hard work that media representatives put into covering our events. To support you, we have set up a dedicated media room equipped with comfortable seating areas, stable Wi-Fi, power outlets, and refreshments. This space is available for you to rest, recharge, and stay connected throughout the tournament.

A. Media Pass Requirements and Allocation

Only individuals holding a valid media pass will be permitted to take photos and videos of the bouts and all other official activities.

This restriction applies to **all devices, including personal phones**.

Each national federation is responsible for allocating a maximum of two media accreditations per team. These designated individuals must adhere to the guidelines outlined in the media policy and pass the required test to receive their media pass. By controlling access in this manner, we ensure that all media activities are conducted professionally and respectfully, aligning with IFMA's values and standards.

II. MEDIA GUIDELINES FOR IFMA MUAYTHAI TOURNAMENTS

A. Shooting Action

- **Permitted Areas:** Media representatives can shoot action from designated areas such as ringside, standing on the podium by the neutral corner opposite to the doctor, press zones, and mixed zones. Unauthorized access to the ring or athlete preparation areas is strictly prohibited.
- **Equipment Use:** Flash photography is not allowed during matches as it may distract fighters. Cameras must be set to silent mode.
- **Respect for Rituals:** Media must respect traditional Muaythai rituals such as the Wai Kru and Ram Muay. Avoid interrupting or entering the space during these performances.

- **Respect for National Anthems:** During medal ceremonies, media representatives must stand respectfully during the playing of national anthems and refrain from taking photos or videos that could be perceived as disrespectful. This includes avoiding close-ups of individuals not standing at attention or capturing moments that might detract from the solemnity of the ceremony.
- **Safety Considerations:** Ensure you are not obstructing referee & judges, medical staff, or officials during bouts.
- The Head Jury of the ring and the Referee of the bout holds the full responsibility for that bout, please comply with their instructions in extraordinary situations.
- (i) **Absolute DON'TS**
 - Do Not Sit or Stand on the Ring: Always maintain a safe distance from the ring to avoid interfering with the competition.
- **No Crossing the Ropes:** Never cross the ropes or enter the ring area during matches.
- **Avoid Obstructing the Judge's View:** Ensure your position does not block the Judges's line of sight.
- **No Long Poles Across the Ropes:** Refrain from using long camera poles or equipment that could cross over the ropes or obstruct the competition area.
- **Respect Jury Table Area:** Do not position yourself on the side of the ring where the Juree table is located, as this may interfere with their work.



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III. ETHICAL CODE OF CONDUCT (BASED ON IFMA VALUES)

- **Fairness:** Operate within the spirit of the rules, avoiding any actions that could disrupt the tournament's integrity.
 - **Respect:** Treat athletes, officials, and other participants with dignity. Respect cultural and religious practices.
 - **Responsibility:** Represent your federation professionally and ensure content shared aligns with Muaythai's values.
 - **Safety:** Do not endanger yourself or others while capturing footage. Follow all instructions from event organizers.
 - **Integrity:** Avoid misrepresenting events or spreading misinformation. Uphold honesty in reporting.
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IV. CULTURAL SENSITIVITY GUIDELINES

To ensure respect for diverse cultures and religions represented at IFMA events:

A. General Guidelines

- Avoid physical contact with athletes unless explicitly permitted (e.g., handshake or fist bump). This is particularly important for athletes from cultures where physical contact with strangers is discouraged.
- Be mindful of language barriers when communicating with athletes or teams. Use clear and simple language or request assistance from team managers if necessary.
- Refrain from making assumptions about cultural practices—always ask politely if unsure.

B. Specific Examples

1. Muslim Teams and Athletes:

- Avoid touching athletes of the opposite gender, even casually (e.g., handshakes or pats on the back).
- Respect modesty in dress codes; avoid photographing athletes in ways that might violate their cultural norms.
- Do not interrupt prayer times or rituals if you observe them taking place.

2. Indigenous Teams and Athletes:

- Treat performances like the New Zealand Haka with respect; do not interrupt or mimic them for entertainment purposes.
- Understand that such cultural displays are deeply meaningful and should not be trivialized in captions, commentary, or media coverage.
- Avoid close-up shots of ceremonial tattoos or attire without permission, as these often hold sacred significance.

3. East Asian Teams and Athletes:

- Bowing may be used as a greeting instead of handshakes—follow their lead when interacting.
- Avoid placing items like cameras or equipment on elevated surfaces near athletes, as this may be considered disrespectful in some cultures.
- When taking a photo next to someone older to you, never have your fists higher than theirs and never at their head level.

4. Western Teams and Athletes:

- While Western cultures may generally have fewer restrictions, always ask permission before taking close-up photos or videos of athletes outside the competition areas.

V. STRICT NON-POLITICAL IMPARTIAL BEHAVIOR

As an IOC-recognized organization, IFMA requires complete impartiality regarding political situations. Media representatives must adhere to the following:

1. No Political Statements:

- Refrain from making political comments, wearing symbols, or displaying slogans related to political causes during the event.

2. Neutral Coverage:

- Coverage must focus solely on the sport and its participants without referencing political conflicts, affiliations, or controversies.

3. Personal Views Left Outside:

- Personal political beliefs should not influence your behavior, interactions, or reporting during the event.

4. Respect for All Nations:

- Treat all national teams equally and respectfully, regardless of political tensions between their countries.

5. Prohibited Actions:

- Sharing content that could be interpreted as politically biased on social media platforms while representing IFMA.
- Engaging in debates about political issues with athletes, officials, or other media representatives.

VI. CONCLUSION

IFMA promotes mutual respect and fairness among all Members and their Constituents. While IFMA encourages self-governance, the enforcement of this Event Media Conduct Policy ensures a safe and peaceful event environment for all event participants. This policy is designed to support and promote engagement of media providers in Muaythai while safeguarding an inclusive, discrimination-free environment.

