



**Milwaukee USA**

**January 31- February 2, 2020**

## **Media Information**



[Pettit National Ice Center Facebook](#), [Pettit National Ice Center Twitter](#)  
[US Speedskating Instagram](#), [US Speedskating Facebook](#), [US Speedskating Twitter](#)  
ISU: [ISU Instagram](#), [ISU Facebook](#), [ISU Twitter](#), [ISU Weibo](#)  
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US Speedskating looks forward to hosting media attending the ISU Four Continents Speed Skating Championships in Milwaukee, USA. The event will be held at the Pettit National Ice Center from January 31- February 2, 2020.

This information will assist you in planning your trip to Milwaukee and to 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.

The press centre and press tribune will be open and operational for the first practice/ training session on Thursday January 30, 2020 at 9:00am CT.

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If you require further information or have any questions, please contact:

Kevin Butler  
Director of Marketing, Pettit Center  
E-mail: [kbutler@thepettit.com](mailto:kbutler@thepettit.com)  
Work: (414)-935-4778

OR

Peri Kinder  
USS Communications Manager  
[pkinder@usspeedskating.org](mailto:pkinder@usspeedskating.org)  
801-915-6920

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## 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](http://www.isu.org)) under «[Media Accreditation](#)».

Accreditation will be granted to professional journalists and photographers only.

### Writing press, photographers, non-right holding media and freelancers

- **Writing Press** (newspaper, magazine, internet, agencies and ISU Member Federations): maximum one professional per organization (agencies and major newspapers: maximum two professionals)
- **Photographer:** maximum one professional per organization (agencies and major newspapers: maximum two professionals)
- **Television non-right holder:** maximum three professionals per organization
- **Radio non-right holder:** maximum one professional per organization
- **Freelancer:** A freelance journalist or photographer is a full time professional editor or photographer, who is not employed by an agency or newspaper – a self-employed professional. A freelance editor or photographer must provide written evidence that he/she operates on behalf of a clearly identified media. A freelance editor or photographer operating under his/her own account will not be accepted.

**The total number of accredited media representatives will be subject to capacity. The Organizing Committee (OC) and ISU reserve the right to refuse any accreditation should the number of applications exceed given space or if any requested information / documentation has not been provided in due time.**

The deadline to apply for media accreditation is **Monday January 20, 2020**. All media must provide the following documentation when applying for media accreditation and further information can be requested:

1. Endorsement Letter in .pdf, .jpg, .png or .jpeg
2. Copy of current professional media or journalist card in .pdf, .jpg, .png, .jpeg
3. ID photo in .pdf, .jpg, .png or .jpeg

### Rights holding TV and radio

All right holding media must also apply for accreditation via OMAS. Access to the Right Holders area is restricted, therefore Right Holders are invited to contact the ISU Media Team [media@isu.ch](mailto:media@isu.ch) in order to obtain a username and password. To book any broadcasting services or facilities please contact the Host Broadcaster:

JTV Production  
Nate Hill, Producer  
Email: [nate@jtvproductions.com](mailto:nate@jtvproductions.com)  
Phone +1 801 226 0608

### Accreditation Confirmation

If the accreditation request is accepted, an automatic email of confirmation will be issued. You may be asked to present a copy of the email of confirmation to receive your accreditation badge.

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

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#SpeedSkating #PettitCenter, #USSpeedskating

Upon your arrival at the Pettit National Ice Center, you will need to stop by the accreditation area in the lobby of the Pettit Center to pick up your credentials. Credentials will be available in the lobby from 9 to 5 pm beginning Thursday, January 30. Please stop by the Media Workroom to check in with the Director of Marketing, receive your welcome packet, and ensure everything is in order for your coverage of the event.

## Visa Application

Media representatives requiring an official invitation letter in order to apply for a visa must contact the Organizing Committee. Please note that an official invitation letter will only be provided to approved media representatives.

## Media Facilities at the venue

Work desks, power, Ethernet connections, a TV screen and wireless internet will be available in the media work room at the Pettit Center

## Media Tribune and TV Commentator positions

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

## Mixed Zone

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

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

- Quick Quotes available through the ISU website
- Rights holders TV and radio broadcasters who have pre-booked positions
- ENG crews
- Written press
- Non-rights holders

All athletes must pass through the Mixed Zone on completion of every event. Media may also approach coaches for interviews in their designated section, if required. The Media Operations team will make sure that skaters go through the mixed zone, fulfil any media requests but are also responsible to make sure that the medallists get to their ceremony on time and will return to the Mixed Zone to finish TV interviews, and will then attend the press conference.

The Mixed Zone is located at ground floor level and can be accessed via stairs or via the elevator.

## Material Available

- [Press Releases](#): To be provided before event to media email addresses provided in ISU event application.
  - To receive ISU Press Releases please subscribe [here](#)
- [Media Guide](#): To be provided as event approaches.
- Image Gallery: Pictures are available in [News Items](#) with credit as mentioned

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- [Picdrop](#): Pictures of podiums & medallists will be available during races
- Social Media:
  - Pettit National Ice Center: [Facebook](#), [Twitter](#)
  - US Speedskating: [Instagram](#), [Facebook](#) and [Twitter](#)
  - ISU: [Instagram](#), [Facebook](#), [Twitter](#), [Weibo](#)
- Hashtags: #SpeedSkating #PettitCenter, #USSpeedskating,

## Media Accommodation

All Media is responsible for his/her own transportation. **The Official Media Hotel does have a hotel shuttle but that must be arranged by the front desk (subject to availability).** The front desk of the hotel is happy to facilitate taxi service as well from the hotel to the Pettit Center, if you do not have a rental car. Please communicate your transportation needs with the front desk 30 minutes prior to departing the hotel, or the night before, to make arrangements. Taxi fare should be paid directly to the taxi service and cannot be charged to your room.

Please keep in mind, the taxi service also has a larger vehicle available if multiple Media wish to taxi to the Pettit Center together. Again, the front desk of the hotel can facilitate this for you.

Rideshare services such as Uber and Lyft are also available in the area.

For those Media with vehicles, parking is available at the Pettit National Ice Center.

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

## Media Hotel

Crowne Plaza Milwaukee West- Rates start at \$105 per night. 10499 West Innovation Drive Wauwatosa, WI 53226 (Only 3.0 miles from Pettit Center), Phone: 414-475-9500

- Complimentary shuttle to and from Pettit Ice Center (Subject to availability)
- Complimentary WiFi
- Complimentary parking
- Questions??- contact Jenna Nelson at 414-389-8564

To Book: Call reservations at #1-866-270-4552 and mention the Pettit Ice Center Rate. Or visit [https://www.ihg.com/crowneplaza/hotels/us/en/wauwatosa/mkemr/hoteldetail?fromRedirect=true&qSrt=sBR&qIta=99502056&icdv=99502056&qSIH=MKEMR&qCpid=100256000&qAAR=IPOIK&qRtP=IPOIK&setPMCookies=true&qSHBrC=CP&qDest=10499%20Innovation%20Drive,%20Wauwatosa,%20WI,%20US&srb\\_u=1](https://www.ihg.com/crowneplaza/hotels/us/en/wauwatosa/mkemr/hoteldetail?fromRedirect=true&qSrt=sBR&qIta=99502056&icdv=99502056&qSIH=MKEMR&qCpid=100256000&qAAR=IPOIK&qRtP=IPOIK&setPMCookies=true&qSHBrC=CP&qDest=10499%20Innovation%20Drive,%20Wauwatosa,%20WI,%20US&srb_u=1)

Directions from Milwaukee General Mitchell Airport to Crowne Plaza Milwaukee West

Head east toward Arrivals / Baggage Claim

Slight left onto Arrivals / Baggage Claim

Continue straight onto WI-119 W (signs for Interstate 94/Milwaukee/Chicago)

Keep right to stay on WI-119 W

Take the exit toward Milwaukee

Continue onto I-41/I-43 S/I-894 W (4.6 mi)

Keep right to continue on I-41/I-894 W, follow signs for Interstate 894 N/U.S. 45 N (4.2 mi)

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Keep left to continue on I-41 (1.4 mi)  
Take exit 40 A-B for Watertown Plk Rd toward Swan Blvd  
Keep left at the fork to continue on Exit 40 B, follow signs for Watertown Plk Rd W and merge onto W Watertown Plank Rd (0.5 mi)  
Merge onto W Watertown Plank Rd (0.4 mi)  
Turn left onto W Innovation Dr (436 ft) and Turn right, destination will be on the left

#### Directions from Crowne Plaza Milwaukee West to Pettit National Ice Center

Head east toward W Innovation Dr (0.2 mi)  
Turn left onto W Innovation Dr (384 ft)  
Use the right lane to turn right at the 1st cross street onto W Watertown Plank Rd (0.2 mi)  
Use the right lane to take the I-41 N/U.S. 45 N ramp (0.5 mi)  
Continue on I-41/US-45 S to Milwaukee. Take exit 306 (1.8 mi)  
Merge onto I-41/US-45 S (0.4 mi)  
Take exit 38A-38B for I-94 E/I-94 W toward Milwaukee/Madison (0.3 mi)  
Keep left, follow signs for I-94 E/Milwaukee (0.6 mi)  
Take exit 306 toward 181 N/84th St (0.3 mi)  
Keep right at the fork, follow signs for Wisconsin 181 S and merge onto WI-181 S/S 84th St (151 ft)  
Drive to W Adler St (0.1 mi)  
Merge onto WI-181 S/S 84th St (276 ft)  
Turn left onto W Adler St and destination will be on the right

## Telecommunications

Work desks, power, Ethernet connections, a TV screen and wireless internet will be available in the media work room at the Pettit Center. Dedicated photography locations will also be labeled

## Useful Information

The Media Workroom will be available for accredited Media beginning **Thursday, January 30** per the hours below. Should you have any questions regarding the Media Workroom, please contact the Director of Marketing at the Pettit Center, Kevin Butler at 414-935-4778 or via e-mail at [kbutler@thepettit.com](mailto:kbutler@thepettit.com)

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### **Media Check In & Workroom Hours**

<b>Friday, January 31</b>	<b>9:00 – 21:00</b>
<b>Saturday, February 1</b>	<b>9:00 – 18:00</b>
<b>Sunday, February 2</b>	<b>9:00 – 17:00</b>

Available Media Workroom services include wireless internet access and power at each seat.

Additional information including entry lists, athlete information, and results lists will be available in the Media Workroom beginning Friday, January 31.

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Catered lunch will be available in the Media Workroom Friday, Saturday and Sunday.  
Complimentary snacks and beverages will be provided in the Media Workroom.

## Competition information

Schedule:

**Friday, January 31:** Ladies & Men 500m, Ladies 3000m, Men 5000, Team Sprint  
Racing 2:30p to 6:48pm  
**Saturday, February 1:** Ladies & Men 1500m, Ladies & Men Mass Start  
Races 1:00p to 3:30pm  
**Sunday, February 2:** Ladies & Men 1000m, Ladies & Men Team Pursuit  
Races 1:00p to 3:02pm

### [Results](#)

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

Marketing Director  
Kevin Butler  
Tel: +1 414.935.4778  
kbutler@thepettit.com

Event website  
<https://www.thepettit.com/isu>

### [ISU Event Page](#)

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