



music means business!

Fall 2006

Word from the President

Pleased to Meet You...



By the time I was elected President of the SOCAN Board of Directors in May 2006, I had been a SOCAN member for 30 years. Over that period, I had what I consider to be a successful career as a commissioned composer, primarily for radio and television, but also for jingles.

Because of this experience, I have a deep understanding of the impact of music in everyday life and the many ways in which music can help promote an idea or product. Music is present in most of our daily activities, large or small.

One thing that never fails to get my attention is the SOCAN licence decal posted inside the entrance of a commercial establishment that uses music. I am filled with a feeling of pride and reassurance whenever I see one of these outward signs of copyright compliance in the window of a store or restaurant. I know that nearly 82,000 SOCAN members feel exactly the same way. As a music user, your SOCAN licence is an integral part of doing business. And by being a SOCAN customer, you are actively supporting music creators. Please receive our 81,993 (and counting) heartfelt thanks.

Pierre-Daniel Rheault

SOCAN and Legions: A Partnership in the Making

by Alexandra Lopez-Pacheco

Up until the mid-1990s, SOCAN and The Royal Canadian Legion, BC/Yukon Command, were miles apart. Most of the approximately 144 independently-run Legion branches with liquor licences had never heard of SOCAN. They also didn't know the law required them to pay royalty fees for music used in their facilities. And many of the Legions suspected the SOCAN reps who came knocking were not even part of a legitimate organization. The Legion branches are non-profit and run by volunteers, all of whom donate their time to worthy causes—including giving support to Canada's veterans. It just didn't seem fair to have to pay for the use of music. And let's face it: nobody likes having to start paying for something not previously accounted for.

This could be the story of a battle between the two organizations. Instead, it is a story of bridge-building, trust, mutual respect and collaboration. When Bruce Wilde took over the position of licensing manager for SOCAN's Vancouver office in 1995, he understood that education was paramount. "Back then, this whole business of SOCAN and licensing, and how it interacts with the business community was less understood. This is a process where the awareness grows over time," he says. So when it came to the

Legion branches, "We would do our normal stuff, send out our correspondence, have one of our people go in, and go through that educating process. But sometimes people dig in their heels," he says.

When that happens, the next step in the process is to consider legal action—but SOCAN's philosophy is to build working relationships whenever possible. "It just made sense to try to establish that kind of a relationship with the principal body," says Wilde. Rather than call a lawyer, he contacted Linda Sawyer, executive director for the Legion's BC/Yukon Command. He couldn't have asked for a better partner to build a bridge with between the two organizations. Passionately dedicated to the Legion, Sawyer is also a realist who is committed to doing the right thing.

"The branches have to operate within the bylaws of the organization and adhere to the laws of the land—one of which is payment of SOCAN fees," says Sawyer. "I get involved when they've hit a wall and help Legion branches understand that this is a requirement under the laws of Canada and that they do have to pay," she says.

SOCAN supports Rob Carli



"SOCAN does a great job of tracking my performances worldwide," says Rob Carli, a film and TV composer currently scoring a movie adaptation of *The Robber Bride* and the TV movie *Victor* (about Olympic gold medallist Victor Davies).

"A lot of productions go into international markets, so they have a longer shelf life than expected. They get played once or twice in Canada, then are sold around the world, so they have a life of months, or even years. Most of my performances now happen outside Canada, all over the world, and SOCAN provides that additional revenue stream for us composers."

Carli is also appreciative of the hard work done by SOCAN's Distribution Operations department.

"There's an army of people reviewing all the cue sheets, who have to manually, sometimes painstakingly enter very specific information. It's hours and hours of work. If it wasn't for that process, we wouldn't get paid."

Catching Up!

by Anne Richard



SOCAN Licensing representative, Gérald Le Nadant, keeps in touch with SOCAN's numerous prospects.

So, SOCAN has informed you that you are required to secure a licence for the public performance of music at your place of business. After operating for a number of years without a SOCAN licence, you may be wondering why you should be paying this tariff all of a sudden. One of the Licensing team's newest members, Gérald Le Nadant, explains: "*The Copyright Act* requires that any business or organization engaging in the public performance of music – including background, on hold or as part of social, sports or cultural activities – obtain a SOCAN licence, a requirement many people may be unaware of. With new businesses opening each day, it's hard to contact everybody right away."

"For instance, I've been contacting massage therapists over the past few months. I identified their largest association, the 3,000-member Quebec

Federation of Massage Therapists (FQM) and gave them background material on SOCAN and told them I would contact their membership individually over the next while. At the end of February, the FQM ran a piece on SOCAN in their newsletter with my name mentioned as a contact. The easy part is the initial contact. Out of 40 daily calls, around 15 are potential customers. I verify their music use and address their queries. It's mainly a copyright awareness exercise. All potential customers will be contacted eventually, but it takes time."

If you would like to have a SOCAN representative like Gérald contact you, please e-mail us at customers@socan.ca.

SOCAN enhances customer service!

In an effort to continuously improve the service we offer our valued customers, we're making changes, effective January 2007, that we believe will make your experience a better one. Watch the mail and our Website (www.socan.ca) in November for further details.

Making the Connection!

SOCAN at the 2006 CPA Conference

You Asked Us

A series of FAQs



SOCAN licensing representative Shauna McGraw (far right, bottom photo) was on hand at the national conference for the Canadian Physiotherapy Association (CPA), held in Saint John, New Brunswick on Canada Day weekend. The CPA was a gracious host and it was quite plain to see that they really appreciated SOCAN's participation in this event. Many of the CPA's executives stopped by to personally thank us for having taken the time to attend their show. Shauna's response: "Thanks for having us!"

It was also clear that the CPA had provided their members with a backgrounder on SOCAN prior to the event, which enabled them to come equipped with some thoughtful questions and allowed them to learn more about SOCAN. It was a great chance to get SOCAN's message out to a large number of professionals, many of whom work

closely with other fields of specialization that SOCAN has yet to reach out to.

Additionally, provincial association presidents expressed their interest in educating their members about SOCAN. Lorie Paterson, president of the CPA's Newfoundland chapter, even inquired about the possibility of uploading some information about SOCAN to their Website. One more example of SOCAN and its customers working hand-in-hand to ensure that the rights of music creators are properly compensated.

If you would like to have a SOCAN



Licensing representative attend a panel, conference or meeting that you or your association are hosting, please feel free to contact us at customers@socan.ca. Together, we can all do what's right for music.

Why was a Tariff 23 licence implemented?

Today, hotel guests can access in their room a variety of audio-visual and musical content ranging from first-run films to CDs as well as adult entertainment movies. The music communicated to the hotel guests through the movie or CD ordered is protected by copyright. Those who own the music are entitled to receive royalties for that use. The Copyright Board of Canada has approved Tariff 23, allowing SOCAN to collect licence fees from Canadian hotels and motels for in-room audio-visual or musical services.

If you're interested, you can read the full decision at

www.cb-cda.gc.ca/decisions/m20060630-b.pdf.

SOCAN Welcomes Three New School Boards!

SOCAN is pleased to announce that it has reached licensing agreements with the Toronto, the Toronto Catholic and the Dufferin Peel Catholic District School Boards regarding the public performance of music that is not covered by the educational exemption of the *Copyright Act*. "This is a win-win scenario," says André LeBel, CEO of

SOCAN. "These boards have set a commendable example of complying with copyright requirements. The students learn the value of respecting copyright and SOCAN is able to license dozens of music users at a time. We welcome similar agreements with boards and ministries of education across Canada."





Reaching Out! SOCAN introduces two new initiatives

by Alexandra Lopez-Pacheco

SOCAN's Regional Sales Manager Laurence Godfrey recently turned his thoughts to tomorrow's future music users and creators. "We license schools for the use of music that is over and above the curriculum," says Godfrey. "But it occurred to me that we had an opportunity to also touch the students' lives in a special way."

As a result, SOCAN has introduced a pilot program supplying its magazines, *Words & Music* and *Paroles & Musique*, to high school libraries in the Toronto District School Board, as well as Winnipeg's St. James-Assiniboia and Pembina Trails School Divisions.

"We hope to reach students who may consider a career in songwriting, or using music in their work environment or businesses," says Godfrey. He then

turned his eye to another opportunity to educate youth: "Field to Fork," a trade show held in Toronto on October 5 & 6, 2006, that is designed to introduce Grade 10 high-school students to career opportunities in the foodservice industry—which has a close relationship with the music industry.

This year, SOCAN was there with a booth. "We had SOCAN members answering questions about songwriting,



*For more information, go to
www.traincan.com/fieldtofork2005/*

signing autographs and reminding the students of the importance of respecting copyright laws," says Godfrey.



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Help us help you!

The most efficient and dynamic way for SOCAN to communicate with its customers is through the power of technology. Send us your e-mail address now and you can enjoy regular updates from SOCAN. Your local Licensing representative is only an e-mail away at customers@socan.ca.