



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

November 15, 2012

Youssef El Jaï
Head, Media Arts Section
Canada Council for the Arts
350 Albert Street, P.O. Box 1047
Ottawa, Ontario K1P 5V8

Dear Youssef,

I was very pleased to have had the opportunity to meet with you and the media arts team on behalf of the IMAA membership, during the NASO day on October 22nd. Overall, I have the impression that the media arts section is well positioned given that so much of the work conducted by media artists and organizations share the goals as presented by the Council's *change agenda*. I commend you in recognizing this several years ago, which has materialized in the positive changes to the multi-year operating grant program which has been well received by the community.

The IMAA values the open and transparent communication that we have with the CC media arts section and it is with this in mind that I would like to share concerns related to the Fair Notice Policy that were raised at the IMAA board meeting that followed the NASO day.

There was confusion about how the policy has been revised since 2010, and how it will continue to change as it is going through additional revisions. It would appear as though the policy is being modified differently within the various sections at council, which I understand is their own prerogative, however it may have added to the confusion. In addition, we would like to ensure that any modifications to the policy within the media arts section are done in consultation with the IMAA and then clearly communicated to our members.

As a service organization, our goal is to equip our members with as much information as possible to assist them in writing their grant applications in addition to ensuring they have access to, and understand the policies related to their operating funding, especially when it comes to adjustments in funding levels. This includes clarity on the process in which an organization can restore their funding after having gone through a reduction.

If an organization is not working to its maximum potential, or has neglected to respond to changes within its environment, this could be due to a number of reasons including staff turnover, or unstable provincial funding. Thus fair warning would give the organization an opportunity to address those reasons. We believe that all media arts organizations are relevant and have tremendous potential in generating appreciation for the arts, as a medium that crosses all art forms. The IMAA has embarked on a mission to develop relationships with alternate funding sources to benefit the media arts, understanding that the sector is growing but Council's budget remains the same.

In the meantime, it will be a matter of ensuring that all media arts organizations can develop and serve their communities as effectively as possible. This can only happen with support from the Canada Council and the IMAA is willing to work with you to ensure that the Fair Notice Policy assists organizations in strengthening their foundation and not the contrary.

Sincerely,

Jennifer Dorner

Cc: Anne Valois, Director of the Arts Disciplines Division, Canada Council for the Arts

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