



# music means business!

Fall 2009

## Word from the President

Music is the catalyst



The Montreal International Jazz Festival has brought over \$1 billion in new business to the Montreal area since 1979. This year, the Edmonton Folk Festival sold out 12,000 weekend passes in just two days. This summer, festivals large and small brought musicians and fans alike to cities and towns across Canada, where they listened to great music, ate in restaurants, stayed in hotels and shopped. Music is such an important catalyst for economic growth that several provinces have built tourist marketing campaigns around music.

During these challenging economic times, music can make a difference to the prospects of many businesses. The festivals also create opportunities for Canadian musicians to travel across the country to perform. Jazz, country, blues, classical, folk, and Celtic music all have their special events.

SOCAN is proud to participate in these festivals. The SOCAN licence provides these festivals with access to virtually the world's repertoire of songs, and ensures that the songwriters are paid for the use of their songs. The SOCAN Foundation, funded by SOCAN members, supported more than 60 music festivals across the country this summer. SOCAN members are pleased to enrich the lives of Canadians and create opportunities for many businesses by writing and publishing "the soundtrack of our lives."

Earl Rosen

Photo: Michel Gagné

## SERVING MUSIC AND FOOD FOR THE SOUL

by Alexandra Lopez-Pacheco



Award winning SOCAN member and restaurateur Roger Mooking serving up more exotic dishes and music. Photo: King Creative

If anyone understands how music can add a melody of flavours to success, it's SOCAN member Roger Mooking, executive chef, host of the Food Network series *Everyday Exotic*, restaurateur and musician. In the 1990s, he played with the Juno- and CMVA-award-winning R&B band Bass is Base and toured with James Brown. Recently, he released his solo debut album, called *Soul Food*. "Music is like a miraculous magic potion that affects people in a dynamic way", says Mooking, who is co-owner of two restaurants in downtown Toronto: Kultura and Nyood, which have earned

him a reputation as one of the city's premier chefs.

"Creating the right ambiance is key for a restaurant and music plays a critical role," he says. "Everything is intertwined. It's a carefully choreographed dance every night," explains Mooking, whose restaurants are proudly SOCAN licensed.

Mooking is constantly cooking up a multitude of projects, most of which end up on an award-winning platter, including *Dine T.O.*'s Best Small Plates Award, and a Much Music Video Award. "There's just not enough time to execute them all," says Mooking.

## SOCAN from coast-to-coast

SOCAN's West Coast Industry Relations Executive, Vic Gailiunas, will be speaking at The Canadian Coffee and Tea Show, taking place at the Vancouver Convention Centre – East, October 14 & 15. "This is a big show and we are pleased to be participating in one of the year's most anticipated events in the food-service industry."

The show offers the country's largest educational program for new entrepreneurs and seasoned professionals alike for independent café owners, restaurateurs, foodservice operators, distributors, franchise operators, and buyers from all sectors of the industry. SOCAN will also be on-site during the trade show. Visit our booth, where we would be happy to answer your questions about the use of music in your business and how you can easily obtain the music licence that will help you create the business image you're after.

For more information visit [www.coffeeteashow.ca](http://www.coffeeteashow.ca).

### Visit us at one of these upcoming tradeshows across Canada:

October 15 to 18  
Alberta Showcase, Dow Centennial Centre, Fort Saskatchewan, AB

October 20  
B2B Expo, World Trade Centre, Halifax, NS

October 21 to 24  
Ontario Contact, Richmond Hill Centre for the Performing Arts, Richmond Hill, ON

October 23 to 25  
OSAC Showcase, Swift Current, SK

November 5 to 9  
CAPACOA Conference, Westin Hotel, Calgary, AB

November 22 to 24  
BC Hospitality Industry Conference and Exposition, Fairmont Waterfront Hotel, Vancouver, BC

## HOW DOES THE COPYRIGHT BOARD WORK?

by Anne Godbout



"SOCAN licence fees are set by the Copyright Board, an independent body appointed by the government under the auspices of the *Copyright Act*," explains Anne Godbout director, Legal Services and Legal Counsel for SOCAN.

Each year SOCAN files proposed tariffs with the Copyright Board. SOCAN may suggest a certain fee or fee structure for the Board to consider, but ultimately the Board makes the decision.

Ms. Godbout points out, "Interested parties are permitted to submit objections to SOCAN's proposals, to the Copyright Board within a limited period. If an objection or concern is raised concerning a particular tariff, the Copyright Board may hold a hearing."

After hearings are completed and any amendments are made, the Copyright Board publishes the approved tariffs in the *Canada Gazette*. For more information visit [www.cb-cda.gc.ca](http://www.cb-cda.gc.ca).

### Recently approved Tariff 16 offers Background Music Suppliers greater flexibility

The Copyright Board of Canada recently certified SOCAN's Tariff 16 (Background Music Suppliers) for the years 2007-2009. The new tariff offers greater flexibility by separating the communication and public performance rates. Music Suppliers can now choose whether or not to obtain a licence to authorize the public performance of the music they supply to their subscribers. If the supplier does not obtain the licence then it is the responsibility of the subscriber to do so. In addition, subscribers receiving their music exclusively on a physical format (e.g., CD's or hard drives) may be excluded from the communication portion of the tariff.

The rarely-used "industrial premises" category has been removed from the tariff, although the deduction of equipment costs from the fee calculation remains. PLEASE NOTE: the reporting schedule for Tariff 16 has moved from monthly to quarterly reporting.

The tariff and decision can be found at [www.cb-cda.gc.ca](http://www.cb-cda.gc.ca).

## SOCAN interviews an educational partner



*Music Means Business* spoke with François Levrel, director of Musitechnic, a school for sound technicians based out of Montreal, Quebec, which offers a variety of programs.

### MMB: What kinds of employment do your graduates typically obtain?

MT: Generally, our students find employment as sound and post-production technicians in radio and television production and broadcasting, and in the video game industry. Our training programs are recognized by the Quebec ministries of Education and Culture, and our graduates are eligible for provincial scholarships and bursaries.

### MMB: Does your school offer a graduate placement service?

MT: Besides keeping our graduates constantly informed of job opportunities, a special inter-professional day is also organized for our students.

### MMB: How does SOCAN fit into your curriculum?

MT: Students have an opportunity to meet with a SOCAN representative and gain fuller knowledge of copyright and how SOCAN works.

### MMB: Who are some of your best-known former students?

MT: So many, but I would say perhaps;  
 \* Antoine Sicotte, music producer for the reality show *Star Académie*;  
 \* Caracol, songwriter;  
 \* Sébastien Lapierre, producer of the *Yé trop de bonne heure* radio show on CKOI-FM;  
 \* And for video games, how about Mathieu Jeanson, Audio Director on *Assassin's Creed I and II* at Ubisoft.

## SOCAN Foundation takes application process online



The SOCAN Foundation is pleased to announce the introduction of an online, interactive process for submitting grant applications. For the first time, grant applicants have the option of submitting all materials electronically, saving time and shipping costs. Those who wish to may still apply to the Foundation's programs by downloading and completing application forms by hand, and submitting via post or courier. The next application deadline for Events & Projects, Education and Publication grants is **January 15, 2010**.

Visit [www.socanfoundation.ca](http://www.socanfoundation.ca) for information, including details on the Foundation's mandate and activities.

## Happy anniversary *Canadian Musician!*

For 30 years *Canadian Musician* has been the voice of the professional working musician. "Today, with more studios, more artists and the rise of the indie scene, there's more than ever to write about," says James Norris of Norris-Whitney Communications, the magazine's publisher. "Today the writing is better and it's a faster-moving read" explains Norris. "Currently we're

striving for more integration with our website," he adds. The magazine in conjunction with The Harris Institute, started the Domenic Troiano Scholarship. *Canadian Musician* also presents the Niagara Music Forum October 17. More information at: [www.niagaramusicforum.com](http://www.niagaramusicforum.com).

For more details about the scholarship and to enjoy "CM" online, visit [www.canadianmusician.com](http://www.canadianmusician.com).





# New website improved for SOCAN customers

by Howard Druckman

**SOCAN launched a new redesigned website this past June. Some exciting changes include easier-to-use navigation tools, a contemporary new look, and a more user-friendly interface.**

Customers can now click on a single "Get a Licence" link from the home page to begin the process of obtaining a licence. The home page also includes the top daily SOCAN-related news and events headlines, to keep customers well-informed and up-to-date.

From the "Music Users" page, customers can click on a link to easily start the process of getting a licence;

click on a link to go directly to their profile page for convenient updating; watch informative webcasts explaining how SOCAN works; and link directly to a variety of customer-specific educational resources and informative features.

Listen to SOCAN members' music on the "SOCAN Jukebox." There's a whole lot more, so be sure to have a look, at [www.socan.ca](http://www.socan.ca).



## SOCAN

Society of Composers, Authors and Music Publishers of Canada

Société canadienne des auteurs, compositeurs et éditeurs de musique

### New e-newsletter is coming

Informative, entertaining and environmentally friendly, our new e-newsletter is coming soon. Don't miss it... just send us an email to [customers@socan.ca](mailto:customers@socan.ca) or contact your SOCAN Representative at **1-866-944-6223** to ensure you get your copy.

Return undeliverable Canadian addresses to:  
SOCAN 41 Valleybrook Drive, Toronto, ON M3B 2S6