



## COMMUNICATIONS Department

### ACTIVITY REPORT FEBRUARY 2023 TO MAY 2023

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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 co-ordinate 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 co-ordination and manages social media interventions. It also assists with internal communications services for the KRG, while co-ordinating translation and documentation requests.

#### 1. **Management**

- Hired both a Communications Director and Webmaster during this reporting period.
- Assisted with the Arctic Winter Games, including providing photos for athletes, coaches and VIP registration. There was also department representation in Wood Buffalo to provide communications support for KRG and Team Nunavik-Quebec.
- Continued helping to improve the state of local FM stations, as Northern Villages modernize their broadcasting equipment through funding from Makivvik.

#### 2. **Activities:**

- Supported KRG departments in the creation, planning and implementation of their communications activities. This included the preparation of communications plans for each department and an events calendar for the coming year. The plans and calendar are meant to improve preparation for KRG communications needs and define the proper tools required to meet objectives.
- Reviewed KRG ([www.krg.ca](http://www.krg.ca)) and NPS ([www.nunavikpolice.ca](http://www.nunavikpolice.ca)) websites, making changes and updates to content.
- Co-ordinated translation for a variety of internal and external documents.
- The co-ordination and production of the 2020 Annual Report is underway using a project-management approach. A special contracted writer completed the first drafts of all department sections. Four (4) Directors had already reviewed these drafts, which afterward were sent to the DGO for final approval. In addition, the team is selecting photos for this publication. About 70 % of the selection is complete.
- Assisted NPS in co-ordinating and producing its 2021 Annual Report. This project is still in progress since we are waiting for the new layout of this publication.

- Produced for NPS seven (7) posts about various police operations.
- Processed more than **133** translation requests from March to May 2023.
- Prepared a weekly press review and sent it to KRG Executive Council.
- Implemented a new and improved Intranet site intended to facilitate the work of KRG personnel.
- Protected Areas Public Consultations: From March to May 2023, the department assisted with organizing public-consultation activities in nine (9) communities from the Hudson Strait to the Hudson Bay coast. This included the Cree Nation of Whapmagoostui. Prior to each consultation, radio announcements and Facebook posts on the Nunavik Protected Areas Facebook page were produced to advertise the public event.

During the consultation, the department led production of a radio program with organization representatives involved, giving community members the opportunity to be informed and voice their opinion through an open line. To reach younger generations, the department also assisted in presenting the protected areas network to students in Grades 9 to 11 from each school.

A public consultation was also planned for the community of Kawawachikamach in late May at the time this report was submitted.

### 3. **Media, Articles, Press Releases:**

- Published press releases as needed.
- Assisted with radio interviews and press release for the Arctic Winter Games.

### 4. **Social Media:**

- Ensured management of Tamaani Facebook page, and continued the moderation and engagement of comments and questions.
- Updated social media on Team Nunavik-Quebec during the Arctic Winter Games.
- Continued to work with other departments to develop the right social media strategy to promote their activities. This included:
  - Promoting job openings with Human Resources.
  - Promoting Social Economy with the Regional and Local Development Department.
  - Promoting NPS.
  - Publishing the weekly Colilert Report.
  - Producing the Bid for Vehicles online post with the Administration Department.
  - Promoting the Pingngupaa challenge of Isuarsivik.

**5. KRG Events and Projects:**

Below are the events organized and projects undertaken by the department over the course of this period from March to May 2023:

- Worked with NPS on new flyers to inform Nunavimmiut of NPS officer visits in the communities to help with the registration of firearms. The Hunter Support Program will soon begin holding courses.
- Worked with Tamaani to define local media campaigns that inform clients about service interruptions by using Facebook posts.
- Prepared a glossary of translation terms for OpenText. This project is ongoing.
- Began assessing FM radio station needs for the region. The department is working with the Regional and Local Development Department to set up a meeting with regional partners on this issue. This project has been put on hold because of COVID-19 and will probably be reconsidered.

**COMMUNICATIONS DEPARTMENT EMPLOYEES**

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