



How SOCAN is supporting our Black communities

Q&A

Q: What actions is SOCAN taking to support their black members, employees, and community.

- We are using our internal platforms to arm staff with tools and resources to become better allies to our black community.
- We are creating a staff-lead equity program and task force to support our commitment to an ongoing strategy to foster an open, equal, and inclusive workplace for our existing and future black employees, members, business owners, and stakeholders.
- We are using our public facing platforms to amplify the voices of our black community members by showcasing and collaborating with black creators and contributors.
- We are working to ensure that all third-party consultants, agencies and suppliers have similar equity policies and programs.

Q: What else does SOCAN do to promote equity?

- We are conscious of inclusion and fair representation in everything that we do, from our hiring practices, to our events, to the articles that we publish in our magazine. SOCAN was an early leader in the Canadian music industry's progress towards equality, and we continue to lead today.

Q: Did SOCAN participate in Black Out Tuesday and why?

- Yes, as the largest organization in the Canadian music ecosystem, which represents thousands of black members and licensed businesses run by black Canadians, it is SOCAN's duty to take a strong stance. All SOCAN staff and all staff from the SOCAN Group of companies in Canada and the United States participated in Black Out Tuesday, a day for reflecting on what more can do for equality, diversity, and fairness – integral qualities for which we stand.

Q: Does SOCAN employ minorities?

- Our goal is to ensure that SOCAN's employees reflect the demographics of the population in each area in which operate, as well as the diversity of our membership and the businesses that we license to use music. More than 40% of employees identify as a person of colour, and almost 60% identify as female, and we are proud of our efforts to strive for equality at every level of the organization. But there is and always will be more to do.

Q: Is SOCAN donating money to black community organizations?

- SOCAN is a not-for-profit organization. The money we collect does not belong to us; it belongs to our members. Therefore, according to our bylaws we are unable to make donations. It is our business's obligation to maximize the dollars distributed to our members.



Q: Is SOCAN supporting black businesses?

- We will use our platforms to continue to stand up and amplify the voices of our black community members by showcasing and collaborating with black creators and contributors.
- We are working to ensure that all third-party consultants, agencies and suppliers have similar equity policies and programs.

Q: Why is SOCAN getting involved with an American problem?

- We can always do better, regardless of where we are. Canada is not exempt from racial inequality, and SOCAN can always improve. If SOCAN does not take a stand, then who will?

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