



COMMUNICATIONS department

ACTIVITY REPORT SEPTEMBER TO NOVEMBER 2021

The Communications Department is proactive in seeking to improve daily planning and execution of communication plans covering a wide range of KRG activities. Its main role is to coordinate the flow and quality of information disseminated by the KRG both internally and externally. It helps organize public relations and communication activities within the region and facilitates media coverage of a wide range of KRG activities, services and programs. It provides website coordination and manages social media interventions. It also ensures internal communication services for the KRG, while coordinating translation and documentation requests.

1. Management

- Communication Strategy: pursue the implementation of the main recommendations outlined in the strategy defined in the 2018 audit of the KRG's communication needs. The three-year strategy, which was initiated in 2019 includes: website development, improving interaction with Northern Villages, streamlining translation services and expanding communication tools and services with the eventual hiring of more staff to answer demands;
- Staffing: The Department has filled one of two communication officer positions and is on the verge of finalizing the hiring of full-time senior translator.
- Websites consolidation: a public call for tenders failed to produce a successful bidder. The project is under review to assess other options that will achieve the same objectives set-out in the original call for tender.
- Website development: new features were added including a more user-friendly job site. The KRG website has become an important outlet for job-seekers to browse employment opportunities due to the new template for internal and external career pages where users can now filter job searches by community or by organization.
- The Department has developed a new communications tool known as digital signage that will eventually be deployed in all 14 communities. The project involves the installation of TV monitors in airports and hopefully in the future, at Coop stores to display local and regional information. Due to travel restrictions the deployment has been delayed. Three screens will be tested in Kuujuaq that will display activities, careers and information segments about the region.
- FM Stations: building ties with local FM stations remains a priority as the NV's pursue their efforts to modernize broadcasting equipment through funding from Makivik Corporation with assistance of TNI. The Department is pursuing efforts to build a regional based public service announcement network that can also communicate other information to the residents of Nunavik.

2. **Activities:**

- Support the KRG departments in the creation, planning and implementation of their communication activities. Here are a few projects that warranted special attention:
 - The Department set-out to make it easier to access information about the municipal elections using the KRG website where a page displaying results and statistics was developed to provide the public with information that is easy to use, fast to upload as well as being interactive. This included displaying an easy-access candidates list by community.
 - Launched the Social Economy Month Campaign on our social media platform as part of the Regional and Local Development Department efforts to help promote and develop local businesses and entrepreneurship. A series of videos were produced involving entrepreneurs and community leaders in Tasiujaq, Kangiqsujaq and Quaqtaq.
 - Preparing a video on the historic deployment of the fiber-optic cable along the Hudson Coast. The spread of the COVID-19 virus hampered efforts to mark the occasion by the KRG along with federal and provincial participation. A special event planned for Kuujjuaraapik has been postponed.
 - Continued to assist the Lands and Environment section of the Renewable Resources, Environment, Lands and Parks Department with their environmental campaign and related projects such as the spill management and contaminated soil policy, the residual material management plan and the Kativik Regional Master Plan.
 - Assisted in informing communities on the impact of COVID-19 on the municipal election process that included an unprecedented postponement of the vote in five communities.
 - Assisted in the Nunavik Police Service in the finalizing of the 2020 annual report as well as with the deployment of the new logo, the rebranding of the police service's mandate and the re-designing of their website
- KRG (www.krg.ca) and KRPF (www.krpf.ca) website revision is ongoing with changes and updates of the current content. We published 12 articles on the KRG and an article of the NPS. A total of 44 internal jobs and 211 external jobs were posted on our site.
- Coordination of translations involving a variety of internal and external documents. For this reporting period, 103 requests were received for translation;
- The fall edition of the quarterly report was completed and delivered to over 4,000 Nunavik household and online.
- Assisted in promoting various campaigns including the Sanajit project, the NPS firearms safety course and the annual 2021 Fire Safety Campaign
- Assisted Sustainable Employment with the production of an internal information video regarding Training Allowances and Schedule C forms as well as a YES Nunavik Inspires video.
- Assisted Transport Department with the production of internal videos regarding staff training of new equipment in Kuujjuaraapik's new airport garage and at Salluit's new

airport terminal.

- The 2019 Annual Report was completed and is currently in print and will soon be prepared for distribution as well as being posted on-line on the KRG website. The drafting of the 2020 annual report is underway.
- The Department arranged activities for an informal diplomatic visit by the US Consul in Québec City that included a small delegation who visited Kuujjuaq in October.
- A weekly press review is prepared and sent to the KRG Executive Committee.
- Assisted Civil Security in their communications with the Mayors of Northern Villages as the spread of the COVID-19 affected the lives of residents in several communities.
- Assisted the Recreation Department with the promotion of the upcoming Arctic Winter Games including 2023 in Wood Buffalo, Alberta, 2024 in Alaska and 2026 in Russia.

3. Media, articles, press releases:

- The KRG and the NPS were present in 4 articles for the period of the report, in regional and national media;
- Three press releases were published during the current period including COVID-19 restrictions at the airports, the curfew imposed in Ivujivik due to the pandemic and the CRTC final approval for funding of the fibre-optic project.
- The department dealt with media requests involving the impact of the spread of COVID-19 on Nunavik communities, a fire at the Kuujjuaq detention center, drug seizures by the NPS and completion of the recent phase of the fibre-optic deployment on the Hudson Coast.

4. Social media:

- For this reporting period, the videos and photos posted on the KRG Facebook page added visibility to 61 publications and generated 91 new “likes” for a total of close to 3,600. Independent monitoring showed that posts created 10,133 engagements (reactions, comments and shares).
- Continued to oversee and manage the comments and publication on the KRG, Tamaani, Esuma, Team Nunavik-Québec and Nunavik Childcare Facebook pages.
- Responded to ongoing YES and Sustainable Employment social media requests.
- Assisted in posting several messages regarding customer services for the Tamaani Facebook site and web page.
- Pursued the 2021 Fire Safety campaign in partnership with Pivallianiq/KMHB.

5. KRG events and projects:

- The Department has prepared a campaign to inform residents on the need to produce proper identification in order to benefit from the gas discounts under the Cost of Living Program.
- Assisted Université Laval in distributing the newly published Nunavik statistics booklet to organisations and communities in the region.
- Helped in promoting the Civil Security's Annual Fire Chief meeting in Kuujuaq with various messages on Facebook.
- The Department organized the Truth and Reconciliation Day event that included the distribution of the orange solidarity t-shirts to all KRG employees throughout Nunavik.
- Covered the awarding of the First Peoples Medal (Inuit Nation) to five distinguished Nunavik residents by the Lieutenant-Governor of Québec, Mr. Michel Doyon at a special ceremony in Kuujuaq.
- The launching of the Transportation Department's helmet safety campaign planned for this fall was postponed due to the spread of the pandemic: three videos, a PSA for FM radio stations as well as posters are ready to be deployed as soon as the situation improves.

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