



**Independent  
Media Arts Alliance**  
**Alliance des arts  
médiatiques indépendants**

January 30, 2009

Wayne Clarkson, Executive Director  
Telefilm Canada  
360 St. Jacques Street  
Suite 700  
Montréal, Quebec  
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Dear Mr. Clarkson,

The Independent Media Arts Alliance, representing over 80 independent media arts organizations, welcomes the renewal of the Canada New Media Fund as outlined in the 2009 federal budget.

This is an opportunity to expand the program to include works developed by independent new media artists and organizations whose objective is to break new ground within both the technological and artistic spheres. Under the current program guidelines eligible applicants must be for profit companies, leaving out a large segment of the new media sector. This is short-sighted given that the most innovative, risk-taking new media works are researched and developed in centres mandated to support innovation and creativity above financial gain.

New media artists are often the originators of new technological concepts, which are then adopted by for profit companies. New media above all is about creativity and innovation which is incubated in Canada's artist-run organizations. Given that one of Telefilm's main objectives is to become more competitive in domestic and international markets, would it not be wise to set aside a portion of the New Media Fund into cultural works that are primarily invested in taking risks and breaking new ground?

Telefilm's New Media program should not be built on old Telefilm models that depend on the shelter of economic clout. This is new territory that should be invested in exploration and not status quo. The IMAA recommends that Telefilm advance its program to:

- Foster new media projects that are artist-initiated and controlled by opening up its guidelines to include independent artists and the not-for-profit sector.
- Set aside funds for new organizations and emerging artists.
- Enlarge the definition of new media beyond websites, digital video and game tech to include interactive installations and other new forms.

Telefilm has the ability to launch Canada's interactive digital cultural products into the forefront of the global marketplace. I hope you will recognize how the independent media arts sector stands to make a significant contribution.

Sincerely,

Jennifer Dorner, National Director

Cc The Hon. James Moore; Jean-Pierre Gauthier, Director Heritage Film and Video Policy and Programs

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