



**ISLAND  
MEDIA  
ARTS  
COOPERATIVE**

**IMAC Member's Handbook**  
**General Information on Co-op Policies and By-Laws**

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**Board of Directors:**

For an up to date list of current board members please check the IMAC website at [www.imac.coop](http://www.imac.coop)

**Staff:**

Executive Director - Please see IMAC website  
Equipment Manager – Please see IMAC website  
PEI Screenwriter's Bootcamp Co-ordinator – Louise Lalonde  
The Island Media Arts Festival Director – Dave Ward

**Contact Information:**

Island Media Arts Co-op  
POBox 2726 Charlottetown  
PEI C1A 8C3  
Tel(902)892-3131 Fax: (902)892-3131  
Email Executive Director: [director@imac.coop](mailto:director@imac.coop)

**Website:**

[www.imac.coop](http://www.imac.coop)

**Location:**

Island Media Arts Co-operative  
The Guild  
115 Richmond St., 3rd Fl.  
Charlottetown, Prince Edward Island

**Hours of Operation:**

Please see IMAC website for current hours of operation.

**IMAC acknowledges the financial support of the following organizations:**

- **Canada Council of the Arts**
- **National Film Board of Canada**
- **InnovationPEI**
- **PEI Department of Tourism and Culture**
- **Telefilm Canada**
- **The Metro Credit Union**

## INTRODUCTION

The Island Media Arts Co-operative (IMAC) is Prince Edward Island's only non-profit media artists' organization. IMAC is located at The Guild in Charlottetown. The co-operative is an accessible media arts resource centre. We strive to provide an environment of creative expression with media arts as the means of nurturing, guiding, and encouraging excellence.

Our members, who range from first-time film makers to artists whose careers have gained them international recognition, join in the sharing of information, ideas and equipment. Our doors are open to anyone with an active interest in, or a passion for, media art as a vehicle for their artistic vision. IMAC provides mentors, workshops, skills training, and financial assistance towards film & video production and programming. Our programming includes the screening of films and media art projects, and various special events which include media arts components. IMAC also serves as an industry information and resource centre and provides video / film equipment rental, and editing suites.

We operate on a community level where the sharing of time, space, ideas and skills opens doors for the creation of art on a daily basis. Visit us to discover first-hand what we have to offer, and what you may have to offer in return.

## IMAC HISTORY

IMAC began as the Island Music Co-operative, which was incorporated in 1978. The co-operative's name was changed to the **Island Media Arts Co-operative** in 1982, when the evolving co-op became oriented toward film production. Since then, IMAC has operated as a non-profit film makers' and media arts production organization. Though the emphasis on film has changed over time, branching into a wider array of media-arts disciplines, the main objective has remained the same: ***To provide a space where artists can hone their skills and exchange ideas.***

IMAC was formed to respond to Prince Edward Island's need for accessible film production facilities, the development of creative and technical skill pools, and the availability of information integral to media art and its industry.

Tremendous community spirit, coupled with economic need, has fostered a steady increase in IMAC membership. At the same time, IMAC has demonstrated an ongoing commitment to keep pace with the increasing complexity of technological advancements, and members have continued to push the boundaries of creative exploration.

IMAC's steady growth is a testament to the value of the co-op's role in the enrichment of our local culture and, the presentation of this culture to the world.

## IMAC MANDATE AND MISSION STATEMENT

The Island Media Arts Co-operative is a non-profit media arts organization with a strong production mandate. We offer an atmosphere of participation, self-advancement, and program involvement. These qualities are integral to the workings of our co-operative.

The primary purpose of IMAC is to assist emerging, mid-career, and established media artists in their production efforts by providing a pool of talent, resources, workshops, programming structures, equipment and space. Through these avenues we inspire interest in, and support

of, all aspects of the media arts to a community that otherwise would find these forms of expression less accessible and less affordable.

### **IMAC Mission Statement**

To provide an environment in which personal contact promotes an exchange of ideas and learning through the experience of others, so that IMAC members can continue to develop a range of skills and insights while providing opportunities for artists to produce, present and distribute their media art works.

### **IMAC Mandate -- Main objectives**

1. To provide a space where artists can hone their skills and exchange ideas.
2. To assist media artists in their independent production efforts.
3. To pursue excellence in film, video and new media based projects.
4. To serve as an information centre about festivals, publications, conferences, grants, and all matters concerned with media arts production and distribution.
5. To assist in the dissemination and presentation of works by artist members.
6. To support and encourage artists at all levels by offering workshops, providing mentors, resources, information seminars and outreach programs.

### **IMAC MEMBERSHIP**

IMAC membership is based on a written application and subsequent approval by the board of directors. IMAC is open to any person who wishes to become a member and who is in agreement with the aims and objectives of the co-op. Members are treated equally and fairly under the by-laws of the co-op.

Members must be residents of PEI.

It is important that Members are active in all aspects of IMAC: attending General Meetings and the Annual General Meeting; spearheading new programming initiatives; assisting in fund-raising initiatives; and participating on committees. Members are considered in “good standing” if their membership fees are paid up-to-date and they do not have overdue invoices with IMAC.

There are two levels of membership, **General Members** and **Producer Members**.

#### **General Membership:**

General Members are those who upon application to IMAC do not have two Producer Credits to their name, or the equivalent in experience as deemed by the Board. This category of membership provides:

- IMAC E-news letter
- printed materials
- information services
- access to functions and workshops at member rates
- committee participation (with the exception of the Production Committee)

General Members may become Producer Members by completing one media art project through IMAC with the guidance of an IMAC Producer Member Mentor. The mentor will be responsible for all equipment used by the General Member for the term of the project. This

first mentored project must be UNDER five minutes in length and shall have NO IMAC production funding attached to it. Mentors will be found for Producer Members with the help of the Executive Director.

### **Producer Membership:**

Individuals may become Producer Members upon application to IMAC if they have two 'Producer Credits' to their name, or the equivalent experience as deemed appropriate by the board.

All the benefits of General Membership apply to Producer Members plus the following:

- access to equipment rental for those who have completed IMAC training workshops (or equivalent) with the specific equipment required.
- access to application for production funding.
- participation on the board and special committees.

Members, both Producer and General are encouraged to volunteer at IMAC. Some volunteer ideas are:

- assisting another IMAC member with their project
- cleaning up the IMAC offices
- writing press-releases
- writing for the IMAC newsletter
- organizing screenings or workshops
- fund-raising
- mentoring a General Member
- volunteering for The Island Media Arts Festival
- helping out with IMAC's online presence - through managing the website, or other social media and networking sites

Speak to the Executive Director regarding possible volunteer jobs.

We encourage our Producer Members to aid one another and General Members in the development of their projects. With inter-member training and mentorship, Members can help each other gain access to specific equipment and techniques necessary to execute their visions.

### **Member Communications**

We invite feedback and helpful criticism from members regarding policies and activities. This organization is guided by its membership and it is essential that members maintain open communication in regards to the running of their Co-operative.

Questions or concerns should be directed to our Executive Director during normal hours of operation. Board members may be contacted through the Executive Director and are available to field requests and answer questions as they may arise.

Should any member feel that they cannot communicate with, and/or are not receiving a timely response from, either a Committee Head or the Executive Director please address concerns or comments to the Board in writing.

## **IMAC PROGRAMMING OVERVIEW**

IMAC's main role is to function within the PEI community as a centre that provides structure, education, and inspiration for local media artists. This entails innovative and inclusive programming. Our annual programs include:

- dissemination and screening initiatives for local and other independent media artworks
- workshops and skill-training sessions
- artist-in-residency and mentoring initiatives
- film and video production initiatives...and much more

As we are an artist-run cooperative, many of our programs are spearheaded by active and involved members. If you have an idea for programming that you would like to see implemented through IMAC please contact the Executive Director and the IMAC Board of Directors to discuss your idea and to begin the process of organization and fund-raising. The more our members are involved with program initiatives, the more IMAC can contribute toward a vibrant and healthy independent media arts community on PEI.

## **IMAC PRODUCTION GRANTS**

### **Grant Applications**

Production grants are available to Producer Members of IMAC to cover costs associated with all phases of production. However money is not granted for costs incurred BEFORE the application is approved. Grants require that an application and budget be submitted to the Production Committee for review. Final approval rests with the Board of Directors.

**Any members using IMAC equipment, edit suites, or who have received funding from IMAC, must give credit to IMAC.**

IMAC accepts applications from Producer Members throughout the year.

Applications may be picked up at the office or accessed online. Unsigned applications will not be accepted. Grants have no cash-in-hand value. Money is refunded on submission of legitimate receipts and invoices that are consistent with the approved budget. In extraordinary circumstances, a cash advance may be made, subject to the approval of the IMAC Board. Only approved expenses will be considered for payment, therefore it is imperative to keep a copy of your grant application, your budget and the amount awarded by the Production Committee.

IMAC funds are intended for independent media-arts projects only. We encourage members to apply to other granting agencies in both the public and private sectors to adequately fund a work.

### **Important Production Grant Points**

- All funding and resource allocations for member productions are reviewed by the Production Committee and recommended to the Board for funding. Final approval of all grants rests with the Board of Directors.
- Producer members at all levels of experience are welcome to apply.
- Members may apply at any time throughout the year and will be allotted funds as resources allow.
- Please contact IMAC to see what funds are available and how much to request.

- IMAC does not provide cash advances but will, upon submission of legitimate receipts, reimburse expenses approved by the Board of Directors.
- A Producer Member may only have one Production Grant 'open' at a time. A Producer Member may not apply for a new grant, if he or she has an outstanding grant.
- Money allotted and not spent in a Production Grant must be returned to the general Production Grant Fund upon completion or 'closure' of the project.
- All allotted funds must be spent within one year of approval of the Production Grant, unless a special request for an extension is made in writing and approved by the Board.
- Production Grant applicants may request cash and in-kind equipment and resources within their grant application. Cash allocated within Production Grants is only released when the request is accompanied by invoices or receipts.
- Production Grant applicants must fill out the IMAC Production Application. Applicants are required to provide both an electronic version and a hard copy of their grant application.
- Grant money may also go toward crew/tech fees, equipment rental, edit suite rental, materials and supplies, travel, distribution, and a number of other pre-production/production/and post-production expenses.

**Whether paying in full for rentals, utilizing the work exchange program, or requesting reduction of rental costs or in-kind rentals and accessing cash funding within an IMAC grant application, all members must supply IMAC with a credit in their work as well as a copy of their final production for IMAC archives. Failure to do so may result in cancellation of membership and/or loss of access to certain services.**

### **Grant Application Process**

Grant Application Forms are available at the office or online. The following is a brief overview of the information required within the form:

1. Personal contact information.
2. General project information (title, format, length, genre, brief synopsis etc.)
3. Amount of funding requested from IMAC (cash contribution/ material contribution/ in-kind contribution).
4. Evidence that the member applying is cleared to use the specified equipment.
5. Support material, confirming the experience level of applicant.
6. List of equipment, dates, and in-kind support requested from IMAC.
7. Complete Production Budget.
8. Disclosure of other funding resources applied for and/or confirmed at the time of application.
9. A dissemination plan for the completed project.
10. A script, story-board, and technical/conceptual treatment where applicable.
11. A list of crew, locations, and shooting schedule where applicable.

### **Project Completion**

Members are responsible for ensuring that IMAC receives:

- credit on their work
- copies of any promotional materials and related press
- a copy of the final project.

If required IMAC will provide media stock to copy all completed projects for the archives.

The IMAC archives serve as **proof** to our funding partners that we are fulfilling our mandate. Up-to-date archives also help to assure future funding for our organization. Having copies of all media produced at IMAC or with the assistance of IMAC equipment is very important.

**-IMAC will not screen archive media (excluding in-house workshops) without the artist's consent.**

**-Whenever possible, IMAC pays CARFAC rates (artist fees) for public screenings.**

**-Members maintain full copyright and creative control of their work at all times.**

## **IMAC EQUIPMENT ACCESS**

### **Equipment Access**

IMAC equipment may ONLY be rented by IMAC Producer Members who have the appropriate skills to use the specific equipment. Equipment Rental policies include Edit Suite rentals. Simply renting equipment at any form of reduced rate is considered a grant contribution from IMAC and requires that the project credit 'The Island Media Arts Co-op' and provide the co-op with a copy of the finished production (DVD or Quicktime file).

Members must disclose the nature of their project (commercial vs. Independent) to the Executive Director and/or Equipment Manager before renting gear.

IMAC's equipment access policy is two-tiered:

#### ***1/Independent projects:***

Equipment rental rates are heavily subsidized (10% of commercial rates) for the independent Producer Member who retains artistic and copyright control of their projects.

#### ***2/Commercial projects:***

A rate subsidy is not offered for Producer Members renting equipment for projects where they may be under contract for work that is commercial in nature. If there is a question as to whether a production is commercial or independent in nature, the final decision rests with the Board of Directors. Work produced with commercial intent may include work:

- for which the artist does not retain artistic or copyright control
- supported by a broadcast or distribution agreement
- that will be mass produced and/or sold commercially

Members are **required** to disclose the nature, budget, and intent of their production before renting equipment and must include commercial rates in any non-independent production. *Failure to disclose the required information may risk membership and/or access to resources.*

Equipment rented over a weekend is counted as a one-day rental. If a member wishes to rent equipment for a week, they are billed only for four days. Late equipment returns are subject to extra billing.

## **Equipment or Facility Rental**

The user must be a Producer Member in “good standing.” Up-to-date payment of appropriate membership fees (and of any overdue debts to IMAC) constitutes membership in “good standing.” The member must demonstrate a sufficient level of competency, or have taken the appropriate workshops, or have adequate training on the equipment (as judged by the IMAC Equipment Manager).

No member’s bill shall exceed two hundred dollars at any given time, and accounts must be paid in full within thirty days of billing, unless other arrangements are made with the Executive Director and/or Board of Directors.

The Producer Member who rents equipment is solely responsible for any damage incurred while the equipment is under their jurisdiction. Therefore, only trained individuals should operate or handle equipment.

A list of members trained to use specific equipment is available through the Equipment Manager. It is the Producer Member’s responsibility to be aware of a crew member’s level of training and experience.

Equipment is available for rent during office hours only. Please call ahead to ensure that someone is available to sign out the equipment.

The Equipment Manager will be available at IMAC on a regular schedule, and can be available by appointment to instruct members on the proper usage of equipment and resources (including edit suites etc.).

Both parties (Equipment Manager and member) are equally responsible for checking equipment thoroughly, making sure that all items are accounted for.

Members must **NEVER** leave equipment unsupervised or in unsuitable conditions. See the information below regarding insurance liability. The Producer is responsible for any expendables, such as batteries, consumed in the normal operation of the equipment.

It is important to report any damaged or malfunctioning equipment in order to facilitate repair or replacement.

No one shall attempt to take apart or repair any equipment as this may void the warranty and/or insurance coverage.

Members **must** inform the office if they intend to take the equipment out of province. Members wishing to transport equipment by air must consult with the office to make necessary shipping arrangements prior to booking equipment. Remember, many centres have a VAMP program in place that may enable IMAC members to rent equipment at member rates as a visiting artist at media arts co-ops across the country. More information about this topic is available at the office.

Being a Producer Member does not provide automatic access to equipment. Members must prove to the Equipment Manager that they have the necessary training/experience to access the equipment.

Normally, equipment is only available to properly trained Producer Members. However, a General Member or a non-profit organization may contract a Producer Member to act as mentor in the creation of their work, for equipment access purposes.

## **NLE EDIT SUITES**

There are two NLE Edit suites and a range of software available for use at IMAC.

Please see the IMAC Equipment List for full equipment and facility details and if you are interested in our 16mm. post-production and production facilities. The same basic rules of order, organization, and respect, apply to our 16mm. post-production and production facilities.

It is essential that the IMAC office is informed of whose media is on the computer and how long it will be there.

IMAC staff will **not usually** erase media without prior permission from the Producer, however members can help by properly labeling their projects and, by communicating their plans the office.

Notwithstanding the foregoing, IMAC reserves the right to erase any media that is not covered by an approved production agreement/schedule.

Members who anticipate that their project will require an extension to complete must inform the office in writing. Options are dependent upon demand for the room and available hard drive space.

The following rules must be observed:

- **No food or drink** near computers, books or hardware
- **Recycle your garbage** in the containers provided on your floor
- **Back up your files** to disk or your own external hard-drive
- **Do not leave monitors on** when not in use
- **Turn off** powered speakers
- **Erase** old files
- **Power down computer** and hardware when finished **in proper order** as posted in each suite
- **Lock all doors** when you leave

## **SOFTWARE**

Members are **NOT** permitted to install software onto any of IMAC's computers without consulting the office. Conflicts can arise that cause serious problems with the hard drives. Members will be held responsible for all costs incurred should they install or download programs, without prior permission, and problems occur.

Members are **NOT** permitted to take software from the IMAC computers.

**Membership privileges may be revoked if this policy is breached.**

## **WORKSHOPS**

IMAC offers its members, and the general public, access to regular programming and workshops for skills training in all aspects of media-art production. However, one-on-one lessons are available if IMAC is **not** offering workshops at the time a Producer Member requires access to equipment or facilities.

The Equipment Manager keeps an updated list of members who are trained on specific equipment in order to facilitate inter-member mentoring, and to ascertain if a member is allowed to rent specific equipment. A member who mentors another member in equipment or facility training is eligible to claim their mentoring hours as 'work exchange' (see 'Work Exchange' section). Production and Post-Production workshops may include *free* practice time. Members must take advantage of this practice time within one month of taking the workshop

## **WORK EXCHANGE**

Work exchange is available by making prior arrangements with the IMAC Executive Director . This program gives members an opportunity to do volunteer work for their Co-op in exchange for equipment rentals. The hourly rate for volunteer work will be set annually by the Board, in consultation with staff. Members can join a committee, help out at the office, fund-raise or become a mentor to other members. For more information, contact the office.

## **ACCOUNTS**

IMAC will allow members to accumulate a bill up to a total of \$200 for equipment rental, materials purchased through IMAC, or edit suite rentals.

Payment arrangements must be made with the Executive Director . IMAC reserves the right to withhold a project's production funding and/or refuse equipment and facility rentals to members who have overdue bills. Members with overdue debts will be considered members who are **not** in "good standing" and they may be refused access in the future or have their membership revoked.

## **INSURANCE**

IMAC insures all equipment for vandalism, theft and fire on-site, off-site and in transit. The insurance policy contains a \$500 deductible, which the Producer **agrees to assume** in the case of an insurance claim. Wilful or accidental damage is **not** covered and the Producer is responsible for the total cost of repair or replacement in such a situation.

Equipment rentals and facility access are subject to IMAC objectives, policies and by-laws. Producer Members are fully liable for any damage to equipment and facilities, whether inflicted by themselves or by non- members or General Members, and for any other legal claims that may result while equipment and facilities are their responsibility.

## **KEYS**

Producer members in good standing are entitled to 24-hour access to IMAC facilities. Members can arrange to borrow a set of keys, by providing information about the dates for which they need the keys and the nature of the project on which they are working. Keys are to be returned on the dates specified by the Executive Director unless prior arrangements are made. Keys must be signed for on the sign-out sheet in the main office.

Members are not permitted to duplicate keys, and must assume full responsibility for the use of the keys. This includes locking of **ALL** doors and windows, shutting down equipment, and cleaning up the work area.

Producer Members are responsible for all costs associated with the replacement of lost or stolen keys.

Having access to the Co-op resources and facilities are *privileges* that come with being a member in good standing. Members who sign out keys are responsible for the proper care, use and cleaning of IMAC facilities. Members who show disregard for the rules or do not clean up after using the facilities are at risk of losing these privileges.

## **RESOURCE SERVICES**

IMAC provides office/resource services to its members in “good standing” during regular office hours. The scanner and Internet and colour printer can be accessed throughout the day and after hours by Producer Members with equipment and key privileges.

Also available in the resource room during and after hours are a media-arts library, newsletters and other industry information booklets, and two Mac computers containing various programs. We trust our after-hour members to pay for the services they use (printing etc.). This will help the Co-op to control costs while continuing to provide members with low-cost services. A list of prices is posted in the resource room and office

### **Library/Archives**

The video library is located in the Resource Room. This library is available to members during regular office hours, or after hours for Producer Members. This library contains IMAC member works, and other independent media art work on DVD and VHS. IMAC also keeps an archive of 16mm. works which can be viewed upon request.

Members are expected to respect the library resources, to not remove library media of artists' works without prior consent, and to use the available sign-out forms.

### **Long Distance Phone**

Members may use the phone for media arts related business only and must log their calls. Members are responsible for paying the cost of these calls should there be any usage charges on the phone bill. These costs will be added to members' accounts.

## **FINAL NOTE**

It's all about media arts and its all about community. So go forth and create and participate - IMAC is only as strong as the vision of its membership! Members are your best resource.