



COMMUNICATIONS Department

ACTIVITY REPORT JUNE 2023 TO AUGUST 2023

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**

- A new Communications Director will be arriving early October as well as having candidates for the Social Media Officer, Communication Officer and Graphic Developer positions.

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.
- Work in progress about the NPS recruitment campaign intended for young Inuit people of Nunavik.
- The Communication Department held an official meeting at the request of Global Affairs Canada on June 15. More than 24 Diplomats from Africa and the European Economic Community met the KRG officials at the Conference room to talk about Inuit conditions in the North.
- 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.
- On behalf of Tamaani Internet, the Department publicized and organized on July 26 a public event announcing the Fibre Optic project linking Kawawachikamach to Kuujjuaq.

- Processed 72 translation requests from June to August 2023.
- Prepared a weekly press review and sent it to KRG Executive Council.
- A public Information session was held in the community of Kawawachikamach in late May, the event was livestreamed on the Facebook page of Nunavik Protected Areas.

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

Team Nunavik Quebec made a demonstration on a TV show called Au Suivant, Christopher Angatookalook succeeded in showing the sledge jump and the Alaska high kick on the set in front of the audience. The whole episode will be presented on September 29th at 7 pm on SRC.

- Published press releases as needed.

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.
 - Publishing the fire prevention community activity in Tasiujaq organized by Civil Security
 - Published the 2023 Nunavik Annual Fire Chief Meeting (NAFCM) in Puvirnitug
 - Published various weather alerts for communities .
 - Published updates for Tamaani Internet Services

5. **KRG Events and Projects:**

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

- Registration for the 2024 AWG is now open, until September 30th will be promoting the event through Facebook, printed media displayed around the communities, and local FM stations.
- Planning the production of a short documentary film on Nunavik abandoned mineral exploration site restoration to be launch in March 2024.

COMMUNICATIONS DEPARTMENT EMPLOYEES

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