



COMMUNICATIONS Department

ACTIVITY REPORT SEPTEMBER TO NOVEMBER 2024

The Communications Department works with the Director General's Office and other departments to plan and to develop projects that grow awareness of KRG's programs, services and role in improving the well-being of Nunavimmiut. Communications moderates the design of information that flows through internal and external channels. We assist with public relations, digital publishing and other promotional activities throughout Nunavik, and we facilitate media coverage of KRG services and events. Communications also coordinates trilingual translation services, and the continuous updating of KRG public websites, employee intranet, and social media channels.

1. Communications Activities - General

- Narrative development and design of prior-year KRG and NPS annual reports continue. The NPS 2022 report has been printed and published, and editorial review of the NPS 2023 report is nearing completion. Content narrative for the 2020-2023 KRG annual reports has been developed with only editorial review of the 2023 report remaining to be finalized. Graphic design of 2020 and 2021 KRG annual reports is almost done, with remaining reports slated for design before the end of the year. Print production, digital posting and distribution of these annual reports will be completed within the next four months.
- Public circulation throughout Nunavik of the first edition of KRG's new quarterly magazine, Nunavik Voices, is complete. Print and online editions were prepared, and the next issue is currently being designed with a distribution target date of early January. Nunavik Voices focuses on outcomes of Regional Council meetings and other features that help Nunavimmiut to better understand the support and services provided by their regional government.
- Communications is working with KRG departments on a range of initiatives, including:
 - Nunavik Parks 20th-anniversary celebrations. A commemorative video is being presented to Regional Council that features video tributes and interviews with Nunavimmiut who were driving forces in establishing the first park.
 - Copies of the Team Nunavik-Québec 2024 Arctic Winter Games commemorative photo album are being presented to Regional Council.
 - A Cost-of-Living Reduction program awareness campaign is being developed that includes redesigned easy-to-follow program information and how-to-apply videos
 - Multi-media awareness campaign, in collaboration with Legal Department, on services and support available to victims of crime, as well as community reintegration support for criminal offenders

- We are working with the Department of Renewable Resources on a series of NV-based awareness-building campaigns to support implementation of the 2021-2027 Residual Materials Management Plan. This includes communications planning for the opening of the new Ecocentre in Kuujjuaq.
- Content development for a new Elders Directory continues, and we are working with the Department of Regional and Local Development and Nunavik Regional Board of Health and Social Services to fine-tune advocacy categories, messages and images. It is expected that content and artwork will be finalized before the end of the year, and copies of the directory distributed to Elders in all 14 NV early in 2025.
- We continue our collaboration with the Sustainable Employment Department on the rebranding of the YES Program, and the visibility of Sanajit training initiatives.
- Communications continues to work on improvements to translation services. We have made recent additions to the roster of available and capable Inuktitut translators, and we continue to refine an automated translation in-take service that will provide departmental clients with more transparency on translation progress.

2. Mainstream (Public) Media Reporting

During the period, the department coordinated preparation and distribution of media releases that received extensive coverage in local print media and radio broadcasts.

- *Ministers Champagne Jourdain and Lafrenière announce improved access to government services in Nunavik – Services Nunavik (October 17)*
- *KRG and SAAQ partnership makes driver services and road safety programs more accessible throughout Nunavik (October 11)*
- *Kativik Regional Government acknowledges National Day for Truth and Reconciliation: Statement by Hilda Snowball, KRG Chairperson (September 30)*
- *SPVM and Nunavik Police Service announce deployment of a joint patrol in Montréal (September 23)*

The Director worked with the DGO to coordinate interviews on these media releases for Chairperson Hilda Snowball and other KRG spokespeople with CBC North Tuttavik, Nunatsiaq News, Radio-Canada and Taqramiut Nipingat (TNI).

Further, we monitor mainstream and social media coverage important to KRG, and provide regular summaries to the Executive Committee, the DGO and departments.

3. Social Media, Website and Employee Intranet

Communications works with departments on inclusive, easy-to-read content with timely postings of information on our web and social media platforms. During the period:

- Communications posted over 40 available new jobs on the KRG website and on social media; and published articles on weather alerts, Tamaani internet services, KRG Employee Day, Nurrait 10th anniversary celebrations, NV drinking water testing updates, Elders Days events, and NPS operations including the joint police patrol with Service de police de la Ville de Montréal.
- The department developed a webpage for posting timely announcements on municipal election processes, candidate nomination, and election results.

- The department continues discussions with other KRG departments on a new Social Media Policy. The goal is to establish easy-to-follow guidelines that ensure social media tools and opportunities are fully deployed in awareness campaigns, and that departments utilize social media in respectful, accessible and visually appealing ways.
- Communications continues to make progress on the redesign of KRG website, intranet and social media platforms. We continue to refine and beta-test a new web sitemap for improved navigation, and we are working with departments to complete a major overhaul of site content. The goal is to improve connectivity, functionality and visibility of these vital online platforms so visitor experiences are informative and enjoyable.

4. KRG Special Events and Support

- During the period, the Director provided strategic counsel to the DGO and the Executive, and facilitated employee and public communications on a range of issues:
 - Participated with KRG Executive in meeting with Québec's Protecteur du citoyen (Ombudsman) to discuss ways that KRG can advocate more effectively with Government of Québec ministries
 - Worked with Legal Department to prepare and post timely notices on election processes for the 2024 municipal elections
 - KRG employee and public notification on 2024 municipal elections
 - Event planning for all-staff employee day in September
 - Facilitating KRG Executive correspondence involving partnering agencies
 - Event planning support for joint NPS-Montreal Police press conference
- Work continues on developing visual identity guidelines for using the KRG logo (including font, images and colours) in presentations, publications and on media platforms. Information sessions with departments on new guidelines will take place in early 2025.
- During the period, the Director presented a communications framework for supporting NV emergency and search-and-rescue response to the annual meeting of Nunavik firefighters.

Staff of Communications Department – next page

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