

>> Announcer: TODAY ON "THE SOCIAL" --  
AN ONLINE MOVEMENT TO COMBAT  
RISING PRICES IN THE U.S. IS  
CALLING FOR A CONSUMER  
BLACKOUT TOMORROW.  
BUT CAN SPEAKING WITH YOUR  
DOLLAR REALLY MAKE AN  
IMPACT?  
AND SHOULD WINTER ELECTIONS  
IN CANADA BE FORBIDDEN?  
HOW HARSH WEATHER CAN CREATE  
AN ACCESSIBILITY BARRIER  
WHEN HEADING TO THE POLLS.  
THEN, FROM FASTING TIPS TO  
NUTRITION AND EXERCISE.  
HOW TO STAY HEALTHY AND  
ENERGIZED DURING RAMADAN.  
PLUS, BEYOND DRAKE AND THE  
WEEKND.  
A NEW DOCUSERIES IS TRACING  
THE ORIGINS AND IMPACT OF  
BLACK MUSIC IN CANADA.  
IT ALL STARTS NOW ON "THE  
SOCIAL."

☒ Ah ☒

☒ Ah-ah ah-ah-ah ☒

[ Applause and cheering ]

[ ☒ ☒ ☒ ]

>> Melissa: HELLO, HELLO.  
WOW!

HELLO, HELLO, HELLO!

[ Cheers and applause ]

ALL RIGHT!

I DIDN'T KNOW.

I MISSED THE MEMO THAT IT  
WAS PINK DAY.

HERE AT "THE SOCIAL."

YOU LOOK AMAZING.

THANK YOU FOR BEING HERE.

LET'S WELCOME BACK TO THE  
SHOW ACTOR AND COMEDIAN  
MIGUEL RIVAS.

>> Miguel: HELLO, EVERYBODY.

[ Applause and cheering ]

THANKS FOR HAVING ME.

>> Melissa: I KNOW YOU'RE  
FRESH BACK FROM A FAMILY  
VACATION IN BRAZIL.

SORRY ABOUT THE WEATHER.  
THAT'S ALL WE'RE GOING TO  
SAY.

>> Miguel: I DON'T WANT TO  
BRAG BUT I WISH I WAS STILL  
THERE.

>> Melissa: I GET IT.

>> AW.

>> Melissa: BUT YOU'RE HERE WITH US, RIGHT?

[ Applause ]

>> Miguel: THIS IS IT.

>> Andrea: BRAZIL. IT'S THE SAME.

>> Miguel: THE SAME THING.

>> Melissa: LISTEN, STUFF'S BEEN GOING ON ON SOCIAL MEDIA AS PEER YUZH. AND NOW A SOCIAL MEDIA CAMPAIGN IS CALLING ON AMERICANS TO ABSTAIN FROM SHOPPING AS PART OF AN ECONOMIC BLACKOUT GOING DOWN TOMORROW.

THEY SAY IT'S A WAY FOR CONSUMERS TO FLEX THEIR POWER.

[ Applause ]

SO DO YOU BELIEVE THAT SPEAKING WITH YOUR DOLLAR TRULY MAKES A DIFFERENCE IN THESE --

[ Applause ]

[ Audience reaction ]

>> Miguel: OBVIOUSLY I SUPPORT IT.

I THINK IT'S REALLY GOOD IDEA BUT THESE COMPANIES ARE SO BIG, YOU KNOW.

SO A ONE-DAY BOYCOTT, ARE THEY REALLY GOING TO FEEL IT?

I'M NOT SURE.

I THINK WHAT'S MORE IMPORTANT ABOUT IT IS THAT WE AS CONSUMERS FEEL LIKE WE'RE UNIFIED AND THAT WE DO HAVE THAT POWER.

YOU KNOW, LIKE THE WAY WE PUSHED BACK ON THE TARIFFS FROM THE U.S. AND UNITED AS CANADIANS.

IT FELT LIKE OH, WE CAN STILL DO THAT.

LIKE WE CAN STILL MAKE A PLAN.

I JUST DON'T WANT THIS TO BE THE FINISH LINE.

>> Melissa: YEAH.

>> Miguel: LIKE WE'RE DONE. THIS HAS TO BE THE MIND SET GOING FORWARD. WE HAVE TO FIGHT BACK.

[ Applause ]

>> Cynthia: YEAH.

I MEAN I THINK THE ONE-DAY  
THING IS A PROBLEM.

I ALSO WORRY THAT -- I DON'T  
KNOW.

DID YOU GUYS KNOW ABOUT  
THIS?

DID ANY OF YOU KNOW ABOUT  
THIS?

I'M GLAD YOU DID.

I DID NOT KNOW ABOUT THIS  
AND SO I WONDER IF THE  
FRAGMENTATION OF AUDIENCES  
IS GOING TO MEAN THAT, LIKE,  
THIS MESSAGE ISN'T GOING TO  
GET OUT TO ANYONE.

IT'S NO LONGER THE WORLD  
WHERE YOU SIT DOWN AND  
EVERYBODY WATCHES THE EXACT  
SAME NEWS THINGS.

EVERYONE GETS DIFFERENT  
ALGORITHMS SO THIS WASN'T  
SENT TO ME YET.

SO UNLESS YOU HAVE A HUGE  
AMOUNT OF PEOPLE DOING THIS  
TOMORROW, I DON'T THINK  
COMPANIES WILL NOTICE.

>> Miguel: WE'RE SPREADING  
THE MESSAGE HERE, RIGHT?

"THE SOCIAL."

[ Applause and cheering ]

>> Andrea: THAT'S A GOOD  
POINT.

I LOVE THAT YOU SAID THAT  
BUT I AGREE WITH YOU.

WHEN IT COMES TO MAKING  
CHANGE, I THINK SOMETIMES WE  
CAN FEEL WE'RE VERY SMALL UP  
AGAINST A HUGE COMPANY.

BUT WHEN WE GATHER TOGETHER  
WE HAVE A LOT MORE POWER.

I SAY ONE DAY IS CUTE BUT  
IT'S NOT ENOUGH.

IN ORDER TO GET SOMEONE'S  
ATTENTION, YOU'LL REALLY GOT  
TO PUNCH 'EM IN THE WALLET.

LOOK AT ALL BIG BOX STORES  
WHO WRAPPED BACK THEIR  
D.E.I. PROGRAMS IN THE U.S.

TARGET IS HURTING THE MOST.

THEY'RE GETTING SUED FOR  
DOING IT AND SEEING THE FOOT  
TRAFFIC IN THEIR STORES SLOW  
DOWN COMPLETELY.

A FEW WEEKS AGO AFTER THE

PROGRAMS WERE ELIMINATED,  
SOCIAL ACTIVIST AL SHARPTON  
LED A MARCH IN A NEW JERSEY  
COSTCO.

WHAT HE WAS HAVE BEEN  
EVERYBODY SAY: SHOP AT  
COSTCO.

WE SUPPORT THOSE WHO SUPPORT  
US.

RIGHT?

[ Applause ]

WHICH IS A SMART THING TO  
SAY.

NOW WHAT'S INTERESTING ABOUT  
THAT IS SINCE THAT HAS  
HAPPENED, FOOT TRAFFIC IN  
COSTCO HAS DROPPED BY 3.9%.

>> Melissa: DROPPED.

>> Andrea: DROPPED 3.9%.

>> Cynthia: BECAUSE THEY ARE  
NOT SUPPORTING.

>> Andrea: BECAUSE THEY'RE  
NOT SUPPORTING TARGET.

THE FOOT TRAFFIC DROPPED BY  
3.9% IN TARGET BUT EVERYBODY  
WAS ENCOURAGED TO SHOP AT  
COSTCO WHO HAS SEEN A 4.6  
INCREASE IN THEIR --

>> Melissa: OK.

[ Applause ]

>> Andrea: TOGETHER, OVER A  
LONG PERIOD OF TIME, YOU CAN  
ENACT CHANGE.

>> Melissa: I AGREE.

WE'RE ALL SAYING THE SAME  
THING.

LIKE ONE DAY, CAN THAT BE  
EFFECTIVE?

I THINK THAT WE HAVE TWO  
SWORDS TO WIELD AS CITIZENS.

NUMBER ONE, OUR VOTE AND  
NUMBER TWO IS OUR MONEY.

AND IF WE SEE WHAT'S  
HAPPENING TO YOUR POINT OF  
THE BUY CANADIAN.

>> Miguel: YEAH.

>> Melissa: I WAS READING  
ABOUT TRAVEL.

YOU JUST CAME BACK FROM  
TRAVELLING.

I JUST CAME BACK FROM A  
VACATION AND I MADE A VERY  
CLEAR CHOICE TO NOT TRAVEL  
TO THE UNITED STATES OF  
AMERICA.

[ Applause ]

NOW, UM, BUT I -- CLEARLY  
IT'S WORKING WHEN WE DO IT  
TOGETHER.

BECAUSE THE U.S. TRAVEL  
ASSOCIATION SAID A 10%  
REDUCTION IN CANADIAN TRAVEL  
TO THE UNITED STATES IS  
GOING TO BE TRANSLATED INTO  
A LOSS OF \$2.5 BILLION, AND  
A LOSS OF 14,000 JOBS.

AIR CANADA HAS CUT, BECAUSE  
OF WHAT HE HAPPENING WITH  
THE TARIFFS AND PLUMMETING  
DEMAND, AIR CANADA HAS NOW  
CUT FLIGHTS DOWN TO VERY LOW  
NUMBERS TO FLORIDA, LAS  
VEGAS AND ARIZONA, PLACES  
WHERE A LOT OF CANADIANS  
TRAVEL.

IT'S WORKING IS WHAT I'M  
SAYING.

>> Miguel: YEAH.

>> Melissa: IT DOES WORK.

SO I DO THINK WE HAVE A  
VOTE.

THERE'S AN ONTARIO ELECTION  
TODAY.

WE PROBABLY HAVE A FEDERAL  
ELECTION COMING UP.

SO GOVERNMENTS, CORPORATIONS,  
I DON'T THINK ONE DAY IS  
GOING TO WORK BUT I THINK  
THIS WORKS TO KEEP IT TOP OF  
MIND FOR US TO TACKLE  
CORPORATE GREED.

[ Applause ]

>> Miguel: TOTALLY.

>> Andrea: ABSOLUTELY.

ALL RIGHT.

SO SPEAKING OF FLEXING YOUR  
POWER, A WOMAN POSTED ON  
REDDIT TO ASK IF SHE'S WRONG  
FOR TELLING HER HUSBAND SHE  
DOESN'T TRUST HIM WITH THE  
KIDS, BECAUSE HE DIDN'T  
PROPERLY TEND TO THE BABY'S  
DIAPER RASH.

SO IS IT THE UNREALISTIC TO  
EXPECT BOTH PARENTS TO BE  
ABLE TO FULLY CARE FOR THEIR  
OWN CHILDREN?

AUDIENCE?

[ Audience reaction ]

OK.

THE WOMEN ARE LIKE "YES."

>> Melissa: YES, IT'S

UNREALISTIC.  
OK, UNREALISTIC.  
THAT'S A BIG WORD.  
BECAUSE ON PAPER, BOTH  
PARENTS SHOULD BE ABLE TO DO  
EVERYTHING IN THE HOUSEHOLD.  
I MEAN THAT'S ON PAPER.  
BUT THE STATISTICS DON'T  
ACTUALLY BEAR THAT OUT.  
THEY STILL SAY THAT WOMEN,  
AFTER A FULL-TIME JOB, ARE  
STILL DOING AN ADDITIONAL 15  
HOURS OF UNPAID HOUSEWORK AT  
HOME OVER AND ABOVE THEIR  
HUSBANDS, RIGHT?  
OBVIOUSLY IN A HETEROSEXUAL  
RELATIONSHIP.  
SO WHAT WE TRY TO DO IN OUR  
HOUSE IS NOTICING.  
LIKE THE REASON WHY I DON'T  
KNOW THAT THE SHINGLES HAVE  
TO BE CHANGED IS BECAUSE  
THAT'S NOT MY JOB.  
I DON'T LOOK AT THE ROOF  
EVERY DAY BUT MY HUSBAND  
DOES.  
SO HE NOTICES.  
I DON'T NOTICE WHEN THE OIL  
HAS TO BE CHANGED IN THE  
CARS BECAUSE THAT'S NOT MY  
JOB.  
SO WHEN IT'S NOT USUALLY  
YOUR JOB, YOU DON'T NOTICE.  
SO MAKE IT HIS JOB AND MAKE  
HIM NOTICE SO THAT IT'S LESS  
WORK FOR MOM AT HOME.  
WHEN I COME HOME AND I SEE  
GARBAGES OVERFLOWING,  
EVERYONE IN THE HOUSE SEES  
THE GARBAGE OVERFLOWING.  
WHY AM I THE ONE CHANGING  
IT?  
SO NOTICE AND THEN TEACH.  
YOU DON'T AGREE.  
[ Laughter ]  
>> Cynthia: NOT THAT I DON'T  
AGREE.  
>> Miguel: SHE WANTS TO SEE  
YOU ON THAT ROOF, MEL.  
GET UP THERE.  
>> Cynthia: AGAIN OBVIOUSLY  
WE SHOULD STRIVE FOR EQUAL  
LABOUR IN THE HOME BUT IS IT  
IDENTICAL LABOUR?  
>> Melissa: NO.  
I SAID EQUITABLE.

LET'S GO EQUITABLE.

>> Cynthia: BUT AGAIN SO  
YOUR HUSBAND IS NOTICING THE  
ROOFS, THE SHINGLES OR GAS.  
YOU'RE NOTICING DIFFERENT  
THINGS.

I THINK MAYBE IT'S  
UNREALISTIC FOR US TO SEE  
EVERYTHING THROUGH THE EXACT  
SAME LENSES.

YOU'RE THE MAN.

BEFORE I GO INTO MY POINTS.

>> Melissa: DAD.

>> Andrea: YOU REPRESENT ALL  
MEN.

>> Miguel: WE SPEAK ON  
BEHALF OF ALL MEN BUT  
ESPECIALLY THE ONES DOING A  
GOOD JOB, RIGHT?

MY THOUGHT HERE IS ALSO  
YOU'RE CHANGING THE BABY AND  
NOT DOING ANYTHING ABOUT THE  
DIAPER RASH.

YOU HAVE YOUR RELATIONSHIP  
WITH YOUR PARTNER.

WHAT ABOUT YOUR RELATIONSHIP  
THE KID?

YOU'RE JUST GOING TO PUT THE  
KID IN A DIAPER WITH A  
DIAPER RASH?

DON'T YOU FEEL BAD ABOUT  
THAT?

>> Melissa: DID HE NOTICE  
THE DIAPER RASH THOUGH?

>> Miguel: I THINK SO.

HE CALLED ME HELP ME!  
HELP ME!

DIAPER RASH.

WHAT DO I DO?

YOU OWE IT TO YOUR CHILD TO  
BE ABLE TO TAKE CARE OF THEM  
NO MATTER WHAT THE  
SITUATION.

OF COURSE YOU WANT TO BE  
EQUITABLE WITH YOUR PARTNER  
BUT YOU WANT TO BE A GOOD  
FATHER TO YOUR CHILDREN.

[ Applause ]

WHAT COULD HAPPEN TO YOUR  
PARTNER?

YOU NEVER KNOW.

>> Andrea: SO INTERESTING TO  
LIMP TO THIS CONVERSATION  
BECAUSE THIS TRIGGERS THE  
FEAR I'VE ALWAYS HAD IN  
DATING WHERE IT'S LOOK, YOU

KNOW, WHEN YOU MEET SOMEONE  
AT A BAR, AT A WORKPLACE AND  
YOU'RE DATING AND  
EVERYTHING'S GOOD THERE'S  
CERTAIN THINGS WHILE YOU'RE  
GOING THROUGH YOUR LIST OF  
ALL THE THINGS YOU WANT THAT  
PERSON TO HAVE THERE ARE  
CERTAIN THINGS YOU'RE NOT  
GOING TO KNOW ABOUT THIS  
PERSON UNTIL YOU GET INTO  
THE THICK OF IT.

I FEEL THIS WOMAN IS  
REALIZING AS SHE'S UNDER THE  
SAME ROOF AND HAS A CHILD  
WITH THIS MAN THAT HE IS NOT  
GOOD AT TAKING CARE OF HER  
CHILD AND WOULDN'T NOTICE A  
DIAPER RASH.

SOMETHING THAT'S VERY  
SIMPLE.

SHE IS STUCK NOW.

THIS IS THE FATHER OF HER  
CHILD.

THEY ARE UNDER ONE ROOF.

I FEEL THIS WOMAN IS IN THAT  
MENTALITY I'M WONDERING IF A  
LOT OF WOMEN FEEL THIS WAY  
THAT YOU'RE MARRIED BUT YOU  
FEEL LIKE A SINGLE MOTHER IN  
YOUR OWN HOME.

YOU CAN'T TRUST THE ADULT  
TO --

>> Melissa: DO YOU THINK HE  
CAN CHANGE?

>> Andrea: THAT'S A GREAT  
QUESTION.

THIS IS WHY I'M SINGLE.

I DON'T THINK SO.

[ Laughter ]

[ Applause ]

I ALSO SOMETIMES FEEL,  
BECAUSE I HAVE A LOT OF  
GIRLFRIEND WHO ARE MARRIED  
AND WE TRY TO HAVE A GIRLS'  
NIGHT.

A LOT OF THEM FEEL THEY HAVE  
TO RUSH HOME AFTER LIKE AN  
HOUR AND A HALF.

CAN'T LEAVE THE KID WITH THE  
HUSBAND.

I'M WONDERING SOMETIMES IF  
IT'S NOT WEAPONIZED  
INCOMPETENCE.

IT'S NOT THE HUSBAND GOING  
OH, I DON'T KNOW WHAT TO DO!

YOU'VE GOTTA COME BACK.  
CAN YOU COME BACK IN AN HOUR  
AND A HALF?  
YOU DO IT SO MUCH BETTER AND  
THEN SHE COMES HOME AND DOES  
IT.

HE \$PERFECT AND HE LAYS  
BACK.

[ Laughter ]

>> Miguel: TWO KIDS, NOT  
THREE KIDS.

>> Andrea: A LOT OF WOMEN  
WHO FEEL --

>> Cynthia: I'M NOT SAYING  
THERE AREN'T MEN OUT THERE  
IN STRAIGHT RELATIONSHIPS  
FOR SURE.

I ALSO THINK IT'S WORTH  
TALKING ABOUT THE WOMEN  
WHOSE ANXIETY MAYBE IS SUCH  
THAT THEY DECIDE THAT THEY  
CONTROL ALL OF THE ASPECTS  
OF THE HOME.

WE'VE ALL SEEN THIS.