



COMMUNICATIONS Department

ACTIVITY REPORT JUNE TO SEPTEMBER 2024

The Communications Department works with the Director General's Office and other departments to plan and 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 is complete, and graphic design of 2020 and 2021 KRG annual reports is almost done. Storyline development of 2022 and 2023 annual reports is underway. Production and distribution of these KRG and NPS annual reports will be completed within the next four months.
- Design of the first edition of KRG's inaugural quarterly magazine, Nunavik Voices, is complete. Pre-circulation testing of audience response to content and design is underway. Print and online editions are being prepared, and the magazine is slated for distribution throughout Nunavik in September. Nunavik Voices focuses on the 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 developed featuring video tributes and interviews with Nunavimmiut who were driving forces in establishing the first park.
 - Team Nunavik-Québec 2024 Arctic Winter Games commemorative photo album
 - Cost-of-Living Reduction program awareness campaign featuring redesigned, easy-to-follow program information and how-to-apply videos
 - Promotional awareness of Cirqiniq circus programming and performer recruitment
 - Boater safety awareness campaign, in collaboration with NPS and Civil Security, featuring Nunavik-wide distribution of inflatable belt-type PFD, boater-safety posters, and promotion of safety videos on social media and KRG website
 - 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

- With the goal of producing a meaningful and helpful Elders Directory, we continue working with the Department of Regional and Local Development and the Nunavik Regional Board of Health and Social Services to fine-tune Elder advocacy categories, messages and images. New service categories are being continually identified and refined. It is expected that final artwork will be approved in September, and copies of the directory distributed to Elders in all 14 NV throughout Fall 2024.
- Communications continues to work on improvements to translation services. We have updated the roster of available and capable Inuktitut translators; installed a translation review system involving our in-house senior translator; and completing further testing of an automated translation in-take service that provides 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.

- *Kativik Regional Government meets with Northern Village mayors to review Kativik Act and identify policing solutions for improved public safety (August 9)*
- *New CRTC funding kick-starts final drive to installing high-speed fibre-optic in all 14 Northern Villages (July 31)*
- *Advisory: Notice to Users of Puvirnituk Airport on Runway Renovations (July 30)*
- *More ESUMA fun activities for Nunavik youth than ever before! (July 13)*
- *Kativik Regional Government offers condolences on passing of Bobby Snowball (July 10)*
- *Nunavik-Quebec becomes Permanent Member of Arctic Winter Games International Committee (June 25)*
- *Cirqiniq announces summer circus camp for Nunavimmiut youth on Hudson Coast (June 19)*
- *KRG-led wildland fire training focuses on quick response and fire prevention (June 19)*

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 65 available new jobs on the KRG website and on social media; and published articles on weather alerts, Avaalaqiat pre-employment program, Puvirnituk airport runway construction, ESUMA summer campaign, Cirqiniq summer camp, International Elder Abuse Awareness Day, new rate plans for Tamaani customers, and NPS reading session at Kangirsuk youth literacy camp.

- The department continues discussions with other departments on a new Social Media Policy. The goal is to establish a series of 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, Support and Training

- 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:
 - Response to Cree National Government on Kativik regional planning and KRG environmental bylaw
 - Public notification and MTQ collaboration on Puvirnituq airport runway renovations
 - Employee email signature to promote ESUMA back-to-school campaign
 - KRG employee notification on Nomadis global IT disruption
 - Supporting Civil Security response to significant event involving Nunavik athletes in Sanikiluaq
 - KRG and NPS response to high-profile arrest in Umiujaq
 - 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
- During the period, Communications staff completed the following training:
 - Social media officer attended an international video developers conference
 - Graphics developer completed project management certification courses, and Creative-Pro photography and creative design refresher training
 - Communications Officer completed Citation Canada training on effective communication, digital communication etiquette and employee self-motivation
 - Senior translator registered for Uqausiit conference of Nunavik interpreters and translators
- Work continues on the development of 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 Fall 2024.
- During the period, the Director accompanied KRG Executive in meetings with mayors of Northern Villages (August 6-8).

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STAFF

Name	Position	Contact info
Denis Abbott	Director	dabbott@krg.ca ext 2250
Rocio Valencia	Communications Officer	rvalencia@krg.ca ext 2383
Jean Barcelo	Communications Officer	jbarcelo@krg.ca ext 2400
Paulusie Papigatuk	Senior Translator	ppapigatuk@krg.ca
Robert Greeley	Social Media Officer	rgreeley@krg.ca ext 2386
Ashlee Oleinikow-Vail	Graphic Developer	aovail@krg.ca ext. 2351
Bilal Al-Muhtadi	Web Master	balmuhtadi@krg.ca ext 2284
Vacant	Coordinator	
Vacant	Communications Officer	
