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## SKATE CANADA MEDIA ACCREDITATION GUIDELINES

Skate Canada's Media Accreditation Guidelines were created to provide a clear understanding of the procedures followed in processing media credential requests for Skate Canada events.

### 1. ELIGIBILITY

Accreditation will be granted to professional media personnel only and any incomplete applications will be refused. Skate Canada will provide media accreditation to working members of the media who are representing a recognized media organization at an event. Media who receive accreditation must be on assignment for a specific media organization at each event.

Freelance journalists/photographers must forward a letter on letterhead with a signature from the editor of the media outlet they are representing. Organizations may request more than one media accreditation for an event; however, Skate Canada does not guarantee that more than one credential will be granted to any organization.

### 2. APPLICATION & DEADLINES

Using the online accreditation form, media can request credentials to any or all events each season by filling out the form once. The media accreditation request form can be accessed and filled out online via the Skate Canada website.

Deadlines for each Skate Canada event are outlined on the media accreditation request form. Requests must be submitted by the specified date(s) in order to accommodate the request. Skate Canada will not guarantee that media who submit their application after the deadline will be accommodated. Media hotel information will be given out to approved media on request by emailing [media@skatecanada.ca](mailto:media@skatecanada.ca).

Applying for media accreditation does not guarantee that your request will be accepted. All applications are evaluated on an event-by-event basis and are subject to Skate Canada's media accreditation guidelines, and if applicable, the International Skating Union (ISU) and Canadian Olympic Committee's (COC) media accreditation regulations.

The total number of accredited media representatives will be subject to space available. Skate Canada reserves the right to refuse accreditation should the number of applications exceed given space or if any requested information/documentation has not been provided in due time. Previously approved credentials in prior years does not guarantee credentials for future events.

### 3. ACCREDITATION

Skate Canada will do everything it can to provide media with the accreditation they need to cover Skate Canada events. If a situation arises where numbers are limited, accreditations will be allocated as follows:



1. Canadian national media organizations
2. Local media of the host city
3. Figure skating-specific media
4. International media organizations with a large national audience
5. Digital media who regularly cover the sport of figure skating
6. Journalism students from recognized post-secondary institutions

Please ensure that you have in your possession a legitimate press card, number, signature and/or stamp of the editor-in-chief of your media organization. Skate Canada can at any time ask for a copy of this information and a letter of support on official letterhead from the editor of the media organization. Additionally, examples of an individual's work can also be requested.

An acceptance, or, in some cases, a rejection e-mail will be sent to the media who has made the request for accreditation. This e-mail will be sent no later than one week prior to the start date of each event. A follow-up email for approved media will be sent prior to the event and will include accreditation details, COVID-19 protocols, scheduled press conferences and event details.

## **4. ACCESS**

The photo accreditation issued by Skate Canada must be worn at all times at the event venue. Each accreditation is issued specifically for the individual who was approved through the application process. Please notify Skate Canada well in advance if requesting changes to an approved accreditation. Accreditations must not be lent or given to another individual for any reason. The accreditation also acts as a security pass and will allow you admission to the event and the necessary access for your coverage of the event, as determined by the event organizers. Media accreditation tags are specific to one event only and cannot be re-used at other events. The cost to replace a lost accreditation tag is \$50.

Media who are granted accreditation to an event are not permitted to ask athletes for autographs or personal photos. All media must respect the rights of the working media who are on deadlines when attending press conferences and when present in the media room.

Media seating in the competition arena will be available at Skate Canada events and locations will be posted in the Media Centre.

Misuse of Skate Canada media accreditations will result in the accreditation being immediately revoked, removal from the media area and the potential loss of accreditation privileges at future Skate Canada events for the individual media person and possibly the media organization.

## **5. INTERVIEW POLICY**

### **Domestic Events**

A media Mixed Zone will be in place at the Canadian National Skating Championships. The majority of interviews will be handled with athletes proceeding through a mixed zone following their short program/dance and free program/dance.



Requests for longer interviews with athletes, coaches or Skate Canada officials outside of the Mixed Zone availability will be dealt with on an as-needed basis and all requests must be made to the staff at the Media Centre in advance. Every effort will be made to accommodate your interview requests.

### **International Events Held in Canada**

A media Mixed Zone will be in place at all ISU events. The interview policy will follow ISU guidelines at major international events. As such, the top three athletes will be asked to attend a press conference following each part of the event and an interview request form will be available for journalists to request one-on-one in-depth interviews.

## **6. PHOTOGRAPHERS**

Photographers requesting accreditation to a Skate Canada event must be on an assignment for a recognized news organization and be using professional camera equipment. If the photographer is on a freelance assignment, they must submit an official letter from the editor of the media organization they will represent at the event. The decision to accredit a freelance photographer is at the discretion of the Skate Canada media team.

Designated photo positions will be established and posted in the Media Centre at Skate Canada events. Photo positions may be decided by draw, tiered draw or on a first-come-first served basis depending on the event. This information will be communicated to approved photographers in advance of the event via email.

At no time – either before the competition begins, during or after competition ends – may photographers enter onto the ice surface. When shooting at ice level, all camera lenses must be kept back from the edge of the rink boards. Camera lenses cannot extend over the boards as it can be dangerous and distracting to skaters. Please note that flash photography is strictly prohibited.

Photographers must also obey the access guidelines awarded to their specific accreditation and may only work in the zones reserved for them (and not in zones reserved for television cameras), unless specifically permitted by Skate Canada media representatives. Applying for photo accreditation to a Skate Canada event in no way guarantees that a photographer will be granted a media credential.

All photographs taken at Skate Canada events must be for the sole use of the publication for which the photographer is accredited, unless they have been granted written consent from both Skate Canada and the media organization for which the photographer is working.

Photographers accredited at Skate Canada events as news photographers may not publish photographs of the event to the public for download. They may, with permission of Skate Canada, post a maximum of five (5) photographs on a personal or business website as part of a portfolio displaying their work. Photographers are also not allowed to sell photographs when accredited under a media outlet.

Any photographer who does not comply with the above regulations will lose their media accreditation to the event and may potentially lose accreditation privileges at future Skate Canada events.



## 7. DIGITAL MEDIA

Media accreditation may be granted to digital media organizations for the purpose of news reporting, as space allows. Skate Canada is committed to working with independent 'new media' reporters and columnists who reach their audiences via blogs, podcasts, video blogs and other online media. These are the guidelines used to determine whether to issue official media accreditation to independent online media representatives:

1. Digital media must be producing original content while accredited during the event.
2. Coverage of the event must be located in the news/sports portion of the site.
3. No moving images or play-by-play audio coverage of competition will be permitted.
4. When submitting the media application form, the site must include certifiable traffic data from a third party (monthly statistics) and outlets should have been in continuous operation for at least six months.
5. Media accreditation will not be granted to discussion boards, chat rooms, personal pages, or paid subscription-based sites.

Digital media who are granted access to Skate Canada events are expected to act professionally and with journalistic ethics and standards. Those who do not maintain the standards expected of professional media representatives run the risk of having their accreditation withdrawn.

## 8. BOOKS, MANUSCRIPTS & DOCUMENTARIES

Credentials will not be allotted to persons for the single purpose of writing or gathering material for books, manuscripts or documentaries. However, if Skate Canada receives a written letter from the publisher/producer detailing the project, this regulation may be waived.

## 9. TELEVISION COVERAGE

Skate Canada and its television partners have exclusive broadcast rights to its events. Television outlets wishing to cover Skate Canada events are restricted from recording the competition but may participate by adhering to the television guidelines. The following guidelines apply to all non-rights holding television media and must be adhered to upon receiving a media accreditation:

### **COMPETITION VENUE ACCESS – COMPETITION**

No television camera crews, with the exception of the broadcast rights holder, will be allowed to film in the bowl of the arena of the competition venue during competition, unless the media organization has received specific written consent from the broadcast rights holder. Taping of the competition by non-rights holding broadcast media is prohibited. However, non-rights holding broadcast media may be in the competition venue at the time of competition and have permission to film in the following locations:

1. Media Centre (for press conferences)



2. Mixed Zone (to interview athletes following their performances) – exceptions apply as ISU events do not allow non-rights holders to film in the mixed zone.

Please note that the broadcast rights holder has the right to conduct the first interview with athlete(s) in the Mixed Zone following their performance.

### **COMPETITION VENUE ACCESS – PRACTICE**

Non-rights holding broadcast media are permitted to film official practice sessions in the main competition rink for news clips only (30 seconds and under) if they obtain permission from the broadcast rights holder and Skate Canada. Filming must be conducted from the designated filming area, as determined by Skate Canada media representatives.

### **PRACTICE VENUE ACCESS**

Non-rights holding broadcast media are permitted to film official practice sessions in the practice venue for news clips only (30 seconds and under) if they obtain permission from the broadcast rights holder and Skate Canada. Filming must be conducted from the designated filming area, as determined by Skate Canada media representatives.

### **LIVE REMOTES**

Competition Venue – Non-rights holding broadcast media may set up live remotes from the competition venue if approved by the broadcast rights holder and Skate Canada. Filming must be conducted from the designated filming area (as determined by the Skate Canada media representatives) and must not hinder the competition (e.g. lighting, noise) or interfere with the broadcast rights holder. Non-rights holding broadcast media must make advance arrangements with both the broadcast rights holder and Skate Canada media representatives. Please note that parking for satellite trucks is not guaranteed.

Practice Venue – Non-rights holding broadcast media may set up live remotes from the practice venue if approved by the broadcast rights holder and Skate Canada. Filming must be conducted from the designated filming area (as determined by the Skate Canada media representatives) and must not hinder the practices (e.g. lighting, noise) or interfere with the broadcast rights holder. Non-rights holding broadcast media must make advance arrangements with both the broadcast rights holder and Skate Canada media representatives. Please note that parking for satellite trucks is not guaranteed.

Camera lights are not permitted on the field of play at any time.

If you have any questions or require further clarification, please do not hesitate to email the Skate Canada media team at [media@skatecanada.ca](mailto:media@skatecanada.ca).