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ISU **WORLD CUP**

SPEED SKATING MILWAUKEE 2025

ISU WORLD CUP SPEED SKATING
January 31- February 2, 2025
Milwaukee, USA

Media Information



**INTERNATIONAL
SKATING UNION**

2024-2025

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US Speedskating looks forward to hosting media attending the ISU World Cup Speed Skating in Milwaukee, USA. The event will be held at the Pettit National Ice Center from January 31- February 2, 2025

This information will assist you in planning your trip to Milwaukee and applying for media accreditation to cover the event. Every effort will be made to ensure journalists have all the appropriate facilities necessary to work at the event.

The Press Centre and press tribunes will be open and operational as from the practice/ training session on Wednesday January 29, 2025 according to the following time schedule (it may be subject to changes and needs to be verified on-site):

- | | |
|-------------------------------|------------|
| • Wednesday, January 29, 2025 | 8:00-18:00 |
| • Thursday, January 30, 2025 | 8:00-18:00 |
| • Friday, January 31, 2025 | 7:30-21:00 |
| • Saturday, February 1, 2025 | 7:30-18:00 |
| • Sunday, February 2, 2025 | 7:30-18:00 |

1. Media Accreditation

All media must apply for media accreditation through the ISU Online Media Accreditation System (OMAS) on the International Skating Union (ISU) website (www.isu.org) under «[Press](#)».

!! When registering / applying, please make sure to upload all requested press credentials and to update these at the start of each season.

Only professional journalists and photographers (print/web, TV/Radio), and to some extent some content creators and social media reporters, covering ISU Events for editorial or news purposes will be accredited.

1.1 Accreditation Requirements

All media must provide the following up-to-date documentation when applying for media accreditation:

1. Endorsement letter from the editor-in-chief (formats: pdf, png or jpeg) - **Mandatory**
2. Copy of current professional media or journalist card (formats: pdf, png, or jpeg) – **if available**
3. Copy of ID + portrait photo (formats: pdf, png or jpeg) - **Mandatory**
4. Examples of published work / portfolios (past articles, photographs, etc.) (formats: pdf or web links) - **Mandatory**
5. Any necessary documentation required by the host country which may include sanitary certifications/testing results – **if needed**

1.2. Quotas

If space is limited the following quota will be enforced:

Type of Media	Number of people per media organization
Writing Press	Media Organization (newspaper, magazine, web, agencies, ISU Member Federations): 1 journalist
	Major Agency or Newspaper: 2 journalists
Photographer	Media Organization: 1 photographer
Photographer	Major Agency or Newspaper: 2 photographers For Figure Skating, Synchronized Skating and Short Track Speed Skating: limited to one rink side position, the other in an elevated position. For Speed Skating, 2 rink side positions (if space permits).
TV Non-Right Holder	Media Organization: 3 persons crew max. (e.g. one reporter, one camera person, one editor)
Radio Non-Right Holder	Media Organization: 1 reporter (max.)
Freelancer	Freelance journalist or photographer: 1 person <ul style="list-style-type: none"> Freelancers must provide written evidence that they are assigned to cover the ISU Event on behalf of a media organization. In case a freelancer is operating under its own account, they may be requested to submit additional written evidence (presentation letter, copy of past editorial pieces, etc).

1.3. Accreditation types and deadlines

The International Skating Union (ISU) and the Organizing Committee (OC) work diligently to ensure there will be ample coverage opportunities available to media outlets wishing to cover the ISU Events.

The type of media accreditation available are the following:

1. On-site media accreditation (subject to capacity)

The deadlines to apply for media accreditations are as follows:

- On-site media accreditation requests: **January 17, 2025**

⚠ No late media accreditation applications will be accepted for on-site requests.

1.4. Restrictions to Media Non-Right Holders during ISU Events

Non-Right Holders media – print/web journalists, TV/Radio, photographers, content creators and social media reporters – who have not negotiated any special production rights – need to abide and agree to the rules in the conduct of their editorial work during ISU events.

1.4.1. Restricted areas

Filming in the below listed areas is strictly forbidden:

- Competitions / Field of play
- Training sessions (at the Practice or Main rinks)
- Warm-up zone
- Changing rooms
- Mixed Zone area
- From public seats at all times (even during ice resurfacing)

The transgression of any of these rules may result in the exclusion from ISU Events, removal of accreditation and legal actions.

1.4.2. Authorized areas

Non-Right Holders media are only allowed to produce video, audio-recorded material for editorial/news purposes in the following areas:

- In the Press Conference room
- Outside the venue

/! Special filming permissions, including permission to conduct interviews in the Mixed Zone, may be granted to Non-Rights Holders media on a limited and case-by-case basis. Requests must be submitted to the ISU Media Team (media@isu.ch) at least one week prior to the start of the event.

1.5. TV and Radio Rights Holders Accreditation / Services

All Rights Holders media must also apply for accreditation via [OMAS](#). Access to the Rights Holders online area is restricted, therefore Rights Holders are invited to contact the ISU Media Team (media@isu.ch) in order to obtain a username and password.

To book any broadcasting services or facilities please contact the Host Broadcaster:

JTV Productions, Nate Hill: nate@jtvproductions.com

1.6. Accreditation confirmation and pick-up

If the accreditation request is accepted, an automatic email of confirmation will be issued. For on-site attendance, you may be asked to present a copy of the confirmation email at the accreditation desk to receive your accreditation badge.

You will also be notified if your accreditation request is denied. **Note that the ISU and OC reserve the right to refuse accreditation requests with or without justification.**

Pick up of credentials will occur in the Pettit National Ice Center lobby (via the credential entrance) as from:

- Tuesday January 29 - Thursday January 30: between 8:00-16:00.
- Friday January 31 - Sunday February 2: between 7:00-17:00.

2. Visa Application

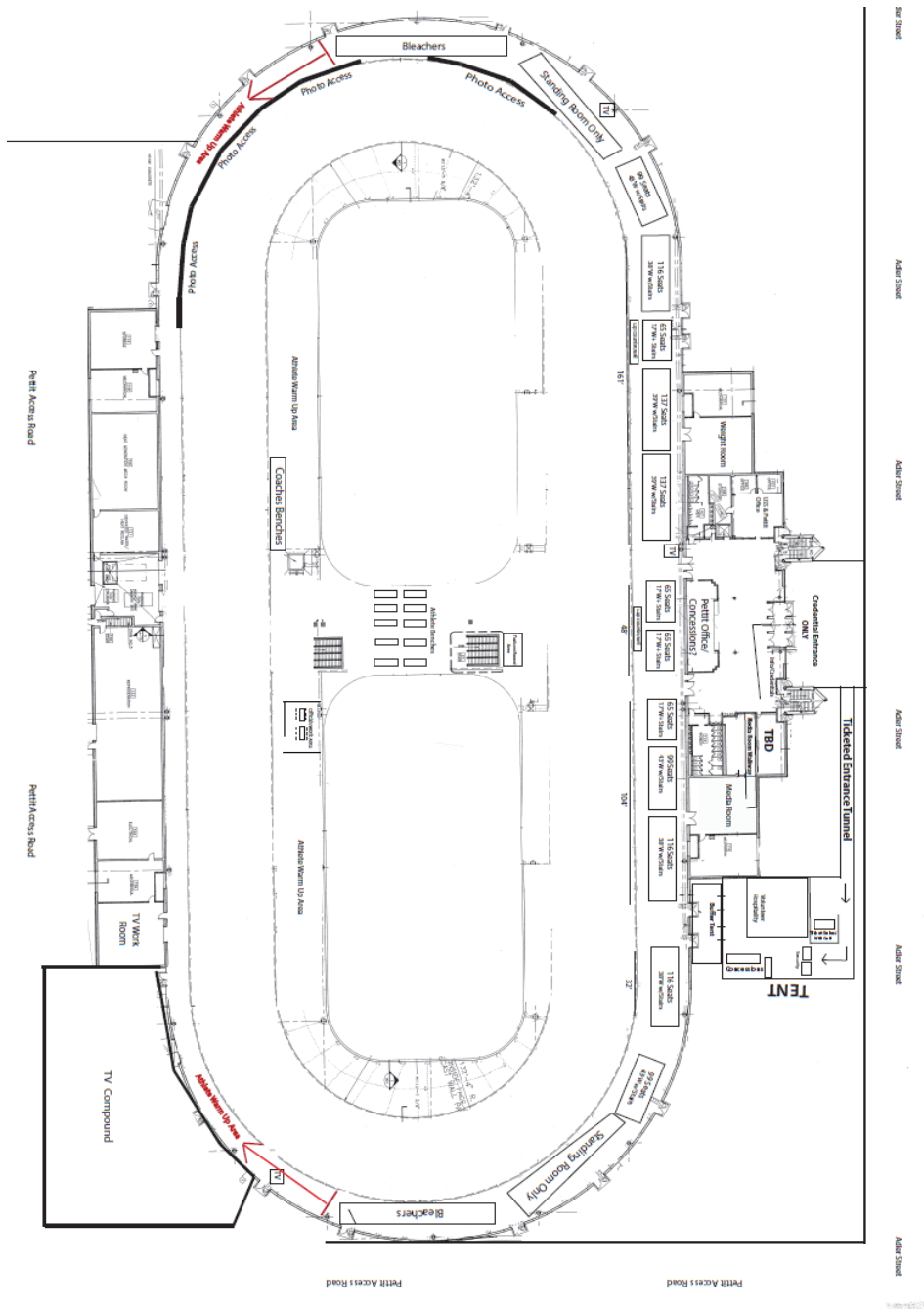
Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee - Marion Wohlrab via email at MWohlrab@usspeedskating.org. Please note that an official invitation letter will only be provided to approved media representatives.

For visa request, please provide passport details and name of the Embassy where it will be applied.

3. Media Facilities at the venue

- Number of work desks: At least sixteen (16) sports will be available in the Media Room on a first come, first served basis. Additional possible spaces will be provided if space allows.
- Power plugs availability: At least twelve (12) power ports will be available in the Media Room. Plugs will be on a first come, first served basis.
- Wired and/or wireless internet: Wireless Internet will be provided complimentary in the Media Room. No wired connections available.
- TV screens: At least one TV screen will be provided in the Media Room.
- Area for photographers: Photography may be shot in designated areas in the arena.

Here is the **first-floor facility layout** (subject to change):



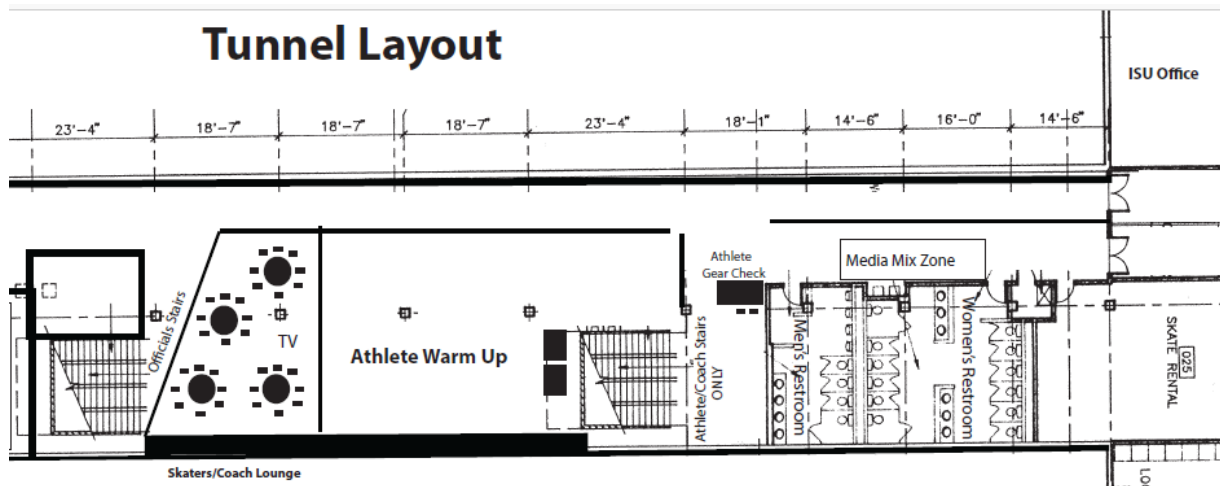
4.1. Media Tribunes and TV Commentator positions

Please contact the Pettit Center if TV positions or extra accommodations are needed.

4.2. Mixed Zone & Press Conferences

4.2.1 Mixed Zone

The Mixed Zone provides an opportunity for media to interview athletes immediately after competition. The location of this inside the Pettit National Ice Center is in the lower level near the base of the red stairs. This area will be marked as well, but is shown on the map below:



The Mixed Zone area is split into six main sections and follows a pre-determined priority order:

1. Quick Quotes (made available on the ISU website)
2. TV / Radio Rights Holders (with pre-booked positions)
3. ISU Production/Social Media crew
4. TV / Radio Rights Holders with ENG positions
5. Non-Rights Holders (print/web, TV/Radio, social media without any production rights)

Athletes will go through the Mixed Zone on completion of every competition/race. Coaches may also be requested for interviews. The media operations team onsite will do its best to make sure the requested skaters go through the Mixed Zone for media interviews, however it is not mandatory for the athletes to give interviews.

⚠️ Priority will be given to medal ceremonies and TV Right Holders.

As the timing between the end of medal ceremonies and the start of press conferences is quite tight, note that medallists will go through the TV Right Holders' Mixed Zone for interviews and, if time permits, they could spend a limited time in the Non-Rights Holders area. If interviews in the Non-Rights holders area must be cut short, all questions should then be asked during the press conferences.

4. Media Digital Services

The ISU provides relevant and live media information through a number of digital channels:

ISU Website:

- [Homepage](#)
- [News Section](#)
- [Media Section](#)
 - [OMAS Accreditation Portal](#)
 - [Media Guides](#)
- [Event webpage](#)

ISU Photo Event Gallery

- Password details to the ISU Picdrop photo galleries for editorial and non-commercial purposes will be accessible on the Inside ISU Events App.
- When using a picture, the ISU must be credited as follows: **©International Skating Union (ISU)** and must be tagged or mentioned in any social media post.

ISU Social Media Accounts:

- Facebook: [@ISUFigureSkating](#) / [@ISUSpeedSkating](#) / [@ISUShortTrackSpeedSkating](#)
- Instagram: [@ISUFigureSkating](#) / [@isuspeedskating](#)
- Youtube: [Skating ISU](#)
- X (Twitter): [@ISU_Figure](#) / [@ISU_Speed](#)
- TikTok: [@isuskating](#)
- Weibo: weibo.com/isuofficial
- LinkedIn: <https://www.linkedin.com/company/international-skating-union>
- Naver: <https://tv.naver.com/isuofficial>

Inside ISU Event App:

- The Inside ISU Event App is the main source of information and means of communication for media attending ISU Events on-site or remotely (if available).
- It gathers all the key media-related information constantly updated live with push notifications alerts.
- The password to access the Media App of the relevant Event is provided via OMAS once an accreditation is approved.

The OC also offers media information relevant to the Event on the following digital channels:

- Event Website: www.thepettit.com/isu
- Event Hashtags: [#PettitCenter](#) [#USSpeedskating](#)
- Social Media Accounts:
 - [Facebook.com/PettitCenter](https://www.facebook.com/PettitCenter)
 - X: [@PettitCenter](#)
 - [Instagram.com/PettitCenter](https://www.instagram.com/PettitCenter)
 - [Instagram.com/USSpeedskating](https://www.instagram.com/USSpeedskating)
 - [Facebook.com/USSpeedskating](https://www.facebook.com/USSpeedskating)

5. Media Accommodation

The Organizing Committee has designated [Sonesta Milwaukee West](#) as the official media hotel.

Every individual media person is responsible for booking their own accommodation and bearing any cancellation fees.

Booking contacts:

- Sonesta Milwaukee West- 10499 W Innovation Dr, Wauwatosa, WI 53226. Phone: (414) 475-9500.
- Contact Person: **Anastasia Nicholas**, Director of Sales and Marketing, anicholas@kinseth.com

6.1. Media Hotels

Located only 3.1 miles (7 minutes) from the Pettit National Ice Center, the Sonesta Milwaukee West (10499 W Innovation Dr, Wauwatosa, WI 53226) offers complimentary wireless internet access, complimentary parking as well as an onsite fitness room. Complimentary shuttle service to locations within five miles available (subject to availability).

- \$132.13 USD per room, per night INCLUDING taxes/fees (equivalent to \$125.90 Euro)

NOTE: Every individual media person is responsible for booking their own accommodation and bearing any cancellation fees.

6.2. Reservation Payment Conditions

To book the hotel visit: <https://shorturl.at/UHIsU> or Call 414.475.9500 and ask for the ISU Media Room Block.

Reference Event Code: 012725ISUC or mention the Pettit National Ice Center Group Name, with Event being ISU World Cup-Media.

Reservation Room Block MUST be booked by **Monday January 15th, 2025 at 5:00pm** CDT. Requests after this date will be based on availability.

6. Transportation

Transportation by the Sonesta Milwaukee West has been arranged from the official media hotel to the main venue and the practice arena. To schedule a ride to the venue via the complimentary hotel shuttle, please speak with the front desk agent at the hotel.

Transportation is subject to availability and may not always be available. See more details at the hotel.

!!Please note: This does NOT include transportation to/from the airport.

7. Useful Information

- Climate- Average High: 31° F. Average Low: 21°F
- Currency- United States Dollar (USD)
- Electrical plug types- A and type B are used. The standard voltage is 120 V at a frequency of 60 Hz
- Time zone- Central Standard Time
- Emergency numbers- Emergency needs, please call 911
- Things to do/see- <https://www.visitmilwaukee.org>

8. Competition Information

- [Schedule, Entry Lists, Results and Rankings](#)
- https://live.isuresults.eu/events/2025_USA_0001/schedule

Friday January 31, 2025– Women 3000m, Men 5000m, Women/Men 1000m: B Group 11:45am-3:35pm, A Group 5:00pm-8:14pm

Saturday February 1, 2025– Women/Men 500m #1, Women/Men 1500m: B Group 9:30am-12:39pm, A Group 1:30pm-4:35pm

Sunday February 2, 2025– Team Pursuit, Women/Men 500m, Mass Start, Mixed Relay: B Group
9:10am-12:14pm, A Group 1:30pm-5:00pm

For any additional questions or information, please do not hesitate to contact:

Kevin Butler, Director of Marketing, Pettit National Ice Center, kbutler@thepettit.com, O: 414-935-4778, C:
414-687-5850

Alysha Rummler, Communications Manager, US Speedskating, Arummler@usspeedskating.org, O:
801.417.5374, C: 801-722-4287

[Official Website](#)
[Event webpage](#)