



Sirius XM

Subsidiaries: Stitcher, Team Coco

Locations: New York (HQ)

Industries: Telecommunication Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Sirius XM scored an 95 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, the company increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, and philanthropic support. Sirius XM forces employees to undergo multiple ideological trainings. Sirius XM is part of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "evilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech". Sirius XM launched the Stand for Sonic Diversity campaign which advocates for companies to implement racial quotas in voice casting and the integration of DEI in all casting and scripting decisions. For these reasons, Sirius XM receives a Medium Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **Medium Risk**

Sirius XM received a score of 95 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). (3)(4)(5). Sirius XM prioritizes diversity over merit in its recruitment, hiring, promotion, and leadership composition (6)(7). Sirius XM has a written policy pledging to vet vendors for LGBTQ policies. Its Code of Ethics requires vendors to include sexual orientation and gender identity in their nondiscrimination policy (8). However, the company has not publicly terminated business relationships due to religious beliefs or political views.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. **High Risk**

Sirius XM (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Sirius XM (1)(2). Sirius XM protects its employees against viewpoint discrimination (3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Sirius XM celebrates LGBTQ Pride Month with special music channels for the LGBTQ community (1). Sirius XM requires employees to take unconscious bias training. It also hosts workshops on race, allyship, stereotypes, inclusive language, and how diversity drives innovation (2). Sirius XM supports DEI within its business practices, claiming that "DE&I must be central to every business decision we make" (3). Sirius XM launched the Stand for Sonic Diversity campaign which advocates for companies to implement racial quotas in voice casting and the integration of DEI in all casting and scripting decisions (4)(5).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Sirius XM's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Sirius XM is a member of the Global Alliance for Responsible Media (3)(4)(5).

Uses corporate political contributions for ideological, non-business purposes.

Lower Risk

Sirius XM has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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