



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

Montreal, January 27<sup>th</sup> 2009

The Honourable James Moore  
Minister of Canadian Heritage  
House of Commons  
Ottawa, ON K1A 0A6

Dear Minister Moore,

The Independent Media Arts Alliance (IMAA), a national network representing over 80 independent media arts organizations, was pleased to see that the 2009 Federal Stimulus Budget recognized the value in investing in arts and culture. However, we hoped that the Federal Government would have recognized the value in investing in the Canada Council for the Arts. We support the federal government's decision to allocate money to existing Heritage programs, yet urge the department to advance these programs in recognition of a changing cultural sector.

Historically independent media arts (including film, video, audio and new media) have not been recognized by these programs, even though media arts organizations fit into the Department of Canadian Heritage's mandate. The Department of Canadian Heritage must catch up with today's artistic reality.

We recommend that the Department of Canadian Heritage:

- Include independent media arts festivals in the new support envelope for festivals. These festivals operate in cities small and large and collectively contribute a great deal to Canada's labour market and are an essential part of our cultural economy. These festivals play important roles within smaller communities and bring Canadian media art growing audiences each year.
- Ensure that the *Cultural Spaces Canada* program set aside funding for projects that are initiated by the smaller not-for-profit media arts organizations. Infrastructure funding is desperately needed by this sector. These groups bring immeasurable value to their surroundings and are key players in city revitalization projects.
- Allocate infrastructure funds for the acquisition of specialized equipment for independent media arts production centres. These centres lack the necessary funds to be able to purchase adequate, up-to-date equipment. Given that \$200 million is being invested into the Canadian Television Fund, the government must supply independent media arts production centres with resources to produce broadcast quality works.

I would welcome the opportunity to meet with you to ensure that this new money is dispersed sensibly in recognition of the fastest growing artistic sector in Canada.

Sincerely,

Jennifer Dorner, National Director

Cc Jean-Pierre Gauthier, Director Film and Video Policy and Programs; Wayne Clarkson, Executive Director, Telefilm Canada; Youssef El Jaï, Director Media Arts, Canada Council for the Arts