



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

**ANNUAL REPORT 2010-2011**

Presented to the membership  
at the 2011 Annual General Meeting  
June 18<sup>th</sup> 2011, Montreal, QC

**IMAA - AAMI**

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## **MANDATE**

The Independent Media Arts Alliance (IMAA) is a member-driven non-profit national organization working to advance and strengthen the media arts community in Canada.

Representing over 80 independent film, video, audio and new media production, distribution, and exhibition organizations in all parts of Canada, the IMAA serves over 12,000 independent media artists and cultural workers.

### **The Objects of the Corporation are:**

To promote media arts in Canada on a nation-wide basis by providing a forum for communication and discussion for independent media arts groups, by developing collaborative opportunities/relationships with other organizations who have similar objectives, by representing independent media arts in front of government agencies and the private sector and by publishing a newsletter to educate the public and its members about media arts.

## PRESIDENT'S REPORT

I stand before you to give my final report on the events and achievements during my tenure as your President!

Two years at IMAA was essentially like another full time job to me; a job which I took quite seriously and approached with diligence and integrity. I worked in close concert with IMAA's Board and staff to not only maintain the organization's momentum, but to ensure that some of IMAA's overarching goals were met with regards to various advocacy and capacity building issues.

Both myself and IMAA's Executive staff and Board were ever poised to respond to various advocacy issues, quickly supporting IMAA members in their struggles against funding cuts as in the case of IMAA's Pacific and Atlantic members; it was and is important for IMAA members who are experiencing hardships especially with regards to funding cuts, to know that they have the support of a national body such as IMAA, who are always ready to challenge the decision makers when the media arts are adversely affected. I was always eager to show my support to IMAA's Executive staff and membership with regards to IMAA's capacity building initiatives, especially in relation to the Canada Council for the Arts' *Media Arts program review consultations*, and the need for Council to also commit monies to IMAA to develop more cohesive and practical guidelines to advocate for more stringent *Employment Standards* for workers within the media art milieu. To this end, as IMAA's National Director (**Jennifer Dorner**) details in her Report; IMAA was successful in achieving both these goals; working closely with the media arts section at Canada Council to facilitate a transparent and egalitarian revisioning process for its members operational and equipment funding support needs; and securing a substantial grant which will be specifically dedicated towards *Employment Standards* research and development of a best practices guide. I had opportunities to attend various in-person meetings with both IMAA's Executive staff and Executive Board members in these regards. Given also my local (Ottawa) proximity to all things government; I was additionally pleased to be able to show morale support to IMAA's Executive staff in select other meetings with Canadian Heritage's Executive staff and at House of Commons Standing Committee presentations.

Praise must be given to IMAA's staff, who with notable loyalty and commitment have worked tirelessly to ensure that IMAA's vital role in advocating for the continuation of funding, realization of equitable employment standards within media arts, along with a multitude of other of the sector's urgent needs, are steadfastly being tackled. There are several limitations facing both IMAA and its members, which are no easy feat to undertake, and I must assert that I have the utmost respect for the resilience, dedication and perseverance which has been shown by IMAA's staff, dare I say under some formidable circumstances. Adapting to, and accepting change can be troublesome, but both IMAA's staff and IMAA's membership, has taken ownership of some necessary fine-tuning, especially in relation to fulfilling its/their commitment towards enabling increased representation of the National Indigenous Media Arts Coalition (NIMAC) on IMAA's Board. I truly hope that this relationship continues to flourish, engendering fruitful rewards for both parties.

I have said this previously, and will repeat it here; in working with IMAA's Board and staff, I am assured that they are primed to make IMAA a more viable advocacy organization and a stronger voice in the broader Canadian arts community. My highest commendations go to the Board members for their willingness to serve on their own time and to their unwavering commitment to the mission of IMAA. They've provided a dynamic leadership that will continue to improve IMAA's image and stability moving forwards.

One thing that I feel as I leave, is that IMAA is in significantly good shape! Both its Executive staff and Board, have worked tirelessly over the last few years to reaffirm the organization's commitment to its members. I sincerely wish to thank the Board of Directors and Executive staff for the tremendous support you have all given me during my Presidency, and for their interest and involvement in helping me to carry out my presidential duties. I am happy that IMAA is continuing in a positive direction.

Thank you all for coming to this AGM and for the honour you bestowed on me by electing me President of IMAA. It has been a privilege serving you all!

A handwritten signature in black ink that reads "Patrice James". The signature is written in a cursive style with a large, prominent initial "P".

Patrice James, IMAA Board President

## NATIONAL DIRECTOR'S REPORT

On behalf of the IMAA board and staff, I am pleased to present a report on activities and general directions in preparation for the national assembly and annual general meeting. A complete list of published documents, presentations, meetings and alliances follows.

As usual there has been a lot of 'behind the scenes' work orchestrated by committees, board and staff. Over the past couple of years there has been a strong emphasis on advocating for increased funding for the media arts section at the Canada Council to rectify historical inequities, and media arts recognition within Canadian Heritage programs. We argued that media arts was adversely affected by cuts to Canadian Heritage programs, urgently needs support for equipment acquisition, is experiencing rapid growth, yet is one of the least supported cultural sectors.

While there has been visible progress for the media arts, there is much more work ahead to bring media arts to an acceptable level of support. The news that the Bell Canada Award was cancelled was another setback, the IMAA is pushing for a media arts award to be reinstated by the Canada Council.

The IMAA is an active participant in many like-minded arts advocacy organizations in order to promote media arts within larger cultural alliances and to be a strong contributor to organized national arts lobby campaigns.

In terms of IMAA committees, a lot of cumulative work from over the years is coming to fruition. This June, the Diversity committee will publish *Cultural Diversity in the Media Arts*, a toolkit to promote the presence of media artists and audiences from ethno-racial and Indigenous communities.

The Employment Standards committee made enormous headway by consolidating data that reflected the current situation of artist run workers. A study was published last October and was instrumental in making a strong case for further attention to the matter. The IMAA received a significant grant thanks to the Canada Council for the Arts to outline recommendations, develop practical guidelines for the short-term, in turn becoming leverage to advocate for increased funding over the long-term.

The Preservation committee is conducting a study on the state of media arts collections in Canada. A survey has been circulated, data is being collected and the committee will be assessing the current situation, writing a report that will include recommendations for the sector as a whole.

The Exhibition Standards committee is developing a best practices guide for the exhibition and maintenance of media art with assistance from Vtape. Vtape has already done a considerable amount of groundwork in developing sample assessment documents, contracts and information sheets that will be expanded to include film, and new media and will be published and promoted nationally.

In order to improve internal functions, the IMAA is committed to building its financial and human resources. IMAA received charitable status this year and will look into ways that it can be applied to gain support for its efforts. Additionally, as indicated in the National Forum information sheets, we are encouraging members to participate in a strategic planning session, as way of mapping the media arts sector to determine where we are

now, where we would like to be in the future and what do we need to do collectively to get there.

I would like to acknowledge the dedicated work of Tim Dallett, Interim National Director (from November 2010 – November 2011), Claudie Lévesque, Administrative Coordinator, the IMAA board and committees, and for the generous support and guidance of Patrice James, IMAA president. I would like to especially thank the IMAA members for your enthusiastic and passionate commitment to the media arts, inspiring all of us to do our best to advance the interests of a vibrant media arts community.

Jennifer Dörner

## **IMAA Reports, Briefs and Letters 2010 – Present (available at [www.ima.ca](http://www.ima.ca))**

- Letter to Robert Sirman: Petition for the Bell Canada Award in Video Art (April 2011) List of the petition's signatories
- Press release on the Elimination of the NB Film Tax Credit (April 2011)
- Letter to the Honourable David Alward, Premier of New Brunswick (April 2011)
- Letter to Youssef El Jaï re: IMAA acknowledgement on processing the grant requests within the new program for media arts organizations. (March 2011)
- Letter to the Honourable Stephanie Cadieux, BC Minister of Community, Sport and Cultural Development (December 2010) + Response (February 2011)
- Letter to Youssef El Jaï re: IMAA feedback on the Grants to Media Arts Organizations. (January 2011)
- Report on the Grants to Media Arts Organizations. (January 2011)
- Letter to Robert Sirman: the Bell Canada Award in Video Art (January 2011)
- IMAA submission to House of Commons Standing Committee on Heritage Study on Emerging and Digital Media (October 2010)
- IMAA Submission to BC Legislature Select Standing Committee on Finance Budget 2011 Consultation (October 2010)
- Letter to Youssef El Jaï re: IMAA Request to Canada Council Media Arts Section (September 2010)
- Open letter to Prime Minister Stephen Harper about the transition to digital television broadcasting (September 2010)
- IMAA press release on BC government arts policy (August 2010)
- Letter to the Honourable Kevin Krueger, BC Minister of Tourism, Culture and the Arts (August 2010)
- Pre-Budget Submission: Standing Committee on Finance - House of Commons (August 2010)
- IMAA submission to Government of Canada Digital Economy Consultation (July 2010)
- Letter to Hon. Lindsay Blackett, Minister of Culture and Community Spirit, Province of Alberta (July 2010)
- Remarks by the IMAA at CRTC Community Television Policy Review (April 2010)
- Documentary Network response to Canada Media Fund guidelines as endorsed by the IMAA (April 2010)

- Fair's Fair Coalition letter on Copyright Act reform as endorsed by the IMAA (March 2010)
- Press release on BC arts cutbacks (March 2010)
- Letter to the Hon. Gordon Campbell, Premier of British Columbia (March 2010)
- IMAA Submission to CRTC 2009-661 Review of Community Television Policy (February 2010)

### **IMAA Representation: In-person Meetings and Presentations 2010 - Present**

Canadian Radio-television and Telecommunications Commission: Review of community television policy framework Hearing (Ottawa, April 2010)

Standing Committee on Finance: Pre-budget Consultations (Ottawa, October 2010)

Canada Council for the Arts: National Arts Service Organization meeting (Ottawa, November 2010)

Canadian Conference of the Arts: National Policy Conference (Ottawa, November 2010)

Canada Council for the Arts: Meeting with Youssef El Jai (Ottawa, March 2010)

CACTUS Meeting (Ottawa, April 2010)

Canadian Arts Coalition: Hill Day: Luc Malo, Bloc Member of Parliament and Stephane Dion, Liberal Member of Parliament (Ottawa, November 2010)

Cultural Human Resources Council: Digital Impact on the Cultural Sector, Study Steering Committee (Montreal, October 2010; Toronto, February 2011; Montreal April 2011; Ottawa, May 2011)

Visual Arts Alliance: Members Meeting (Ottawa, February 2011)

Telefilm, Online Marketing and Multiplatform Strategies - Workshop (Montreal, February 2011)

Observatoire du documentaire: Members Meeting (Montreal, monthly)

NFB Presentation: Financing Your Short Film (Montreal, June 2010)

CARFAC and Deirdre Logue (regarding rate schedule development and information sharing via our web sites) (Ottawa, May 2010)

## **Strategic Partners: 2010 – Present**

Artist Run Centres and Collectives Conference (ARCA)

Canadian Arts Presenting Association (CAPACOA)

Canadian Arts Coalition (CAC)

Canadian Artists Representation (CARFAC)

Canadian Association of Community Television Users and Stations (CACTUS)

Canadian Conference of the Arts (CCA)

Cultural Human Resources Council (CHRC)

Observatoire du documentaire

Visual Arts Alliance (VAAAAY)

## **BOARD OF DIRECTORS 2010-2011**

**Kevin Allen**, Prairies and NWT Director  
c/o Alberta Media Arts Alliance, 901, 1323 15 Ave. SW, Calgary, AB T3C 0X8

**Jason Baerg**, NIMAC Director, Vice-President  
c/o 302 Carlaw Avenue, Suite 108, Toronto ON M4M 3L1

**Amanda Dawn Christie**, Atlantic Director  
c/o Galerie Sans Nom 140, Botsford, Local 13 & 16, Moncton, NB E1C 4X5

**Patrice James**, President  
c/o Independent Filmmakers Co-operative of Ottawa, 2 Daly Ave., Ottawa, ON K1N 1A3

**Bracken Hanuse Corlett**, NIMAC Director, Pacific, Secretary  
c/o Ullus Collective, Lot 45, Green Mountain Road, RR2 S50 C8, Penticton, BC V2A 6J7

**Guillaume Lafleur**, Quebec Director  
c/o Antitube 640, côte d'Abraham, Québec, QC G1R 1A1

**Catlin Lewis**, Pacific Director  
c/o MediaNet, 106-2750 Quadra Street, Victoria, BC V8T 4E8

**Niki Little**, NIMAC Director, Prairies and NWT

**Laura Margita**, Prairies and NWT Director  
c/o PAVED Arts, 424 20<sup>th</sup> Street West, Saskatoon SK S7M 0X4

**Scott Miller-Berry**, Ontario Director (as of April 2011)  
c/o Images Festival, 401 Richmond Street West, #448 Toronto, ON M5V 3A8

**Sinara Rozo**, Ontario Director  
c/o Alucine, 330 Adelaide Street West, Toronto ON M5V 1R4

**Amy Sark**, NIMAC Director, Atlantic

**Bryan Skinner**, Pacific Director  
c/o CineVic, 1931 Lee Ave, Victoria BC V8R 4W9

**Ariel Smith**, Ontario Director (until April 2011)  
c/o SAW Video, 67 Nicholas Street, Ottawa, ON K1N 7B9

**Chris-Spencer Lowe**, Atlantic Director  
c/o Atlantic Filmmakers' Cooperative, P.O. Box 2043, Station M, Halifax, NS B3J 2Z1

**Lysanne Thibodeau**, Quebec Director  
Les Films de l'Autre, 460 Ste-Catherine ), #302, Montréal, QC H3B 1A7

## LIST OF MEMBERS

### **Agence Topo**

5455, avenue De Gaspé Ave, local 1001  
Montréal QC H2T 3B3  
agence@agencetopo.qc.ca  
<http://www.agencetopo.qc.ca>

### **Alberta Media Arts Alliance Society (AMAAS)**

901 1323 15 Ave. SW  
Calgary AB T3C 0X8  
info@amaas.ca  
<http://www.amaas.ca>

### **Alternator Centre for Contemporary Art**

Rotary Centre for the Arts  
421 Cawston Avenue, #103  
Kelowna BC V1Y 6Z1  
info@alternatorgallery.com  
<http://www.alternatorgallery.com>

### **AluCine**

330 Adelaide Street West  
Toronto ON M5V 1R4  
info@alucinefestival.com  
<http://www.alucinefestival.com>

### **Antitube**

640, Côte d'Abraham  
Québec QC G1R 1A1  
antitube@meduse.org  
[www.meduse.org/antitube](http://www.meduse.org/antitube)

### **Artengine**

Arts Court  
2 Daly Avenue,  
Ottawa ON K1N 6E2  
artlist@artengine.ca  
<http://www.artengine.ca>

### **Atlantic Filmmakers Cooperative (AFCOOP)**

P.O. Box 2043, Station M  
Halifax NS B3J 2Z1  
admin@afcoop.ca  
<http://www.afcoop.ca>

### **Available Light Screening Collective**

Arts Court  
2 Daly Avenue  
Ottawa ON K1N 6E2  
availablelightcollective@gmail.com

### **Avatar**

541, rue De Saint-Vallier Est, #5-62  
Québec QC G1K 3P9  
avatar.adm@meduse.org  
<http://www.lenomdelachose.org/avatar>

### **Banff New Media Institute**

The Banff Centre  
Box 1020, Station 40  
Banff AB T1L 1H5  
BNMI\_info@banffcentre.ca  
<http://www.banffcentre.ca/bnmi>

### **Calgary Society of Independent Filmmakers (CSIF)**

Building J2, 2711 Battleford Avenue SW  
Calgary AB T3E 7L4  
info@csif.org  
<http://www.csif.org>

### **Canadian Filmmakers Distribution Centre (CFMDC)**

401 Richmond Street West, #119  
Toronto ON M5V 3A8  
director@cfmdc.org  
<http://www.cfmdc.org>

### **Centre for Art Tapes (CFAT)**

220-1657 Barrington St.  
Halifax, Nova Scotia B3J 2A1  
cfat.communication@ns.sympatico.ca  
<http://www.centreforarttapes.ca>

### **Centre Turbine**

5445 rue De Gaspé, #1016  
Montréal (QC), H2T 3B2  
info@centreturbine.org  
[www.centreturbine.org](http://www.centreturbine.org)

### **Champ Libre**

C.P. St-André  
B.P. 32130  
Montréal QC H2L 4Y5  
champ@champlibre.com  
<http://www.champlibre.com>

### **Charles Street Video (CSV)**

65 Bellwoods Avenue  
Toronto, ON M6J 3N4  
csv@charlesstreetvideo.com  
<http://www.charlesstreetvideo.com>

### **Cinema Politica**

P.O. Box 55097 (Mackay)  
Montreal, QC H3G 2W5  
info@cinemapolitica.org  
<http://www.cinemapolitica.org/>

**Cinevic**

1931 Lee Ave  
Victoria BC V8R 4W9  
director@cinevic.ca  
<http://www.cinevic.ca>

**Cineworks**

1131 Howe Street, #300  
Vancouver BC V6Z 2L7  
info@cineworks.ca  
<http://www.cineworks.ca>

**Coop Vidéo de Montréal**

1124, rue Marie-Anne Est, #21  
Montréal QC H2J 2B7  
info@coopvideo.ca  
<http://www.coopvideo.ca>

**DAÏMÓN**

78, rue Hanson  
Gatineau QC J8Y 3M5  
daimon@daimon.qc.ca  
<http://www.daimon.qc.ca>

**Dreamspeakers Festival Society**

8726 112 Avenue NW  
Edmonton AB T5B 0G6  
info@dreamspeakers.org  
<http://www.dreamspeakers.org>

**Ed Video Media Art Center**

40 Baker Street, 2nd Floor  
P.O. Box 1629  
Guelph ON N1H 6R7  
liz@edvideo.org  
<http://www.edvideo.org>

**Eastern Bloc**

7240, rue Clark  
Montreal, QC H2R 2Y3  
info@easternbloc.ca  
<http://www.easternbloc.ca>

**EMMEDIA**

351 11 Avenue SW, #203  
Calgary AB T2R 0C7  
emmedia@emmedia.ca  
<http://www.emmedia.ca>

**Faucet Media Arts Centre & Struts Gallery**

7 Lorne Street  
Sackville NB E4L 3Z6  
info@strutsgallery.ca  
<http://www.strutsgallery.ca>

**Film and Video Arts (FAVA)**

Ortona Armoury Arts Building  
9722 102 Street  
Edmonton AB T5K 0X4  
info@fava.ca  
<http://www.fava.ca>

**Flash Frame**

25 North High Street  
Thunder Bay ON P7A 5R1  
flashframe@shaw.ca

**Galerie Sans Nom**

Centre Culturel Aberdeen  
140, rue Botsford, #13 & 16  
Moncton, NB E1C 4X5  
info@galeriesansnom.org  
[www.galeriesansnom.org](http://www.galeriesansnom.org)

**Gallery Gachet**

88 East Cordova St.  
Vancouver BC V6A 1K2  
Phone: (604) 687-2468  
ed@gachet.org  
<http://www.gachet.org>

**Global Visions Film Festival**

9664-106 Avenue  
Edmonton AB T5H 0N9  
info@globalvisionsfestival.com  
<http://www.globalvisionsfestival.com>

**Groupe Intervention Vidéo (GIV)**

4001, rue Berri, #105  
Montréal QC H2L 4H2  
info@givideo.org  
<http://www.givideo.org>

**Images Festival**

401 Richmond Street West, #448  
Toronto ON M5V 3A8  
scott@imagesfestival.com  
<http://www.imagesfestival.com>

**imagineNATIVE Film + Media Arts Festival**

401 Richmond Street West, #349  
Toronto ON M5V 3A8  
info@imagineNATIVE.org  
<http://www.imagineNATIVE.org>

**Independent Filmmakers Co-operative of Ottawa**

Arts Court  
2 Daly Avenue, #140  
Ottawa ON K1N 6E2  
ifco@ifco.ca  
<http://www.ifco.ca>

**Inside Out**

401 Richmond Street West, #219  
Toronto ON M5V 3A8  
inside@insideout.ca  
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**InterAccess**

9 Ossington Avenue  
Toronto ON M6J 2Y8  
alex.snukal@interaccess.org  
<http://www.interaccess.org>

**Island Media Arts Co-op (IMAC)**

P.O. Box 2726  
Charlottetown PE C1A 8C3  
imac@pei.aibn.com  
<http://islandmedia.pe.ca>

**La Bande Vidéo**

541, rue De St-Vallier Est, BP 2  
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info@labandevideo.com  
[www.meduse.org/labandevideo](http://www.meduse.org/labandevideo)

**Le Labo**

55 rue Mill, Studio 317, Édifice Cannery No 58  
Toronto ON M5A 3C4  
info@lelabo.ca  
<http://www.lelabo.ca>

**Les Films de l'Autre**

460 Sainte-Catherine Ouest, #302  
Montréal QC H3B 1A7  
fda@qc.aira.com  
<http://www.lesfilmsdelautre.com>

**Les Films du 3 mars (F3M)**

2065 rue Parthenais, #277  
Montréal QC H2K 3T1  
info@f3m.ca  
<http://www.f3m.ca>

**Liaison of Independent Filmmakers of Toronto (LIFT)**

1137 Dupont St.  
Toronto ON M6H 2A3  
office@lift.on.ca  
<http://www.lift.on.ca>

**Media Net**

2750 Quadra Street, #106  
Victoria BC V8T 4E8  
info@media-net.bc.ca  
<http://www.media-net.bc.ca>

**Metro Cinema**

6-32 Stanley Milner Library  
7 Sir Winston Churchill Square  
Edmonton AB T5J 2V5  
metro@metrocinema.org  
<http://www.metrocinema.org>

**Moving Images Distribution**

402 West Pender Street, #606  
Vancouver BC V6B 1T6  
mailbox@movingimages.ca  
<http://www.movingimages.ca>

**Near North Mobile Media Lab (N2M2L)**

150 Main Street East  
North Bay ON P1B 1A8  
mobilemedialab@gmail.com  
<http://www.nnmedialab.com/>

**New Forms Media Society**

200-252 East 1st Avenue  
Vancouver BC V5T 1A6  
curatorial@newformsfestival.com  
<http://newformsfestival.com>

**New University Television (NUTV)**

315 MacEwan Hall  
2500 University Drive NW  
Calgary AB T2N 1N4  
nutv@ucalgary.ca  
<http://www.nutv.ca>

**New Brunswick Filmmakers' Co-operative**

732 Charlotte Street Arts Centre  
Fredericton NB E3B 1M5  
info@nbfilmcoop.com  
<http://www.nbfilmcoop.com>

**Newfoundland Independent Filmmakers' Co-op (NIFCO)**

40 Kings Road  
St. John's NL A1C 3P5  
jean@nifco.org  
<http://www.nifco.org>

**Oboro**

4001, rue Berri, #301  
Montréal QC H2L 4H2  
oboro@oboro.net  
<http://www.oboro.net>

**Paraloeil**

188, Évêché Ouest, 2e étage  
Rimouski QC G5L 4H9  
info@paraloeil.com  
<http://www.paraloeil.com>

**PAVED Arts**

424 20th Street West  
Saskatoon SK S7M 0X4  
executive@pavedarts.ca  
<http://www.pavedarts.ca>

**Planet in Focus - International Environmental Film & Video Festival (PIF)**

55 Mill Street, Case Goods Warehouse  
Building 74, Studio 402  
Toronto ON M5A 3C4  
information@planetinfocus.org  
<http://www.planetinfocus.org>

**Pleasure Dome**

195 Rushton Road  
Toronto ON M6G 3J2  
pdome@ican.net  
<http://www.pdome.org>

**Productions et Réalisations Indépendantes de Montréal (PRIM)**

2180, rue Fullum  
Montréal QC H2K 3N9  
info@primcentre.org  
<http://www.primcentre.org>

**Projetto**

Case postale 75  
Mariville QC J3M 1N2  
anne@projetto.org  
<http://www.projetto.org>

**Quickdraw Animation Society (QAS)**

201-351, 11 Ave SW  
Calgary AB T2R 0C7  
email@quickdrawanimation.ca  
<http://www.quickdrawanimation.ca>

**Reel Asian - Toronto Reel Asian International Film Festival**

401 Richmond Street West, #309  
Toronto ON M5V 3A8  
info@reelasian.com  
<http://www.reelasian.com>

**Saskatchewan FilmPool Co-operative**

1822 Scarth Street, #301  
Regina SK S4P 2G3  
info@filmPool.ca  
<http://www.filmPool.ca>

**SAW Video**

67 Nicholas Street  
Ottawa ON K1N 7B9  
sawvideo@sawvideo.com  
<http://www.sawvideo.com>

**Send and Receive: a festival of sound**

43-221 McDermot  
Winnipeg MB, R3B 0S2  
send.director@gmail.com  
[www.sendandreceive.org](http://www.sendandreceive.org)

**Soil Digital Media Suite**

1856 Scarth Street, #203  
Regina SK S4P 2G3  
ngsoil1@accesscomm.ca  
<http://www.soilmedia.org>

**Spirafilm**

541, rue De Saint-Vallier Est  
Québec QC G1K 3P9  
info@spirafilm.com  
<http://www.spirafilm.com/>

**Studio XX**

4001, rue Berri, #201  
Montréal QC H2L 4H2  
info@studioxx.org  
<http://www.studioxx.org>

**The Factory - Hamilton Media Arts Centre**

126 James Street North  
Hamilton ON L8R 2K7  
info@hamiltonmediaarts.org  
<http://www.hamiltonmediaarts.org>

**Toronto Animated Image Society (TAIS)**

60 Atlantic Avenue, Suite 102, Studio 09  
Toronto ON M6K 1X9  
tais@bellnet.ca  
<http://www.tais.ca>

**Trinity Square Video (TSV)**  
401 Richmond West, #376  
Toronto ON M5V 3A8  
roy@trinitysquarevideo.com  
<http://www.trinitysquarevideo.com>

**Ullus Collective**  
En'owkin Centre  
Lot 45, Green Mountain Road  
RR2 S50 C8  
Penticton BC V2A 6J7  
enowkin@vip.net  
<http://www.enowkincentre.ca/ullus.html>

**Urban Shaman Gallery**  
290 McDermot Avenue, #203  
Winnipeg MB R3B 0T2  
info@urbanshaman.org  
<http://www.urbanshaman.org>

**Vancouver New Music Society**  
837 Davie Street  
Vancouver BC V6Z 1B7  
info@newmusic.org  
<http://www.newmusic.org>

**Vidéo Femmes**  
291, rue De Saint-Vallier Est, #104  
Québec QC G1K 3P5  
info@videofemmes.org  
<http://www.videofemmes.org>

**Vidéographe**  
4550, rue Garnier  
Montréal QC H2J 3S7  
info@videographe.qc.ca  
<http://www.videographe.qc.ca>

**Video Pool**  
100 Arthur Street, #300  
Winnipeg MB R3B 1H3  
vpadmin@videopool.org  
<http://www.videopool.org>

**VIVO Media Arts**  
1965 Main Street  
Vancouver BC V5T 3C1  
info@vivomediaarts.com  
<http://www.vivomediaarts.com>

**VTape**  
401 Richmond Street West, #452  
Toronto ON M5V 3A8  
info@vtape.org  
<http://www.vtape.org>

**Western Artic Moving Pictures (WAMP)**  
4916 49th Street  
BOX 2487  
Yellowknife NT X1A 2P8  
wamp@wamp.ca  
<http://www.wamp.ca>

**Western Front**  
303 East 8th Avenue  
Vancouver BC V5T 1S1  
media@front.bc.ca  
<http://www.front.bc.ca>

**White Water Gallery**  
143 Main St. P.O. Box 1491  
North Bay, ON P1B 8J6  
info@whitewatergallery.com  
[www.whitewatergallery.com](http://www.whitewatergallery.com)

**Winnipeg Aboriginal Film Festival (WAFF)**  
82 George Avenue  
Winnipeg MB R3B 0K1  
info@aboriginalfilmfest.org  
<http://www.aboriginalfilmfest.org>

**Winnipeg Film Group**  
100 Arthur Street, #304  
Winnipeg MB R3B 1H3  
info@winnipegfilmgroup.com  
<http://www.winnipegfilmgroup.com>

**Workman Arts / RendezVous With Madness  
Film Festival**  
651 Dufferin Street  
Toronto ON M6K 2B2  
info@rendezvouswithmadness.com  
<http://www.rendezvouswithmadness.com>

**Yukon Film Society**  
212 Lambert Street  
Whitehorse YT Y1A 1Z4  
yfs@yukonfilmsociety.com  
<http://www.yukonfilmsociety.com>

## **HISTORY AND PRINCIPLES**

### **HISTORY**

As a result of several formative meetings by representatives of a number of film production, distribution and exhibition groups from across Canada, the Independent Film Alliance was founded in Yorkton, Saskatchewan, in November 1980. Subsequently incorporated as a non-profit organization, the Alliance saw its mandate and its membership grow. To better reflect these mutations, the organization's name changed in the mid-1990s to Independent Film & Video Alliance (IFVA). Later, at the Annual General Meeting in 2002, the membership - now also constituted of audio art and new media groups - voted for the organization's name to be changed to Independent Media Arts Alliance/Alliance des arts médiatiques indépendants (IMAA/AAMI). The mandate of the Alliance hasn't changed; its work, undertaken with recognized expertise and diplomacy, has become wider and diversified.

### **FOUNDING PRINCIPLES**

Our groups are distinct from one another and we value these differences. Just as we, as individuals, are able to pool our resources to mutual advantage in organizations that protect and promote individual free expression, it is possible and desirable to unite film, video and electronic media groups, each with its own character, in an Alliance. The Alliance does not limit itself to one genre, ideology or aesthetic but furthers diversity of vision in artistic and social consciousness.

IMAA members make a commitment to take anti-racist, anti-sexist and anti-homophobic positions in terms of hiring, distribution, production and representation. Also they respect and support the autonomy of native cultural representation.

The Alliance believes that independent film, video and electronic media are valuable and vital forms of expression of our respective cultures, which can uncover the prevailing illusions and expose the formulas that underlie the vast majority of commercial and institutional messages.

### **STATEMENT OF PRINCIPLE AGAINST CENSORSHIP**

"In face of the legitimate threat of censure by media classification boards, as well as the potential for self-censure by artists as a result of the classification process, the IMAA affirms the right of media artists and organisations to present media art works to the public and the right of the public to experience that work. The requirement that works of film, video, and other media arts be approved before the public is allowed access to them can rarely, if ever, be justified: it denies the right of the artist on the one hand, and of the public on the other - the protection of which they are entitled within the laws and before the courts of this country; it obliterates that exercise of responsible judgement which is the right and duty of every citizen in a free society."

### **STRUCTURE**

At the Annual General Meeting members meet to set the Alliance's policies and to determine priorities for the organization's activities. Implementation of AGM decisions is carried out by the National Director, under the direction and supervision of the Board of Directors, elected by the membership to reflect a balanced regional representation. The IMAA president is elected by the General Assembly.

## REVENUES

-Canada Council for the Arts (operational funding)

-Membership fees

Historically, project grants have been received from:

-Canada Council, National Film Board, Department of Canadian Heritage, Telefilm Canada

As of 2005, project grants are only received from the Canada Council and The Department of Canadian Heritage

## ACTIVITIES

- National Conference and media arts showcase held biennially in a different city in Canada

- Annual General meeting

- Networking, co-ordinated through the national office

- Lobbying, including necessary research

- Monthly electronic newsletter

- Consultation with federal and provincial government departments and agencies

- Acting as a liaison and exchanging information with other organizations with objectives similar to the Alliance's

## MEMBERSHIP

Membership is open to any organization in Canada whose mandate is to encourage, promote and facilitate the independent production, distribution and exhibition of films, videos and electronic media works. The Alliance defines an independent production as being a work over which the artist maintains full creative and editorial control at all stages, from production to exhibition.

Membership applications are submitted to the national office. All members must support the creation, distribution or presentation of media arts and:

- be not-for-profit organization, a member-driven co-op, or an artist collective,

- be artist initiated and controlled,

- pay fees to artists,

- support sexual and gender equality in their organization,

- support cultural equity,

- share the aims and objectives of the IMAA.

## MEMBERSHIP FEES

The annual membership fee varies according to the size of the organization's operating budget:

Less than \$100,000                      \$ 100.00

\$100,000 - \$300,000                    \$ 200.00

Over \$300,000                              \$ 300.00

The IMAA is firmly committed to actively assuring full participation in the organization and in access to its resources to all people, regardless of gender, race, language, sexual orientation, age or ability. This commitment will be reflected throughout the organization in IMAA personnel, policies, practices, membership recruitment, recruitment of the Board of Directors, committees and positions of responsibility in the organization and in all other activities of the organization. It is the responsibility of the Board of Directors to ensure that members of the organization understand and adhere to this commitment in all of their activities pertaining to the IMAA.