



COMMUNICATIONS Department

ACTIVITY REPORT DECEMBER 2024 TO FEBRUARY 2025

The Communications Department works with 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 and interpretation services, and the continuous updating of KRG public websites, employee intranet, and social media channels.

1. Communications Activities - General

- Narrative development and editorial review of prior-year KRG and NPS annual reports are complete. Report translation and graphic layout of multiple reports are in progress. The NPS 2022 report has been printed and published, and the NPS 2023 report is expected to be completed within the next two months. Print production, digital posting and distribution of outstanding KRG annual reports will be completed within the next several months.
- The second issue of Nunavik Voices, our new regional news magazine, has been designed and printed, with a target NV distribution date of late February. Nunavik Voices focuses on outcomes of Regional Council meetings and other features that help Nunavimmiut better understand the support and services provided by their regional government.
- Communications is working with other KRG departments on a range of initiatives, including:
 - Developing new, standardized applications of the KRG brand for community event displays, job fairs, event ID badges, and departmental nameplates
 - Copies of the Team Nunavik-Québec 2024 Arctic Winter Games commemorative photo album are being presented to this meeting of Regional Council
 - Preliminary work is underway on a Cost-of-Living Reduction Program awareness campaign that includes redesigned, easy-to-follow program information and how-to-apply videos. Further development is pending program changes being negotiated with Government of Québec
 - Collaboration with Civil Security Department on promotional measures to highlight the NV public security threat of rabid foxes
 - Multi-media awareness campaign with KRG Legal Department describing services and support available to victims of crime, as well as community reintegration support for criminal offenders

- Working with Department of Renewable Resources on 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 Kuujuaq
- Consultation with Elders Committee is taking place on Elders Directory content. The new guide features extensive contribution from the Department of Regional and Local Development and Nunavik Regional Board of Health and Social Services. It is expected that content and artwork will be finalized by mid-year, and copies of the directory distributed to Elders in all 14 NV in summer-fall 2025
- Supporting Sustainable Employment Department in raising visibility of multiple initiatives, including Sanajit training, reopening of the YES Nunavik client services centre, and launch of ESUMA's School Perseverance Days campaign
- During the period, Communications processed close to 150 requests for translation and interpretation services, with over one-third of these requests managed by our in-house Senior Translator. We continue to work on improvements to translation services, including recent additions to the roster of available and capable Inuktitut translators, refinements to an automated translation in-take service that provides departmental clients with more transparency on translation progress, and broader responsibility for arranging simultaneous interpretation services for the Executive and KRG departments.

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.

- *“Stay Connected to Yourself” – ESUMA launches 2025 School Perseverance Days* (February 7)
- *A Celebration of Growth and Opportunity – KRG announces reopening of YES Nunavik Client Service Centre* (February 6)
- *New KRG Regional Council makes key appointments and decisions* (December 4)
- *KRG-Makivvik Joint Statement on formation of Nunavik Public Security Committee – Toward an Inuit community-responsive policing approach* (November 28)
- *Hilda Snowball re-elected Chairperson of KRG Regional Council* (November 25)

The Director worked with the DGO and Executive Advisor 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 Regional Council, NV municipalities, and KRG 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, social media and employee intranet platforms. During the period:

- Communications posted over 30 available new jobs on the KRG website and on social media; and published articles on Regional Council activity, weather alerts, KRG employee Christmas festivities, Tamaani internet services, high-speed broadband terminals for Ungava Bay communities, Nunavik Voices launch, NV drinking water testing updates, and NPS operations.
- During the period, the Social Media Officer was involved in several video development projects, including coverage of the November Council meeting, Parks 20th anniversary celebrations, Sustainable Employment programming, a kayak demonstration project, and NV waste management development.
- 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 seamless and informative.

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:
 - Communications to facilitate KRG’s response to the formation of the new Nunavik Public Security Committee
 - Ongoing posting of timely notices on election processes and outcomes for the 2024 municipal elections, particularly for municipalities that experienced delays
 - Employee event planning for *Five Days of a KRG Christmas* in December
 - Facilitating KRG Executive correspondence involving partnering agencies
 - Event planning support for SED promotional events including ESUMA School Perseverance Days, rededication/reopening of YES Nunavik, and SED programming awareness showcase in Montreal
- Work continues on developing visual identity and branding guidelines for applying the KRG logo and departmental sub-themes and taglines to corporate presentations, publications and on media platforms. Information sessions with departments on new guidelines will take place in mid-2025.
- During the period, the Director presented an updated communications framework as part of the 2025 program and budget review by the Director General’s Office and Executive Committee.

Staff of Communications Department – next page

STAFF

Name	Position	Contact info
Denis Abbott	Director	dabbott@krg.ca ext 2250
Samah Khan	Communications Coordinator	skhan@krg.ca ext 6952
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	Communications Officer	
