

# **Curling Canada #NotASportsBar Campaign How You Can Help**

## **THE ISSUE**

Rogers and Bell recently increased fees paid for cable packages that include TSN and Sportsnet by licensed establishments with capacity over 100 people. Establishments licensed for seating for 100-200 people are facing an increase of approximately \$300 per month to continue to show TSN and Sportsnet, in addition to their regular cable or satellite fees. This will ensure that an average location of this size would be facing an approximate \$270 per month or \$3,240 annual fee. Larger 300-seat locations will be charged \$400 per month above basic cable prices.

TSN and Rogers argue "Live sports programming attracts big audiences to public viewing establishments, such as bars and restaurants. For many years, these venues have paid rates for sports content that were not reflective of the benefits they've enjoyed, due to the high volume of patrons that gather to watch sports and the revenue it generates for these establishments. Our new commercial package aligns with the value sports services bring to these establishments."

## **HOW THIS AFFECTS CURLING CLUBS**

Curling Canada has confirmed that community based curling clubs are going to be subject to the same fees applied to for profit bars and restaurants - fees which on annual basis could range anywhere from \$3,000.00 to \$5,000.00. While those numbers may not seem significant to corporate executives at Rogers and Bell, they will have a pronounced impact on our clubs across the country.

Utilities as a whole make up 30% of all expenses for curling rinks. This represents a major drain on curling club financial resources. The new fees Rogers and Bell are charging will literally make it difficult to keep the lights on for some facilities.

Curling clubs are unique. Putting them in the same category of sports bars and restaurants doesn't make sense. Subjecting them to sports package fees aim at for-profit sports bars is unreasonable. We want to ensure that cable fees don't unfairly harm your local curling center.

## **WHAT YOU CAN DO TO HELP**

1. Email and tweet at Bell and Rogers, let them know you support the curling community
2. Tweet at Heritage Minister Melanie Joly and Sports Minister Carla Qualtrough
3. Post about the issue on your Facebook account and tag Minister Joly and Minister Qualtrough
4. Encourage people you know to visit [www.notasportsbar.ca](http://www.notasportsbar.ca) to get engaged and learn more about the issue

## **Here's How:**

### **1) Email Bell and Rogers**

#### **Who to email:**

**To:** Joe Natale, President and CEO of Rogers Communications  
[joe.natale@rci.rogers.com](mailto:joe.natale@rci.rogers.com)

Kim Walker, Rogers Ombudsman  
[ombudsman@rci.rogers.com](mailto:ombudsman@rci.rogers.com)

**CC:** Hon. Carla Qualtrough, Minister of Sport  
[Hon.Carla.Qualtrough@canada.ca](mailto:Hon.Carla.Qualtrough@canada.ca)

Hon. Melanie Joly, Minister of Canadian Heritage  
[Hon.Melanie.Joly@canada.ca](mailto:Hon.Melanie.Joly@canada.ca)

**To:** Randy Lennox, President of Bell Media  
[Randy.Lennox@bellmedia.ca](mailto:Randy.Lennox@bellmedia.ca)

Bell Senior Escalation Team  
[escalations\\_escalades@bell.ca](mailto:escalations_escalades@bell.ca)

**CC:** Hon. Carla Qualtrough, Minister of Sport  
[Hon.Carla.Qualtrough@canada.ca](mailto:Hon.Carla.Qualtrough@canada.ca)

Hon. Melanie Joly, Minister of Canadian Heritage  
[Hon.Melanie.Joly@canada.ca](mailto:Hon.Melanie.Joly@canada.ca)

#### **What should you include?**

Dear (INSERT RELEVANT COMPANY CEO):

I have been both a long-time customer of yours and a member of my local curling club. I was very angry to learn that your company has decided to increase the cable fees for your sport packages at my home rink. Why?

Maybe you are not aware but my club isn't some high end sports bar or international chain restaurant. We are a community based organization mostly led and run by volunteers. We work hard just to keep our facility open and accessible. Any additional fees that we have to pay such as the ones you are now charging have a real impact on us and anger my fellow members. Treating curling clubs the way you treat large sports bars is unfair.

My guess is you and your advertisers want to make sure your programs are well viewed. Our club might have to cut or change our cable package because of this fee increase. What good is that to you and your sponsors if our community isn't able to catch some of your coverage at our

clubs? Never mind that it will be the focus of conversation and potential action by hundreds of thousands of curlers, community leaders, across the country.

While I have always appreciated that your company has shown curling I do find it really disappointing that you are trying to gouge us for money particularly through our curling clubs. These clubs are at the hearts of our community and what you are doing to make a few extra dollars is wrong.

Please reconsider your actions. Stop this fee increase now.

Yours truly,

## **2) Tweet at the Rogers, Bell, Federal Ministers, and your local Member of Parliament**

### **Who should I tweet at?**

@Bell and @Rogers

If possible, you can include any of the following federal politicians:

Minister of Canadian Heritage, The Honorable Mélanie Joly  
@melaniejoly

Minister of Sport and Persons with Disabilities, The Honorable Carla Qualtrough  
@CQualtro

Your Local Member of Parliament  
You can find the name of your MP [here](#):

### **What should I tweet?**

Here are some suggested tweets you can use:

.@Bell and @Rogers are sticking Canadian Curling rinks with huge fee increases. It's a curling rink, #NotASportsBar [www.notasportsbar.ca](http://www.notasportsbar.ca)

Can @melaniejoly and @CQualtro stop @Rogers and @Bell from targeting my local curling rink? #NotASportsBar [www.notasportsbar.ca](http://www.notasportsbar.ca)

My Curling Club is #NotASportsBar. Stop treating it like one @Bell @Rogers.  
<http://www.notasportsbar.ca/>

.@Bell and @Rogers are gouging my local Curling rink with massive rate increases. The rink is the centre of my community, #NotASportsBar

Curling rinks are at the heart of many communities across Canada. Why are @Bell and @Rogers treating them like sports bars? #NotASportsBar

Curling Clubs are volunteer driven organizations, not profit driven sports bars. @Rogers @Bell stop treating us like one #NotASportsBar

Curling Rinks are not-for-profit community centres. Why are @Rogers and @Bell slapping them with crazy fee hikes? #NotASportsBar

*For Rogers/Bell customers [rotate @Bell/@Rogers as appropriate]*

As a loyal @rogers customer, I resent the outrageous fee hike hitting my local curling club. It is our community centre, #NotASportsBar

**Visit [www.notasportsbar.ca](http://www.notasportsbar.ca) to find sharable graphics to include with your post.**

### **Tips for Tweeting:**

#### **Important Twitter Lingo:**

Handle: A username. This is your twitter identifier.

Mention (@): A way to reference another user by his username in a tweet (e.g. @mashable). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

Hashtag (#): A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #AmericanIdol, #Obama). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.

### **4 Things to Consider When Sending Your Tweet**

- 1) Remember, tweets can only be up to a maximum of 140 characters, including mentions and hashtags.
- 2) Always put a period in front of a handle (ex. .@curlingcanada) at the start of a tweet, otherwise your tweet will be categorized as a reply.
- 3) Include the **#NotASportsBar** hashtag in all of your tweets.
- 4) Include one of the graphics with each of your tweets, images make tweets more noticeable and effective.
- 5) If there is enough room at the end of your tweet, include the link [www.notasportsbar.ca](http://www.notasportsbar.ca)

### **3) Post about the issue on your Facebook account and tag the Ministers and Your local MP**

#### **Who to tag in your post:**

Minister of Canadian Heritage, The Honorable Mélanie Joly  
@melanie.joly.965 (Mélanie Joly Page)

Minister of Sport and Persons with Disabilities, The Honorable Carla Qualtrough  
@CarlaQ2015 (Carla Qualtrough Page)

Rogers  
@Rogers

Bell Canada  
@Bell

Your Local Member of Parliament:  
You can find the name of your MP [here](#):

### **What should you post?**

Here is a sample Facebook post you can share:

@Rogers and @Bell recently increased fees paid for cable packages that include TSN and Sportsnet by licensed establishments with capacity over 100 people. The target of the rate increase is sports bars, but my local Curling rink and the thousands of other curling rinks across Canada that are licensed are unfairly getting caught up in this rate increase. It will cost us an extra \$3000-\$5000 a year. My local curling rink is not for-profit, volunteer driven, and is the heart of my community. Help us stop Bell and Rogers from gouging community curling clubs. Tell them to cancel the increase in cable fees to our rinks. We aren't sports bars. These fees hurt and aren't necessary. Visit [www.notasportsbar.ca](http://www.notasportsbar.ca) and share this post, tweet, email, call and tell them enough is enough.

Attached are some shareable graphics to include in your posts.

### **3 Things to Consider When Posting on Facebook:**

- 1) Make your post public. This will allow the individuals you tagged to see your post. You can do this without making your entire page public, just click on the drop down next to the "Post" button when creating your message, and choose "Public: Anyone on or off Facebook".
- 2) Share the post with friends in your curling community. Share the campaign with any groups you are in that include supporters of curling (your local curling rink or team group). You can also tag specific friends or pages who would support the campaign in your post (be specific, don't tag everyone you know or your friends might not be too happy).
- 3) Include one of the provided graphics (also available at [www.notasportsbar.ca](http://www.notasportsbar.ca)), posts with pictures are more effective than posts without.
- 4) Include the link to [www.notasportsbar.ca](http://www.notasportsbar.ca) with all your posts.