



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

ANNUAL REPORT 2012-2013

Presented to the membership
for the 2013 Annual General Meeting
June 13th 2013

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

June 13, 2013

IMAA had a busy and productive year. The board of directors met nine times over the course of the past year to guide and advise IMAA staff, including an in-person meeting in October 2012, coinciding with the advocacy initiative, Arts on the Hill, which many of the IMAA directors participated in.

IMAA refreshed its communications initiatives this year and developed a video presence. Highlights include the documenting of Arts on the Hill, the partnership with Canada Council to coordinate production of Governor General Visual and Media Arts Award winner video portraits, as well as a video appeal for a national media arts prize as part of an inaugural Indiegogo campaign.

Working with a concern that was articulated at the Banff Summit, the IMAA board developed a discussion paper regarding a potential move of the IMAA office to Ottawa, which was disseminated by regional directors to the region for feedback. The board is in the process of collecting this feedback, which will inform next steps.

The IMAA board assisted National Director Jennifer Dorner with vetting and hiring two new staff: Ziona Eyob on a six month contract, and Mercedes Pacho who is in a new position as Director of Communications and Development since last October.

The IMAA office consequently was a busy hive, buzzing throughout the year: supporting IMAA committee work, developing the framework for a national media arts prize, delivering its core services of communications and advocacy, and assisting our Halifax member organizations in developing the 2014 IMAA conference: Tidal Force.

The organization remains financially sound, and is working on diversifying its revenue streams from both individual donors and corporate sponsors.

I look forward to more IMAA business as I enter the second year of my term as president. A sincere thank you to all of the board and staff whom I worked with this year - you impress me with your thoughtfulness and wisdom. As well I would like to acknowledge the contributions of Tricia Martin and Greg Morris-Poultney who had to step down from the board mid-term.

Yours sincerely,

Kevin Allen Executive Director, AMAAS



NATIONAL DIRECTOR'S REPORT

On behalf of the IMAA board and staff, I am pleased to report that we've had a positively productive year thanks to the many individuals and organizations that have joined our efforts.

For six months of this year, the IMAA was so fortunate to have Ziona Eyob on staff who was hired through a CHRC Youth Internship Program grant. Ziona worked primarily on researching and developing the framework for a National Media Arts Prize that will be launched in June 2014 at the next IMAA Conference in Halifax. We also welcomed Mercedes Pacho who is in a new position as Director of Communications and Development since last October.

This new staff arrangement addressed our objective to improve communications and messaging strategies in order to support the important advocacy goals as set out by the IMAA board and membership. These enthusiastic women ensured that IMAA had a stronger presence on facebook and twitter and initiated an IMAA YouTube channel. We tried several new things this year, indicative of this period of "change" that we keep hearing about. We took this as an opportunity to take risks, engage in new partnerships and rethink the ways in which arts advocacy can be most effective.

The IMAA has taken on a two-pronged approach to advocating for the media arts; communicating the facts and figures to decision makers - and raising the profile of the media arts sector to the larger cultural community.

The IMAA submitted to the Standing Committee on Finance for its 2012 Pre-Budget Consultations last summer and published a press release on Budget day - a short analysis from the media arts perspective. Throughout the year, IMAA responded to larger political movements that reflect our member's values. This included sending a letter in support of Theresa Spence, and the Idle No More movement. Additionally, responding to other regional/national issues such as the Film Employment Tax Credit in Saskatchewan, a letter to the Minister of Aboriginal Affairs regarding the Connections for Aboriginal Youth program.

There has also been a focus on building relationships with Members of Parliament who support the arts. This has included frequent communication with Pierre Nantel (NDP Heritage Critic). For example, a letter was sent in support of CBC/Radio Canada as requested by Pierre Nantel who in return has been very responsive to our communications. IMAA's National Director met twice this year with Justin Trudeau (Leader of the Liberal Party of Canada).

Through the production of the Arts Day on the Hill video, the IMAA had the opportunity to have meaningful conversations with several arts supporters on the hill including Tyrone Benskin (NDP MP and Chair of the All Party Arts Caucus), Ryan Leef (Conservative MP), Janis G. Johnson (Conservative Senator), Bob Rae (Liberal MP and Former Leader of the Liberal Party), Scott Simms (Liberal MP and Heritage Critic), Andrew Cash (NDP MP), Geoff Regan (Liberal MP), Olivia Chow (NDP MP). The IMAA board attended Arts Day on the Hill, organized by the Canadian Arts Coalition and met with many other Members of Parliament with varying outcomes. For the second year in a row, the IMAA produced an advocacy toolkit for the media arts community to use in a "Date your MP" campaign to encourage members to meet their MPs in their home ridings.

The Arts Day on the Hill video was a way to use media to promote the arts. This strategy was carried over to other initiatives that used media art to advance the media arts in recognition that there is a lot of demystifying to do. This included a partnership with the Canada Council for the Arts for the Governor General's awards, and a fundraising campaign to create a media arts prize. This fundraising campaign had the dual goal of introducing the media arts to the private sector. IMAA intern Ziona Eyob did a wonderful job of putting together a corporate partnership package that targeted companies already invested in culture through their donation programs with the ultimate goal of securing a partner for the media arts prize.

The IMAA continues to develop its relationships with other arts service organizations with overlapping mandates. The IMAA staff attend regular meetings with the Observatoire du documentaire (Documentary Network), the Visual Arts Alliance, and the IMAA was recently invited to join the steering committee of the Canadian Arts Coalition. The IMAA partnered with the Conseil québécois des arts médiatiques (CQAM) to assist with the translation of a Media Arts Handbook that is a dissemination guide focused on the presentation of the media arts.

The IMAA Fee Schedule Committee is developing a new fee schedule with the goal of having it available for the next multi-year cycle. Other committees will report to the membership at the member's meeting taking place in Ottawa on October 23rd coinciding with Arts Day on the Hill. And only a few months after that, many of us will have the pleasure of meeting again in Halifax for the next National Media Arts Conference from June 10th – 14th 2014. The **Tidal Force** Conference references power and change which best describes this period in which independent media artists and organizations are operating. We hope to see as many people there so that we can engage in a discussion on how the media arts sector is adapting to this fluctuating environment while holding strong to its core values.

The IMAA board and staff wish to thank the dedicated members who have participated in the work that was conducted throughout the year and we welcome the many new members who have joined the alliance including Media Arts Network of Ontario (MANO), Art for Commuters, Reelout Arts Project, Cinema Canadiana, Cinevolution, Dawson City International Short Film Festival (DCISFF).

List of IMAA Activities – selection of reports, briefs, media releases, meetings, letters – organized from most recent to April 2012 (available at www.ima.ca or on the IMAA Youtube channel <http://www.youtube.com/user/IMAAMlvideo>)

Letter from the Honourable Heritage Minister James Moore in support of Media Arts Prize fundraising campaign (May 2013)

Letter to the Honourable Heritage Minister James Moore regarding Budget Bill C-60 copied to Heritage Critics Pierre Nantel and Scott Simms (May 2013)

Letter from NDP Heritage Critic Pierre Nantel in response to Budget Bill C-60 (May 2013)

Meeting between IMAA's National Director Jennifer Dorner and Liberal Leader Justin Trudeau (April 2013)

Video published in support of Media Arts Prize fundraising campaign (April 2012)

Press Release regarding Budget 2013 entitled *Lost Opportunity for Advanced Training in the Media Arts* (March 2013)

Representation at the Governor General's Awards in Visual and Media Arts from Jennifer Dorner, IMAA's National Director

Press Release regarding Video portraits that honour the 2013 Governor General's Awards in Visual and Media Arts Awards recipients are unveiled (March 2013)

Letter to Mayor Gregor Robertson and Vancouver City Council in Support of W2 (January 2013)

Meeting between IMAA's National Director Jennifer Dorner, IMAA's President Kevin Allen and Kelly Beaton, Director of Film and Video Policy and Programs at the Department of Canadian Heritage (December 2012)

Meeting between IMAA's National Director Jennifer Dorner, IMAA's President Kevin Allen and William Huffman, Coordinator of the Audience and Market Development Office at the Canada Council for the Arts (December 2012)

Meeting between IMAA's National Director Jennifer Dorner, IMAA's President Kevin Allen and Felipe Diaz, Program Officer, Media Arts Section at the Canada Council for the Arts (December 2012)

Letter to the Right Honourable Governor General David Johnston and the Right Honourable Prime Minister of Canada Stephen Harper (December 2012)

Letter in response from P. Monteith, Executive Correspondence Officer of the Office of the Prime Minister (February 2013)

Letter to Chief Theresa Spence (December 2012)

Statement in Support of Sustained Government Funding to CBC/Radio-Canada (November 2012)

Letter to Youssef El Jaï, Head, Media Arts Section, Canada Council for the Arts (November 2012)

Letter in response from Youssef El Jaï, Head, Media Arts Section, Canada Council for the Arts (December 2012)

Video documentation from Arts Day on the Hill (October 2012)

Representation at Arts Day on the Hill from IMAA staff and Board members meetings held with Members of Parliament from all political parties (October 2012)

Submission for the Federal Pre-Budget Consultations (August 2012)

Letter to The Honourable John Duncan, Minister of Aboriginal Affairs and Northern Development (July 2012)

Letter in response from The Honourable John Duncan (September 2012)

Letter to The Honourable Kevin Doherty, Minister of Parks, Culture and Sport (July 2012)

Letter in response from The Honourable Kevin Doherty (August 2012)

Letter to The Honourable James Moore, Minister of Canadian Heritage (April 2012)

Letter in response from The Honourable James Moore (June 2012)

Letter in response for meeting request from The Honourable James Moore (July 2012)

Strategic Partners: 2012 – Present

Canadian Arts Coalition (CAC)

Canadian Conference of the Arts (CCA)

Documentary Network

Visual Arts Alliance (VAAA AV)

BOARD OF DIRECTORS 2012-2013

Kevin Allen, Prairies and NWT Director
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Stephanie Chevalier, Pacific Director, Treasure
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Niki Little, NIMAC Director, Secretary
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Kyle Whitehead, PNWT Director
EMMEDIA Gallery & Production Society, 351 - 11 Ave. SW. Suite #203, Calgary, Alberta,
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Brenda Cleniuk, PNWT Director
Neutral Ground

Scott Miller-Berry, Ontario Director
Images Festival, 401 Richmond Street West, #448
Toronto, ON M5V 3A8

Holly Cunningham, Ontario Director
Near North Mobile Media Lab, WKP Kennedy Gallery, 150 Main Street East
North Bay Ontario P1B 1A8

Guillaume Lafleur, Quebec Director
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Fortner Anderson, Quebec Director
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Ariel Smith, Ontario Director
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Jordan Bennett, NIMAC Director
Independent

Alternates

Emma Hendrix, Pacific Director

VIVO Media Arts, 1965 Main Street, Vancouver, BC V5T 3C1

Amy Fung, Pacific Director

Cineworks, 1131 Howe Street, #300, Vancouver, BC V6Z 2L7

Sarah Todd, Pacific Director

Western Front, 303 East 8th Avenue, Vancouver, BC V5T 1S1

Jeremy Emerson, PNWT Director

WAMP, 4916 - 49th Street, BOX 2487, Yellowknife, NT X1A 2P8

Amanda Dawn Christie, Atlantic Director, President

c/o Galerie Sans Nom 140, Botsford, Local 13 & 16, Moncton, NB E1C 4X5

Sinara Rozo, Ontario Director

c/o Alucine, 330 Adelaide Street West, Toronto ON M5V 1R4

Moonsun Choi, Ontario Director

Argentine, Arts Court, 2 Daly Avenue, Ottawa, ON K1N 6E2

Caroline Salaün, Quebec Director

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Anne Paré, Quebec Director

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Lysanne Thibodeau, Quebec Director

c/o Les Films de l'Autre, 2205, rue Parthenais #108, Montréal, QC H2K 3T3

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Alternator Centre for Contemporary Art

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Cinevolution Media Arts Society

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Cineworks

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info@coopvideo.ca
<http://www.coopvideo.ca>

Dawson City International Short Film Festival (DCISFF)

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Dawson City, Yukon
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filmfest@kiac.ca
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Fairytales Presentation Society

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info@fairytalesfilmfest.com
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Faucet Media Arts Centre & Struts Gallery

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Film and Video Arts (FAVA)

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Galerie Sans Nom

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Global Visions Festival Society

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Groupe Intervention Vidéo (GIV)

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Images Festival

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scott@imagesfestival.com
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imagineNATIVE Film + Media Arts Festival

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Independent Filmmakers Co-operative of Ottawa

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Les Films du 3 mars (F3M)

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Media Net

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http://www.media-net.bc.ca

Metro Cinema Society

8712-109 Street
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metro@metrocinema.org
http://www.metrocinema.org

Moving Images Distribution

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Vancouver, BC V5Z 1P5
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http://www.movingimages.ca

Near North Mobile Media Lab (N2M2L)

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New Brunswick Filmmakers' Co-operative

732 Charlotte Street Arts Centre
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info@nbfilmcoop.com
http://www.nbfilmcoop.com

New Forms Media Society

200-252 East 1st Avenue
Vancouver BC V5T 1A6
Phone: (604)728-3024
http://www.newformsfestival.com

New University Television (NUTV)

315 MacEwan Hall
2500 University Drive NW
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Phone: (403) 220-3392
Fax: (403) 210-8107
nutv@ucalgary.ca
http://www.nutv.ca

Newfoundland Independent Filmmakers'Co-op (NIFCO)

40 Kings Road

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Oboro

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PAVED Arts

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executive@pavedarts.ca
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Planet in Focus - International Environmental Film & Video Festival (PIF)

The Historic Distillery District
15 Case Goods Lane, Studio 402
Toronto, ON M5A 3C4
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http://www.planetinfocus.org

Productions et Réalisations Indépendantes de Montréal (PRIM)

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Projetto

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Quickdraw Animation Society (QAS)

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Réseau des arts médiatiques de l'Ontario

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director@mano-ramo.ca
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Reel Asian - Toronto Reel Asian International Film Festival

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info@reelasian.com
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**Reelout Arts Project
Reelout Arts Project Inc.**

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Saskatchewan Filmpool Cooperative

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SAW Video

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sawvideo@sawvideo.com
http://www.sawvideo.com

Soil Digital Media Suite

1856 Scarth Street, #203
Regina, SK S4P 2G3
Phone: (306) 522-7166
Fax: (306) 522-5075
ngsoil1@accesscomm.ca
http://www.soilmedia.org

Spirafilm

541 rue De Saint-Vallier Est
Québec, QC G1K 3P9
Phone: (418) 523-1275
info@spirafilm.com
http://www.spirafilm.com

Studio XX

4001 rue Berri, #201
Montréal, QC H2L 4H2
Phone: (514) 845-7934
Fax: (514) 845-4941
info@studioxx.org
http://www.studioxx.org

The Banff Centre - Film & Media

107 Tunnel Mountain Drive
Box 1020, Station 55
Banff, Alberta
Canada T1L 1H5
Phone: (403) 762-6196
Fax: (403) 762-6444
http://www.banffcentre.ca

The Factory - Hamilton Media Arts Centre

126 James Street North
Hamilton, ON L8R 2K7
Phone: (905) 577-9191
info@hamiltonmediaarts.org
http://www.hamiltonmediaarts.com

Toronto Animated Image Society (TAIS)

60 Atlantic Avenue, Suite 102, Studio 09
Toronto, ON M6K 1X9
Phone: (416) 533-7889
tais@bellnet.ca
http://www.tais.ca

Trinity Square Video (TSV)

401 Richmond West, #376
Toronto, ON M5V 3A8
Phone: (416) 593-1332
roy@trinitysquarevideo.com
http://www.trinitysquarevideo.com

Vancouver Indigenous Media Arts Festival (VIMAF)

111 W Hastings Street
Vancouver, BC V6B 1H4
Phone: 604-989-5629
vimaf.2011@gmail.com
http://www.creativetechnology.org

Vidéo Femmes

291, rue De Saint-Vallier Est, #104
Québec, QC G1K 3P5

Phone: (418) 529-9188
Fax: (418) 529-4891
info@videofemmes.org
<http://www.videofemmes.org>

Vidéographe

4550, rue Garnier
Montréal, QC H2J 3S7
Phone: (514) 521-2116
Fax: (514) 521-1676
info@videographe.qc.ca
<http://www.videographe.qc.ca>

Video Pool

100 Arthur Street, #300
Winnipeg, MB R3B 1H3
Phone: (204) 949-9134
Fax: (204) 942-1555
vpadmin@videopool.org
<http://www.videopool.org>

VIVO Media Arts

1965 Main Street
Vancouver, BC V5T 3C1
Phone: (604) 872-8337
info@vivomediaarts.com
<http://www.vivomediaarts.com>

VTape

401 Richmond Street West, #452
Toronto, ON M5V 3A8
Phone: (416) 351-1317
Fax: (416) 351-1509
info@vtape.org
<http://www.vtape.org>

W2 Community Media Arts Society

#250-111 West Hastings Street
Vancouver, BC V6A 4H9
Phone: 604-689-9896
Fax: 604-689-5040
info@creativetechnology.org
<http://www.creativetechnology.org>

Western Artic Moving Pictures (WAMP)

4916 - 49th Street
BOX 2487
Yellowknife, NT X1A 2P8
Phone: (867) 766-2586
wamp@wamp.ca

<http://www.wamp.ca>

Western Front

303 East 8th Avenue
Vancouver, BC V5T 1S1
Phone: (604) 876-9343
Fax: (604) 876-4099
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
<http://www.whitewatergallery.com/>
(705)476-2444

Winnipeg Aboriginal Film Festival (WAFF)

82 George Avenue
Winnipeg, MB R3B 0K1
Phone: (204) 774-1375 or (204) 880-5381
Fax: (204) 772-0910
info@aboriginalfilmfest.org
<http://www.aboriginalfilmfest.org>

Winnipeg Film Group

100 Arthur Street, #304
Winnipeg, MB R3B 1H3
Phone: (204) 925-3456
info@winnipegfilmgroup.com
<http://www.winnipegfilmgroup.com>

**Workman Arts / RendezVous With Madness
Film Festival**

651 Dufferin Street
Toronto, ON M6K 2B2
Phone: (416) 583-4339
Box Office: (416) 583-4606
Fax: (416) 583-4354
info@rendezvouswithmadness.com
<http://www.rendezvouswithmadness.com>

Yukon Film Society

212 Lambert St.
Whitehorse, YT Y1A 1Z4
Phone: (867) 393-3456
Fax: (867) 393-3445
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

- Advocacy, 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 \$50,000 > 50\$

\$50,000- \$100,000 \$ 100.00

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

\$300,000 – \$500,000 \$ 300.00

Over \$500,000 \$ 400.00

ALLIED MEMBER

An Allied member is available to all Canadian organizations dedicated to furthering the media arts. This Allied Membership category is an opportunity for cultural organizations that do not meet the above-listed membership criteria but who wish to demonstrate support of the IMAA mandate.

The criteria that applies to Allied Members:

- Support sexual and gender equality
- Support cultural equity
- Support the aims and objectives of the IMAA

MEMBERSHIP FEES

Annual membership fee: \$25

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.