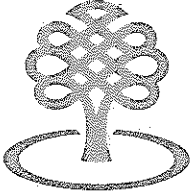


December 6, 2011

Jennifer Dornier  
National Director,  
Independent Media Arts Alliance (IMAA)  
4067 Boul. St-Laurent STE 200-A  
Montréal, QC  
H2W 1Y7



Dear Jennifer,

Thank you for your letter dated November 21 2011. The points you raise are of a serious nature and present an opportunity for the Canada Council Media Arts Section to unequivocally declare our role in supporting independent media art works produced by artists.

I was pleased to read in your letter that the IMAA fully supports the Canada Council's position of strictly supporting independent media art works. Our program guidelines for *Grants to Film and Video Artists: Research/Creation Grants, Production Grants and Scriptwriting Grants* clearly articulate this position: "Independent means that the artist initiates and is the driving force behind the proposed project. The artist maintains complete creative and editorial control over the work." The programs' guidelines also state that ownership of the final project must remain with an applicant director that is working with a producer or co-producer and, "These grants are not intended to support work created for the cultural industries of commercial film and television."

If over the course of realizing a Council-funded independent media art project the work's funding sources change so that it no longer satisfies this clear definition of artistic independence, the Media Arts section must enforce our programs' eligibility requirements. It is in fact our responsibility to do so, as part of our duty to respect and support the distinct contribution that independent media artists make to the diversity of Canadian artistic expression.

The Media Arts Section is cognizant of the limits to the funding that we provide to the milieu. We therefore require that this definition of independence is respected at all points in the completion of a funded activity, especially given when projects may well be eligible for financial support from other public funders.

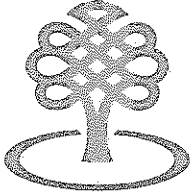
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Canada

To not strictly adhere to, and defend, this defining principle of independence in contemporary media arts creation, research, production, and dissemination would not be in keeping with our Section's role in supporting the independent media arts milieu in Canada. Working together, we can continue to find ways of advancing the support and promotion of the work of the media arts centres that your organization represents nationally.

I look forward to discussing this with you further.



Youssef El Jai  
Head, Media Arts Section  
Canada Council for the Arts

c.c. Robert Sirman, Director, Canada Council for the Arts; Claire McCaughey, Head, Research and Evaluation Section, Canada Council for the Arts