



**2025 Saatva Skate America
November 14-16, 2025
Lake Placid, New York, USA**

Media Information



2025 - 2026

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U.S. Figure Skating looks forward to hosting media attending 2025 Saatva Skate America in Lake Placid, New York, USA. The event will be held at the 1980 Herb Brooks Arena from November 14-16, 2025.

This information will assist you in planning your trip to Lake Placid and apply 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.

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 the [Press](#) section.

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

Media accreditation is strictly reserved for **professional journalists and photographers** employed by or representing recognized media organizations (including agencies, print/online publications, TV/radio broadcasters) covering ISU Events for **editorial or news purposes**. Under specific conditions, content creators and social media reporters may be considered.

Additionally, **ISU Member Federation representatives** officially designated for press and communication duties may be eligible for accreditation.

/! Individuals affiliated with sponsors, brands, or marketing/advertising agencies are not eligible for media accreditation.

1.1. Accreditation Process & Requirements

To create your account and apply for ISU events, please fill in all required fields and follow the five-step registration process:

Step 1: Enter or verify your personal details and media organization contact information.

Step 2: Provide information about your media organization's digital presence and outreach.

Step 3: Upload all the required documents (see the full list of required data fields [here](#)).

Step 4: Review and accept the Terms and Conditions, then click on "Confirm" to complete your profile or save any updates.

Step 5: Proceed to the Event Application section by selecting first the disciplines and then specific events you wish to cover. You may apply to multiple events across different disciplines.

⚠ If you already have an account, please ensure all personal information and press credentials are updated and renewed at the start of each season.

Only complete applications submitted before the respective deadlines will be considered.

All application deadlines are listed on the ISU Press webpage [here](#).

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
	Major Agency or Newspaper: 2 photographers For Figure Skating, Synchronized Skating and Short Track Speed Skating: 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 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.

There are two types of available media accreditations:

- 1. On-site** media accreditation (subject to capacity)
- 2. Virtual** media accreditation allows media to cover the event digitally with no access to the venue (virtual media will be sent event press releases and given access to the ISU app)

The accreditation deadline for the Non-Right holders Media is **October 31, 2025**.

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

1.4. Non-Right Holders Media Restrictions 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 by 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 Main/Practice 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

1.5. TV & Radio Rights Holders Accreditation / Services

All Rights Holders media must also apply for accreditation via [OMAS](#) through the [ISU Press webpage](#).

Access to the Rights Holders online area is restricted. Therefore, Rights Holders are invited to contact the ISU Media Team (media@isu.org) in order to obtain a username and password.

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

RedBrick Sports

Rob Dustin - rob@redbricktv.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 and your passport 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.**

Accreditation location and times TBA

2. Visa Application

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee: Kristen Henneman (khenneman@usfigureskating.org). Please note that an official invitation letter will only be provided to approved media representatives.

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

3. Media Facilities at the venue

The Press Centre and press tribunes will be open and operational as from the first practice/training session on November 13, 2025:

Press Centre Times TBA

3.1. Media Tribunes and TV Commentators' positions

Media Tribunes/workroom: There will be power and tabled seating provided for media members.

TV Commentator positions: these will be determined by Rob Dustin (rob@redbricktv.com).

3.2. Mixed Zone & Press Conferences

3.2.1. Mixed Zone

The Mixed Zone provides an opportunity for media to interview athletes immediately after competition.

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

1. Quick Quotes (made available on the [ISU Event webpage](#))
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, content creators 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 on-site 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 medalists 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.

3.2.2. Press Conferences

Press conferences will feature the top-3 finishers after each competition/race and/or after victory ceremonies on final competition days.

Press conferences will take place in the USA Rink.

Press conference schedule **TBA**

4. Media Digital Services

4.1. ISU Digital Press Services

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

ISU Website:

- [Home of Skating](#)
- [Inside ISU](#)
- [News Section](#)
- [Press Section](#)
- [ISU Event Webpage](#)

ISU Photo Event Gallery

- Password details to the ISU 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: [@ISU_Figure](#) / [@ISU_Speed](#)
- Tik Tok: [@isuskating](#)
- Weibo: [weibo.com/isuofficial](#)
- LinkedIn: <https://www.linkedin.com/company/international-skating-union>
- Naver: <https://tv.naver.com/isuofficial>

ISU Press Newsletter

Stay up to date with the latest news on ISU sports and governance by subscribing to our [Press Newsletter here](#).

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.

4.2. Organizing Committee Digital Press Services

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

- Event Website: <https://www.usfigureskating.org/event/2025-skate-america>
- Event Tickets: <https://www.usfigureskating.org/event/2025-skate-america>
- Event News Releases: Sign up for releases at <https://www.usfigureskating.org/about/media>
- Social Media Accounts:
 - Facebook: [@usfigureskating](#)
 - Twitter: [@usfigureskating](#)
 - Instagram: [@usfigureskating](#)
 - TikTok: [@usfigureskating](#)
 - YouTube: [@USFigureSkating](#)
 - Blue Sky: [@USFigureSkating](#)
- Event Hashtags: #SkateAmerica
- OC Photo Event Gallery: Contact Abby Farrell at afarrell@usfigureskating.org

5. Media Accommodation

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

6. Transportation

Media members will be responsible for their own transportation. Many hotels are within walking distance of the venue.

7. Useful Information

- Climate: In November, Lake Placid has temperatures ranging from 24° to 43° F.
- Currency: U.S. Dollar
- Time zone: Eastern Time (ET)

8. Competition Information

- Schedule: <https://www.usfigureskating.org/event/2025-skate-america>
- Entry List, Results and Rankings: <https://isu-skating.com/figure-skating/entries/isu-gp-skate-america-2025/>

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

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ISU Media Tema

media@isu.org

[Official OC Event Website](#)
[ISU Event Webpage](#)