



COMMUNICATIONS Department

ACTIVITY REPORT SEPTEMBER TO NOVEMBER 2023

Communications Department works under the direction of the Director General's Office. We work closely with KRG departments to plan and create projects and activities designed to grow awareness of programs and services, and KRG's role in improving the well-being of Nunavimmiut. Communications also coordinates the design and quality of information that flows through internal and external KRG channels. We assist public relations, publishing and other promotional activities throughout Nunavik, and facilitate media coverage of KRG services and events. Communications also coordinates translation services, as well as the placement of information on the KRG public website and employee intranet, and through popular social media channels.

1. **Management and Staffing**

- For the first time in several years, Communications Department is approaching a full complement of staff.
- Denis Abbott, our new Communications Director, arrived in Kuujuaq in mid-October.
- Our new Social Media Officer, Robert Greeley, began work at KRG earlier this month, and he joins us full-time in January.
- Hiring of a new Communications Officer and Graphic Design Developer are expected to be completed by the end of November, with these new employees on staff by January.

2. **Communications Activities - General**

- Steady progress is being made on producing several annual reports that were delayed because of Covid-19 pandemic challenges and a shortage of staff. Storyline narrative and photo selection for the 2020 report are nearing completion, and the Director General's Office has approved a streamlined approach that will permit production and distribution of the 2020, 2021, 2022 and 2023 annual reports by the end of June 2024.
- We finalized a communications plan to support the Residual Waste Management Plan, and produced of video on waste management in Nunavik.
- We printed and distributed a new guide for Nunavimmiut on how to safely maintain oil tanks, and finalized a communications plan to support 2024 launch of the Takuvuq interactive viewer platform of aerial environmental surveys of Nunavik communities.
- We launched a redesign of KRG corporate banners for use by departments at job fairs, public consultations, announcements, official visits, and external regional council meetings.

- We expanded inventory of photographic images for use in KRG reports by completing photo shoots of Secretary-Treasurers, Inuit sculptors, and the Elders Committee.
- Communications initiated work with NPS on the design of new police uniforms.
- We worked with Recreation Department to finalize a comprehensive communications plan for the Artic Winter Games. An integrated approach includes extensive social media coverage, photography, video production, posters, media outreach, and streamlining the Games live throughout Nunavik communities and within KRG offices.
- We worked with Finance to update Cost-of-Living forms, making them easier for Nunavimmiut to understand and to complete, and refreshed the COL webpage.
- For the first time in 10 years, we are producing a new Nunavik Elders Directory. Preliminary concepts were recently reviewed with the Elders Committee, and copies of the new directory will be distributed in early December throughout Nunavik.
- Communications supported Local Economy Month initiatives with Regional and Local Development including production and posting of testimonial videos, and distribution of posters throughout Nunavik.
- We worked with Sustainable Employment on the Sanajiit project to develop posters and online information to encourage enrolment in skills training.
- We edited and finalized the design of the NPS 2021 Annual Report, and continued to develop communications collateral to support an NPS recruitment campaign focused on Nunavik young people
- Communications processed 129 translation requests. Demand for translation services, notably Inuktitut translation, has been growing sharply in recent months.

3. Mainstream (Public) Media Reporting

- Team Nunavik Quebec showcased athletics on the Radio-Canada program, Au Suivant. Christopher Angatookalook demonstrated the sledge jump and Alaskan high kick.
- Communications produced and circulated routine and emergency NPS announcements to the Puvirnituk FM radio station.
- In collaboration with Human Resources, we prepared and circulated a media release, accompanied by agreement signing photos, announcing the recent collective agreements with the union representing KRG general and transportation workers.
- We continue to monitor all media coverage important to KRG, and to provide a weekly summary of press coverage to the Executive Committee.

4. Social Media, Website and Employee Intranet

- Communications works continuously with KRG departments on inclusive, easy-to-read content, visual images, and timely approaches to posting information on our platforms.
- On behalf of Human Resources, we published 40 job postings on the KRG website.
- Communications published several articles on the KRG website highlighting Social Economy Month, launch of Children's music album, high-speed internet connection, the

NPS call centre, the International Day of Older Persons, and the Nunavik Abandoned Mineral Exploration Restoration Sites (NAMESR) project.

- Communications initiated drafting of a strategic plan to redesign the KRG website, intranet and social media platform connectivity for improved accessibility and navigation.
- We produced and posted social media updates on Team Nunavik-Quebec preparations for the Arctic Winter Games.
- We completed Facebook postings on future plans for Nunavik Protected Areas, and summaries of public meetings and information sessions throughout Nunavik.

5. **KRG Special Events and Projects**

- Communications worked with Administration to coordinate production of a commemorative video highlighting KRG's 45th anniversary. The video is narrated by Hilda Snowball.
- The Director visited Inukjuak and Kuujjuaraapik in early November to discuss communications needs and priorities with KRG staff.
- Communications worked with Renewable Resources on a multimedia presentation and awards ceremony recognition at the XPLOR Convention of the AEMQ in Montreal. The event also involved an address by KRG Chairperson Hilda Snowball. KRG leadership was recognized for our work on the Nunavik Abandoned Mineral Exploration Restoration Sites (NAMESR) project.
- The Director met with RLD director Adel Yassa and officials from Quebec Ministry of Municipal Affairs to discuss updates on communications planning within KRG and the timeline for publication of annual reports in 2024.

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