



music means business!

Spring 2006

Word from the President

The Hills Are Alive ...



How many times did you hear music today? Waking up to a radio alarm? While in the car? In a coffee shop? Music is so ubiquitous we tend to take it for granted. In Canada, there are tens of thousands of businesses, including radio stations, restaurants, bars, fitness clubs, retail stores and recreational facilities, where music plays a crucial role in the success of the business.

Music doesn't just happen. It's created by hundreds of thousands of songwriters and composers around the world and these people deserve to be paid for the use of their work. That's where SOCAN comes in. We provide music users access to the world's repertoire of copyright-protected music. With a licence, music users can play virtually any song or other musical work from anywhere in the world. To monitor use of their music, music creators form organizations like SOCAN, which provides music users a simple "one-stop-shopping" to access the world's repertoire of copyright-protected music, while ensuring a cost-effective means to collect performing right royalties for music creators.

Earl Rosen

SOCAN and Music: Making a Difference in Communities

by Alexandra Lopez-Pacheco

Music can and does have an impact on everything, from the practical and financial to the spiritual and emotional. It can be therapeutic, improve learning in children, bring people together or fill the silence of loneliness, encourage shoppers to shop more, enliven an otherwise monotonous fitness routine and set a mood for every event or occasion. So it is no surprise that communities across the country rely heavily on the use of music for so many of their activities.

"We use music in all our community and fitness centres, skating rinks and many of our classes," says Luc Lavictoire, area manager, parks and recreation for the City of Ottawa. "Music is involved in some sort of way in almost everything we do. We also have 17 childcare centres and there's always music involved there as well. If you go to a community center when there's nothing going on, and you put music on, it just relaxes the atmosphere and people seem to enjoy being at that place, for sure."

Mike McHale, who is on the board of directors at the Sarnia and District Humane Society, has long observed the power of music to relax and soothe, not just in humans, but also in animals. And so, last year, he proposed playing music

for the animals in the shelter. Thirty speakers were installed throughout the building and music is now played at the shelter day and night. As a result, the animals are less stressed, points out McHale. "Especially at night when they're alone, it's a comfort for them," he says. "I can even see the difference in the staff. Once the music is turned on, it lightens up their day as well."

Both the Sarnia and District Humane Society and the City of Ottawa, of course, sought out SOCAN licences because they understand not just that they are legally required to do so, but also that the men and women who create the music they use, including SOCAN's members, have every right to be paid for their work. McHale is hoping that his organization's use of music will mark the beginning of a mutually beneficial relationship between SOCAN and its members and other animal shelters across Canada.

To find out how you can participate in this humane cause, contact the Sarnia and District Humane Society at 131 Exmouth Street, Sarnia, Ont. N7T 7W8, Tel: 519-344-7064.

Alex Lifeson: Not Just a Member



After a couple of decades as guitarist for Rush, and with a legion of fans, you might wonder what would possess SOCAN member Alex Lifeson to decide to open up a bar and become a SOCAN customer. Well, put simply, it was the music. Along with business partner Tim Noter, their Toronto bar, the Orbit Room, has been packing in music fans of all kinds for just over 11 years.

“The Orbit Room has become a destination for music fans due to the variety of music it offers,” says Noter. Some of the fans coming out to see the talent on display are the who’s who of the Canadian and International music scenes, including Ron Sexsmith, Norah Jones, and members of the Trews and Radiohead. “We expanded to live music seven nights a week in response to local musicians looking for somewhere else to play on their off-nights. New acts include Chris Caddell on Thursdays and Stifler’s Mom on Sundays.” To find out more about the Orbit Room and how it’s keeping the live music scene going in Toronto’s Little Italy, please visit www.orbitroom.com.

Music in the Metro

by Alexandra Lopez-Pacheco



The Toronto Transit Commission (TTC) and the City of Red Deer’s Transit Department in Alberta are examples of how organizations can use music innovatively and effectively to add value to the services they provide to their communities. In 1980, the TTC introduced the Subway Musicians’ Program, which now licenses 74 musicians – and one honorary musician, Billy James, who has been with the TTC since 1980 – through an annual audition process to perform at its subway stations. The program started with eight stations and has now transformed 25 of its 69 stations into vibrant, live, multi-cultural musical milieus featuring several talented performers – some of whom, such as Adam Solomon and Roger Ellis, have gone on to Juno award-winning careers. “We have a very diverse clientele, and it is nice for them to hear music from all over the world,” says TTC spokesperson Marilyn Bolton. “The

customers have told us they like the music.”

Steve Parkin, from the City of Red Deer Transit Department, on the other hand, has the impression that some commuters in his city aren’t pleased with the classical music played morning to night over a public address system at the main bus terminal. “Well, the younger ones don’t like it,” he laughs. But then again, that’s exactly what the transit administrators had hoped would be the case when they decided to use classical music. They were looking to deter loitering at the terminal – since loitering can lead to vandalism and violence. “It’s stopped a lot of the loitering because many don’t enjoy that music,” he says. Either way, two interesting ways in which music, and a SOCAN licence, can bring value to your business.

Take Advantage of SOCAN’s latest E-commerce initiative You can now pay your licence fees using your AMEX credit card. Payment via AMEX, as with VISA, Mastercard or online, means no more delivery disruptions, lost mailings, time wasted processing invoices and cheques or late payments (which incur interest charges). To learn more about these options, please visit www.socan.ca.

Making the Connection! SOCAN and its customers



SOCAN is always looking to improve its relationship with one of its key stakeholders – its customers. To honour those customers that have gone above and beyond paying their licence fees, SOCAN bestows a Patron of Music award to a customer that goes out of its way to do “what’s right for music.” In 2005, this award went to Klaus Lahr of the Winnipeg Convention Centre, pictured above receiving his Patron of Music award and at right receiving a “Customer Recognition Certificate” from SOCAN’s Laurence Godfrey. Says Lahr, “SOCAN as an organization has clearly recognized the value in fostering a partnership between music users and itself.”

In order to get to know SOCAN better, as Klaus Lahr has, we invite you to drop by our booth at any of these upcoming trade shows and talk to one of our representatives:

SAX (Super Accommodation eXhibition), April 4, 2006, Casino Rama Entertainment Centre, Orillia, Ont.

Centrex, April 9 & 10, 2006, Winnipeg Convention Centre, Winnipeg, Man.

APEX, April 9-11, 2006, Exhibition Park, Halifax, N.S.

ORFA Expo, May 3, 2006, University of Guelph, Guelph, Ont.

Alberta Hotel Association Trade Show, May 21 & 22, 2006, Jasper Park Lodge, Jasper, Alta.



COCA, June 15-19, 2006, 18th Coast Edmonton Plaza Hotel, Edmonton, Alta.

Can-Fit-Pro, Aug. 25 & 26, 2006, Metro Toronto Convention Centre, Toronto, Ont.

You Asked Us

A series of FAQs

Is there a special licence for smaller community facilities?

Yes. Below a certain threshold annual income, each facility operated by your organization likely falls under Tariff 21. It incorporates virtually all the types of music use expected for typical community halls and recreational facilities. You’ll pay a simple annual licence fee if your gross revenue from events including music use during the year does not exceed \$15,422.88. Tariff 21 includes facilities operated by a municipality, a school, college, university or agricultural society, or similar community organization.

Why was the Tariff 21 licence implemented?

The Tariff 21 licence was created to streamline the licensing process for recreational facilities that commonly have multiple types of events where music is used. A number of different music uses that are common to community halls have been bundled together so that only one licence may be required.

In tune with each other: SOCAN and 2001 Audio Video

SOCAN is pleased to announce a licensing agreement with yet another leading retailer – 2001 Audio Video, The Home Entertainment Experts. With 23 locations across the Greater Toronto area and even more on the way, 2001 Audio Video—100 percent Canadian-owned and –operated – is part of the new generation of Canadian

retailers that demonstrates its respect for music copyright.

"We are proud supporters of the SOCAN organization," 2001 Audio Video owner Frank Anecchini commented. To find out more about this recent addition to the SOCAN family, please visit www.2001audiovideo.com.



Ontario Lottery and Gaming Corporation: Bright Lights, Big on Community

by Alexandra Lopez-Pacheco

“There is a perception that we only provide gaming entertainment, when in fact we provide a wide array of musical entertainment as well,” says Collin Joseph, manager of Entertainment and Production for the Ontario Lottery and Gaming Corporation, which oversees lotteries, racetrack slot machines and casinos

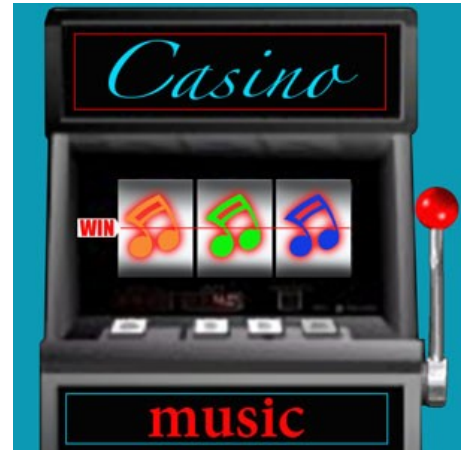
across the province – and often features live music at its locations.

“An example is *Slots* at Georgian Downs racetrack where we host live, monthly concerts for between 700 and 1,000 people,” says Joseph. And during the summer months, the OLG also presents free outdoor live concerts for all ages.

“That’s a way of giving back to the community,” says Joseph, whose corporation employs 8,100 people and

has generated \$21-billion in funding since 1975 for such worthy causes as hospitals, charities and community events.

The OLG supports Canada’s music industry by employing local talent whenever possible and, in turn, benefits from the ambience that background and live music create. With live entertainment a huge component of its business, the OLG enjoys the pull of big-name performers at such locations as Casino



Free outdoor concerts are “a way of giving back to the community.”

Rama in Orillia, which has a 5,000-seat entertainment centre. Just another way music plays a role in our communities.



SOCAN

Society of Composers, Authors and
Music Publishers of Canada

Société canadienne des auteurs,
compositeurs et éditeurs de musique

Help us help you!

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