



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

ANNUAL REPORT 2013-2014

Presented to the membership
at the 2014 Annual General Meeting
June 10, 2014
Halifax, Nova Scotia

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.

IMAA PRESIDENT'S REPORT

May 28, 2014

IMAA had a big transition year, saying farewell to our outgoing National Director, Jennifer Dorner and then welcoming our new National Director, Emmanuel Madan, after a competitive selection process.

The board of directors met nine times over the course of the past year to guide and advise IMAA staff, including a valuable 2-day in-person meeting in Ottawa in October 2013. In addition, this year the Executive Committee, which includes: myself; Martha Cooley, Vice-President, Peter Sandmark, Treasurer; and Niki Little, Secretary, began meeting on a more regular basis (six times), in order to streamline board meetings and provide more immediate feedback to IMAA staff. Respecting board members' volunteer time commitment is important to me, and we strove to keep both Board and Executive meetings to one hour, with reasonable success.

We continue to engage the Canada Council as changes in the media arts section emerge. In October 2013, we grappled with the Media Arts project granting criteria, and engaged with the section directly at our in-person meeting. Currently, of course, we are soliciting feedback from member organizations on the recent operating grant allocations and are continuing our respectful and critical feedback to the section.

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 their respective regions for feedback. The board collected this feedback, and after a fulsome discussion at our October in-person meeting resolved to maintain the office in Montreal.

IMAA welcomed two new staff in this fiscal year: Jessica Murwin, our Media Arts Prize coordinator, and, as mentioned, Emmanuel Madan. The board would like to thank all of our staff for their diligent and conscientious work, but of special note, we thank Mercedes Pacho who stepped up ably as interim Executive Director, while the IMAA Board Hiring Committee conducted its National Director search.

Also noteworthy, was the launch of the National Media Arts Prize, and the community's embrace of it, which generated an astounding 93 nominations. The IMAA office was an energetic workplace this year as well in assisting our Halifax member organizations in developing the 2014 IMAA conference: Tidal Force.

I am stepping down from the Board of IMAA after four years to pursue other interests. It has been a pleasure and an honour to serve the community in this capacity, and would specifically like to thank my Board colleagues, who are collectively a wise and inspiring bunch! My biggest regret leaving is to have had too short a time working with Emmanuel, a thoughtful and perceptive leader, who I feel will prove to be a great asset for IMAA and the entire national media arts community.

Yours sincerely,



Kevin Allen
Outgoing Executive Director, AMAAS

NATIONAL DIRECTOR'S REPORT

2013-14 has been a year of transition and renewal at IMAA. In the two short months since I took office, I've been pleased and inspired at the level of energy, goodwill and commitment our members and staff have shown in advancing the cause of media arts in this country.

Crossfade

Coming as we do from the time-based media arts, we're all aware of the importance of transitions and this one has been no exception. My first two months have focused on listening, getting to know the membership, the Board and the Executive, reading piles of documents and researching like crazy. My discussions with a whole string of past National Directors and Interim National Directors have been invaluable and I'd like to thank Jennifer Dorner, Peter Sandmark, Mercedes Pacho, Tim Dallett and François-Xavier Tremblay: they've all been extremely generous with their time and offered valuable insight into the organization's proud history and exciting future. The commitment of the Executive (Kevin Allen, Martha Cooley, Peter Sandmark and Niki Little) has also been essential during the recent staff change-over. And my exchanges with the Board and with membership at large since my arrival, both over the phone and in person in Toronto, Ottawa and Montreal have been an important first step in defining our future priorities.

National Media Arts Prize

The year's proudest achievement is the re-launch of the National Media Arts Prize. I congratulate Jessica Murwin, Prize Coordinator, and Mercedes Pacho, Communications and Development Director, who built on the tremendous work of Ziona Eyob and Jennifer Dorner to turn this blue-sky ambition into a concrete reality. Looking through the impressive list of candidates — nearly 100 young and mid-career artists representing the depth and diversity of media arts practice today — I think all of us must feel enormous pride and privilege to be part of the Canadian media arts scene at a time of such incredible ebullience. This year's prize was funded in large part by a very successful crowdfunding campaign, another demonstration of our sector's inspiring solidarity and willingness to unite to achieve common goals. We could not have achieved this without the tireless work of the Board of Directors and the membership at large. We now turn to the task of securing long-term and stable funding for future editions of this new Prize, and progress on this front has been very encouraging thus far.

Advocacy: forging alliances to shape the conversation

As directed by the Board, the IMAA continues to pursue a two-pronged approach to defending and promoting media arts: communicating facts and figures to MPs, government officials and funders; and raising the profile of the sector to the larger cultural community and the public to help achieve a greater impact in Ottawa. With government support for the arts either stagnating or shrinking, it's vital that we continue our efforts to re-frame the conversation around arts funding and deliver our message about the essential contribution of artists and cultural workers to quality of life and economic indicators.

To achieve these ends, the IMAA works actively with a range of strategic allies, including the Visual Arts Alliance, the Canadian Arts Coalition and the Observatoire du documentaire. Forming a common front with these partners is an important strategy in the face of continued disinterest on the part of this government towards cultural policy and the realities facing artists. While we always favour speaking with a single strong voice with the rest of the arts community, we do not shy away from taking a stronger position than our allies as and when appropriate, based on the unique situations faced by our membership and the media arts sector generally.

An inspiring demonstration of our community's solidarity last summer was the letter of support we wrote to the Canadian Government and the Egyptian Embassy regarding the detention without charge of Professor John Greyson and Dr. Tarek Loubani. We're so relieved that Tarek and John are home, and we're humbled by their tremendous courage and continued activism both in Canada and abroad.

Liaison with the Canada Council

In October 2013, the Board of directors had a very productive and informative face-to-face meeting with Youssef El Jaï, Felipe Diaz and Paul Thinel to address our members' questions and concerns about the Council's change agenda. The discussion provided much-needed clarification on key points such as the movement of funds policy, the Council's stated focus on public engagement, the 2010-2011 overhaul of Media arts programs, questions about the adjudication procedures and the Initiatives program. More recently, after the announcement of results this spring for the Multiyear Funding and Equipment Acquisition programs, the IMAA cooperated with MANO-RAMO (Ontario) and CQAM (Quebec) to gather, compile and distribute information about these results and what they mean for the future of the sector. I myself have already spent many productive hours on the phone with Youssef El Jaï and look forward to serving as an effective conduit between our membership and the Media arts section.

Some of our members have expressed very pertinent and legitimate concerns about how the new policies at Council are being applied. I take very seriously my role of ensuring that these concerns be properly addressed, and am committed to continuing the frank, open and constructive dialogue that IMAA has established with the Media Arts Section over the years.

Once again in 2014, the IMAA partnered with the Council and some of our member centres to produce video portraits of this year's recipients of the Governor General's Awards in Visual and Media Arts.

Fee Schedule Recommendations

In June 2013, the IMAA's Board adopted a revised Recommended Fee Schedule for 2013-16, based on research and discussions within our Fee Schedule Review Committee. The new Fee Schedule takes inflation into account and includes recommended amounts for single screening, package screening, and installation fees as well as for the rental of any specialized equipment. The IMAA encourages fees-paying organizations to meet or exceed our recommended fees.

Looking forward

This is my first IMAA Conference and AGM, and I'm using the opportunity to meet all of the members present here to become more familiar with your concerns, hopes, and ambitions for the organization. During my tenure at IMAA, I plan to work closely with members and allies to spearhead bold initiatives that will make a concrete difference to the present and future standing of the entire media arts community. This conference is a valuable forum to air and exchange ideas. The IMAA's responsibility is to translate those ideas into actions. Our means are modest, but our will is firm and we're determined to deliver concrete and meaningful results to our membership and the sector as a whole.

Exactly as at the moment of its founding, this Alliance exists to bring together a wide and diverse community of creators in achieving common goals. Our centres and organizations are different from each other – more and more so as the sector develops. This diversity is a strength, so long as it doesn't impede recognizing and valuing what we share in common and working together with respect and solidarity, as any strong alliance should.

List of IMAA Activities – selection of reports, briefs, media releases, meetings, letters – organized from most recent to April 2013 (available at www.ima.ca)

Meeting between IMAA's National Director Emmanuel Madan and Youssef El Jaï, Head, Media Arts Section, Canada Council for the Arts (May 2014)

Press Release regarding IMAA TIDAL FORCE 2014 - National Media Arts Summit: June 8-11 – Halifax, Nova Scotia (March 2014)

Press Release regarding the Prairies Northwest Territories Region shortlist candidate for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the Quebec Region shortlist candidate for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the National Indigenous Media Arts Coalition shortlist candidate for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the Ontario Region shortlist candidate for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the Atlantic Region shortlist candidate for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the shortlist for the inaugural National Media Arts Prize (March 2014)

Press Release regarding the launch of the National Media Arts Prize (March 2014)

Representation at the Governor General's Awards in Visual and Media Arts from Mercedes Pacho, IMAA's Interim National Director (March 2014)

Press Release regarding the recipients of the Governor General's Awards in Visual and Media Arts (March 2014)

Press Release regarding Video portraits that honour the 2014 Governor General's Awards in Visual and Media Arts Awards recipients are unveiled (March 2014)

Letter to The Honourable Jim Flaherty, Minister of Finance (February 2014)

Letter addressed to CRTC "Let's Talk TV: A conversation with Canadians about the future of television" (November 2013)

Board Meeting (Ottawa, October 2013)

Press Release to increase efforts to secure the immediate safety and release of Dr. Tarek Loubani and Professor John Greyson (August 2013)

Letter of support to secure the immediate safety and release of Dr. Tarek Loubani and Professor John Greyson. Letter to Stephen Harper, Prime Minister of Canada John Baird, Canadian Minister of Foreign Affairs Wael Aboul-Magd, Egyptian Ambassador to Canada (August 2013)

Submission for the Federal Pre-Budget Consultations (August 2013)

Press Release launching a crowdfunding campaign to finance the inaugural National Media Arts Prize (April 2013)

Letter to The Honourable James Moore, Minister of Canadian Heritage (May 2013)

Press Release Budget 2013: Lost Opportunity for Advanced Training in Media Arts (March 2013)

Strategic Partners: 2013 – Present

Canadian Arts Coalition (CAC)

L'observatoire du documentaire / The Documentary Network

Visual Arts Alliance (VAAAAY)

BOARD OF DIRECTORS 2013-2014

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Holly Cunningham, Ontario Director
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Les Films du 3 mars (F3M), 2065 rue Parthenais, #277, Montréal, QC H2K 3T1

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New University Television (NUTV)

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

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Productions et Réalisations Indépendantes de Montréal (PRIM)

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Réseau des arts médiatiques de l'Ontario

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Reel Asian - Toronto Reel Asian International Film Festival

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Toronto, ON M5V 3A8
Phone: (416) 703-9333
Fax: (416) 703-9986
info@reelasian.com
http://www.reelasian.com

**Reelout Arts Project
Reelout Arts Project Inc.**

82 Sydenham Street
Kingston, ON
K7L 3H4
Phone: 613-549-REEL (7335)
director@reelout.com
<http://www.reelout.com>

Saskatchewan Filmpool Cooperative

1822 Scarth Street, #301
Regina, SK S4P 2G3
Phone: (306) 757-8818
Fax: (306) 757-3622
info@filmpool.ca
http://www.filmpool.ca

SAW Video

67 Nicholas Street
Ottawa, ON K1N 7B9
Phone: (613) 238-7648
Fax: (613) 238-4617
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 Canadian Coalition for Independent Media Arts Distributors (CCIMAD)

401 Richmond St. W., Suite 245
Toronto, Ontario, Canada M5V 3A8
Phone: (416) 588-0725
info@imagineNATIVE.org

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.