



COMMUNICATIONS Department

ACTIVITY REPORT NOVEMBER 2023 TO FEBRUARY 2024

The Communications Department works with the Director General's Office and other departments to plan and to create projects and activities that grow awareness of programs, services, and KRG's 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, 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 the KRG public website, employee intranet, and social media channels.

1. **Communications Activities - General**

- Narrative development and design production are on schedule for the preparation of several annual reports that were delayed because of the COVID-19 pandemic and staff shortages. Storyline and photo selection for the 2020 report have been approved, and editorial review of subsequent year reports is in development. Production and distribution of the 2020-2023 reports are scheduled for completion within the next six months.
- Communications successfully tendered procurement of editorial and design services to assist staff in the publication of a new KRG quarterly magazine. This flagship publication will focus on the outcomes of Regional Council meetings, and display other news and features that help Nunavimmiut to better understand the support and services provided by their regional government. A workplan is in development, and the first issue is expected to be published and distributed by mid-year.
- We have taken the first steps to develop a KRG photo-videography bank that will allow us to better exercise inventory control of KRG images, photos and video; and to provide KRG with access to images and video from partnering agencies. The photo-videography bank is expected to be in place by late summer 2024.
- We continue to work with the Recreation Department on implementing a communications plan for the 2024 Arctic Winter Games in Matanuska-Susitna, Alaska. An integrated approach includes extensive social media coverage, photography, video production, posters, media outreach, and streaming the Games live on our social media platform.
- Communications worked with Renewable Resources to design and produce posters and event signage promoting public consultations that took place in February on the Puvirnituq Master Plan, and the Nunavik climate change workshop in Kuujjuaq. Communications also is supporting production of a video documentary to sensitize local and national audiences on KRG's multi-year, diligent work on abandoned mineral exploration restoration (NAMESR).

- At the request of the Department of Regional and Local Development, additional content on mental health and legal advocacy is being developed for the new Nunavik Elders Directory. Final artwork is scheduled to be approved in early March, and copies of the new directory are expected to be distributed to elders in all 14 northern villages in the second quarter of 2024.
- We worked with the Sustainable Employment Department to finalize artwork, production and distribution of Sanajit posters and online information to encourage enrolment in skills training.
- We are assisting the Nunavik Police Service in the design and production of the NPS annual report.
- Communications has processed 140 translation requests since late November. Demand for translation services, notably Inuktitut translation, continues to rise sharply. We recently have initiated a review of translation services to explore best approaches to meeting requests, and to producing consistently high-quality translation. A discussion paper is being prepared for consultation with departments, the Executive Committee and the Regional Council from mid-to-late 2024.

2. Mainstream (Public) Media Reporting

- Since late November, the department coordinated the preparation and distribution of three media releases that received extensive reporting in local print and radio media. In addition, all media releases now issued by KRG are simultaneously circulated to Regional Council, and to the mayors and secretary-treasurers of the northern villages. Recent media releases prepared and distributed include:
 - *Kativik Regional Government and regional organizations meet with mayors to find ways to improve social wellbeing of the people in Nunavik* (November 29)
 - *New water pipeline system bringing clean, safe drinking water to Ivujivik* (December 5)
 - *Kativik Regional Government announces improvements to compensation plan for management employees* (January 17)
- We continue to monitor all media coverage important to KRG, and to provide weekly summaries of press coverage to the Executive Committee.
- The Director worked with Director General and Chairperson's offices to coordinate media interviews for Chairperson Hilda Snowball with CBC North Tuttavik, Nunatsiaq News and Taqramiut Nipingat (TNI).

3. 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 50 job postings on the KRG website that are attracting considerable attention on national job sites, and we have begun to publish employment opportunities on a dedicated Linked-In webpage. And, KRG shows its good-neighbour approach by also posting over 20 available jobs from other organizations including the Arctic Rose Foundation, Nunavik Marine Region Impact Review, Canadian Royalties, and Theatre AAQSIQ.

- Communications coordinated the layout and publication of several articles on the KRG website highlighting Cirqiniq's new organizational video, a December Delights calendar, Social Economy Month interviews with successful local entrepreneurs, and the NAMESR project.
- Communications is nearing completion of a consultation discussion paper on a strategic plan to redesign KRG website, intranet and social media platforms. The goal is to improve the connectivity, functionality and visibility of these vital online platforms so that visitor experiences are consistently informative, enjoyable and productive. The next step involves a review of the plan with departments, the Executive Committee and the Regional Council during 2024.
- We continue to produce and post social media updates on Team Nunavik-Quebec preparations for the Arctic Winter Games. Recently, we designed a unique visual look for our AWG team that will be displayed on all AWG social media messaging.
- We completed additional Facebook postings on plans for Nunavik Protected Areas, and summaries of public meetings and information sessions throughout Nunavik.

4. KRG Special Events and Projects

- Communications worked with the Civil Security Department to support the participation of our Chairperson in recent 25th anniversary celebrations of the Canadian Rangers in Kuujjuaq. Celebration events involved Her Excellency the Right Honourable Mary Simon, Governor General of Canada. Communications produced a commemorative video on KRG's Facebook page of Hilda Snowball delivering remarks to the Rangers and the Governor General.
- The Communications Department engaged the services of Nicole D'Entremont, a former journalist and producer with CBC and CTV News, who traveled to Kuujjuaq to conduct full-day media training with KRG spokespeople in late January. The training guides our leaders in finding informative and plain-speak ways to explain the work of KRG in conversations with journalists and on other public occasions. Additional KRG spokespeople will receive media training during the year.
- Several staff members of the Communications team completed Red Cross first-aid/AED training in January. The staff achieved certification, and are now trained in life-saving CPR and defibrillator use.
- We have begun to develop visual identity guidelines for the appropriate use of the KRG logo (including font, images and colours) in publications and on media platforms. Information sessions with departments on new guidelines will take place in early fall 2024.
- During the period, the Director attended meetings of: northern mayors in Montreal in November; joint KRG-Makivvik Executive meeting on funding proposals for Ungaluk community projects; and KRG meeting in Kuujjuaq with Société du Plan Nord officials on framing Plan Nord funding to better align with Nunavik infrastructure needs.

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