



SKATE CANADA MEDIA ACCREDITATION & EVENT 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. All accredited members of the media are expected to comply with these guidelines.

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 and all events by filling out the form once. The media accreditation request form can be accessed and filled out online via the Skate Canada website. All requests for Grand Prix events, including Skate Canada International, must be submitted through the ISU portal.

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.

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 make every effort to accommodate media accreditation requests and provide media with the access they need to cover Skate Canada events. In situations where the number of available accreditations is limited, requests will be prioritized and allocated according to the following criteria:

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 or signature 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, 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, Media Centre hours and other relevant event details.

4. ACCESS

The photo accreditation issued by Skate Canada must be worn and visible at all times while at the event venue. Each accreditation is issued to the individual approved through the application process and may not be lent, transferred or given to another person for any reason. If changes to an approved accreditation are required, media must notify Skate Canada well in advance of the event.

The accreditation also serves as a security pass, providing admission to the event and access to designated areas required for event coverage, as determined by the event organizers. Media accreditation is valid for one event only and cannot be reused at other Skate Canada events. A \$50 fee will apply to replace a lost accreditation tag.

Media accredited to a Skate Canada event are not permitted to request autographs or personal photos from athletes. All media are expected to respect the rights and working environment of fellow media, particularly those working under deadline, during press conferences and while in the Media Centre.

Any misuse of a Skate Canada media accreditation may result in immediate revocation of the accreditation and removal from designated media areas. It may also result in the loss of media accreditation privileges at future Skate Canada events for the individual and, where applicable, their media organization.

5. INTERVIEW POLICY

Domestic Events

A media Mixed Zone will be available at all major domestic competitions. The majority of athlete interviews will take place in the Mixed Zone as athletes proceed through the area following their short program/rhythm dance and free program/free dance.

Requests for longer, one-on-one interviews with athletes, coaches or Skate Canada staff outside of Mixed Zone availability will be considered on an as-needed basis. All interview requests must be submitted to Media Centre staff in advance. Every effort will be made to accommodate requests, subject to athlete availability and competition schedules.



International Events Held in Canada

A media Mixed Zone will be available at all ISU-sanctioned events. Athletes will be asked to attend press conferences following their free programs. Journalists may also request one-on-one, in-depth interviews through the designated interview request form or the ISU app. Please note that video recording in the Mixed Zone is prohibited at all ISU-sanctioned events.

6. PHOTOGRAPHERS

Photographers requesting accreditation to a Skate Canada event must be working on assignment for a recognized news organization and use professional camera equipment. Freelance photographers must provide an official assignment letter from the editor of the media organization they will represent at the event. Accreditation of freelance photographers is at the discretion of the Skate Canada media team.

Designated photo positions will be established for each event and posted in the Media Centre. Depending on the event, positions may be assigned by draw, tiered draw or on a first-come, first-served basis.

Photographers are prohibited from entering the ice surface at any time, including before, during or after competition. When shooting from ice level, all camera lenses must remain behind the edge of the rink boards. Lenses may not extend over the boards, as this can create a safety hazard and distract skaters. Flash photography is strictly prohibited.

Photographers must follow the access guidelines associated with their accreditation and may work only in designated photography areas. Photographers may not enter areas reserved for television cameras unless specifically authorized by Skate Canada staff.

All photographs taken at Skate Canada events are for the exclusive use of the publication or media organization for which the photographer is accredited, unless prior written permission has been granted by both Skate Canada and the photographer's media organization.

News photographers accredited through a media organization may not publish event photographs for public download. With prior permission from Skate Canada, photographers may post a maximum of five (5) event photographs on a personal or business website as part of a portfolio showcasing their work. Photographers accredited on behalf of a media organization may not sell photographs taken at the event.

Failure to comply with these guidelines may result in the immediate revocation of media accreditation and removal from the event. It may also result in the loss of accreditation privileges at future Skate Canada events.

7. DIGITAL & SOCIAL MEDIA

Media accreditation may be granted to digital media organizations and independent online journalists for the purpose of covering and reporting on the sport of figure skating, as space allows. This includes



established blogs, podcasts, video blogs and other online media platforms that regularly produce original, editorial content focused on figure skating and related sporting activities.

The following guidelines will be used to determine eligibility for digital media accreditation:

1. Digital media representatives must produce original content related to the event while accredited.
2. Digital media must regularly cover figure skating as a sport.
3. Moving images or play-by-play audio of competition are not permitted unless specifically authorized by Skate Canada or the applicable rights holder.
4. Outlets should have been in continuous operation for at least six months and may be required to provide verifiable third-party traffic or audience data.
5. Accreditation will not be granted to discussion boards, chat rooms, personal pages, fan pages or paid subscription-based sites where the primary purpose is not journalistic coverage of figure skating.

Skate Canada reserves the right to determine eligibility for digital media accreditation and to limit or decline accreditation based on available space and the nature and relevance of the outlet's coverage. All accredited digital media representatives must conduct themselves professionally and follow all applicable rules, policies and access restrictions; failure to do so may result in accreditation being revoked and loss of future privileges.

8. CONTENT CREATORS

Skate Canada may invite skating-focused social media creators and influencers to attend events for the purpose of providing social media coverage. These individuals may receive a designated social media or creator accreditation, subject to event capacity and Skate Canada's approval.

Creator accreditation is intended specifically for social media and content creation and does not necessarily provide the same access or privileges as traditional media accreditation. Creators must follow all event, access, photography and content guidelines associated with their accreditation, and Skate Canada reserves the right to determine the areas and activities to which they have access.

9. 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.

10. 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:



COMPETITION VENUE ACCESS – DURING COMPETITION

Non-rights holding broadcast media may be permitted to film short competition clips (30 seconds and under) if they obtain permission from Skate Canada and the broadcast rights holders. Filming must be conducted from the designated filming area, as determined by Skate Canada staff.

Non-rights holding broadcast media also have permission to film in the following locations:

1. Press Conference Room or Media Centre
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 & PRACTICE VENUE ACCESS – DURING PRACTICE

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

LIVE REMOTES

Non-rights holding broadcast media may set up live remotes from both the competition and practice venues if approved by Skate Canada and the broadcast rights holders. Filming must be conducted from the designated filming area, as determined by Skate Canada staff, and must not hinder the competition (e.g. lighting, noise) or interfere with the broadcast rights holders. 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.