



# ᑭᑭᑭᑭᑭᑭ ᐃᓄᐃᑦ ᑲᑎᑭᑭᑭᑭᑭᑭᑭᑭ Qikiqtani Inuit Association

August 21, 2012

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Serving the  
communities of

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Clyde River

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Grise Fiord

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Hall Beach

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Igloolik

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Iqaluit

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Kimmirut

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Pangnirtung

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Pond Inlet

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Qikiqtarjuaq

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Resolute Bay

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Sanikiluaq

To Whom It May Concern,

The Qikiqtani Inuit Association (QIA) is the Inuit representative organization in the Qikiqtaaluk (Baffin) region with a mandate to protect and to promote Inuit rights and values. On behalf of our organization, I would like to endorse the proposals for the next phases of the Inuit Broadcasting Corporation's (IBC) initiative to build the Nunavut Media Arts Centre (NMAC) in Iqaluit.

Today, film and television programming produced by Inuit and by First Nations producers is taken for granted across Canada. We have a national Aboriginal Peoples Television Network, native films festivals, Oscar nominees, and awards from around the world.

What is not often remembered is that this entire national movement began right here in our region – and that movement is led by the IBC.

The stage for the development of Aboriginal media in Canada was set in the 1970s by the National Film Board's animation workshops in Cape Dorset and elsewhere, by the creation of the Nunatsiakmiut Film group in Iqaluit, and by the Inukshuk project lead by Inuit Tapirsat of Canada/now Inuit Tapiriit Kanatami. Inukshuk led to the creation of IBC, which took on the work begun by other projects and moved it to a whole new level - from a successful regional broadcasting experiment to territorial network, a national broadcasting system, and an international award winner.

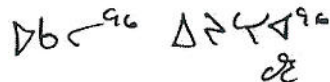
The Qikiqtaaluk region has always been a hub of artistic and cultural production, and IBC is an integral and important part of our cultural landscape. IBC's next phase proposals, are extremely exciting: it is imperative that we recognize the importance of Inuit leadership and creativity in contemporary visual arts by providing our Inuit media artists with the facility and tools they need to expand their work. In this critical period, when our language and culture are being challenged as never before, we must demonstrate our commitment to their

preservation and promotion by encouraging and supporting the production of materials in our language, by our artists.

QIA facilitated access to the Inuit owned land in Iqaluit, where the concrete foundation of the Nunavut Media Arts Centre now lays ready for the building to begin. We also donated \$100,000 in 2010 and I assist IBC as a member of their External Fundraising Advisory Committee for NMAC. I have also instructed my staff to continue to provide every assistance to IBC for the coming phases. We have made significant commitments to this initiative: I am confident that our investments in IBC's Nunavut Media Arts Centre will yield great rewards for our people.

QIA looks forward to working with you and with IBC in this endeavor. I urge you to give serious and positive consideration to the IBC Nunavut Media Arts Centre.

Aingai,

Handwritten signature in Inuktitut syllabics, consisting of two lines of characters.

Okalik Egeesiak  
President



