



COMMUNICATIONS Department

ACTIVITY REPORT MARCH TO MAY 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 wellbeing 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, editorial review and multilingual translation of prior-year KRG and NPS annual reports are complete. Graphic design of multiple reports is in progress. The NPS 2022 report has been printed and published; the NPS 2023 report is currently being designed for publication in late spring. 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 distributed throughout Nunavik, and an on-line issue has been posted on KRG website. Our third issue is now being designed and printed, with a target NV distribution date of mid-June. Nunavik Voices focuses on outcomes of Council meetings and other features that help Nunavimmiut better understand the support and services provided by their regional government.
- The department is undertaking a research and outreach effort to identify communication platforms (for example, social media and radio) that would be most helpful for each NV in reaching community residents; particularly in the event of a municipal emergency. The goal is to elevate the public communications capacity of each NV by identifying resources, platforms and training needs.
- Communications continues 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 marketing, and departmental nameplates
 - 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
 - Multi-media awareness campaign with Legal Department describing services and support available to victims of crime, as well as community reintegration support for criminal offenders

- Partnering with Sustainable Employment to complete rebranding of the YES Program, including redevelopment of the program logo
- Facilitating the hosting of conferences and workshops by KRG departments by developing conference programs, promotional material and participant ID badges, and arranging web and social media posting of event outcomes
- Collaborating with the Civil Security Department on NV video testimonials and other promotional measures to highlight Civil Security Week, May 4-10
- NV-based awareness building campaigns with the Department of Renewable Resources to support implementation of the 2021-2027 Residual Materials Management Plan. This includes communications planning, video development and promotional material production to support recycling and composting efforts, and the opening of new eco-centres in Kuujuaq and Salluit.
- The Director met with the Elders Committee in early May to seek guidance on proposed content and design of the new Elders Directory. Additional content themes have been identified, and further directory refinements are being coordinated with the Department of Regional and Local Development and Nunavik Regional Board of Health and Social Services. It is expected that copies of the directory will be distributed to Elders in all 14 NV in summer-fall 2025.
- During the period, Communications processed over 225 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 statements that received extensive coverage in local print media and radio broadcasts.

- *Quarterly meeting of KRG Regional Council highlighted by key decisions and accomplishments (March 13)*
- *Sustainable Employment Forum and Showcase tackles unique Nunavik challenges to labour market development (March 17)*
- *Statement from Kativik Regional Government on Puvirnituq water distribution challenges (April 14)*
- *Cirqiniq announces summer circus camp for Nunavimmiut youth on Ungava coast (April 15)*
- *Statement from Hilda Snowball, Chairperson, on election of Mandy Gull-Masty as new Member of Parliament for Abitibi–Baie-James–Nunavik–Eeyou (April 29)*
- *Statement by Hilda Snowball, Chairperson, on Nunavik polling station deficiencies during voting in federal election (April 30)*
- *Statement from Kativik Regional Government on Interim Measures to Secure Water Supply in Kangiqsujaq and Quaqtac (May 1)*

- *Kativik Regional Government and Nunavik municipalities highlight personal emergency planning for Civil Security Week (May 4)*
- *Chairperson Hilda Snowball announces appointments to Director General's Office of Kativik Regional Government (May 6)*

The Director worked with the DGO and Executive Advisor to coordinate interviews on media statements 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 to develop and post informative, easy-to-read content on our web, social media and employee intranet platforms. During the period:

- The Communications Webmaster posted over 80 available new jobs on the KRG website and on social media; and published articles on Regional Council activity, Services Nunavik training, Uumajuit wardens meeting, Nunavik entrepreneurship, Tamaani internet services, high-speed broadband terminals for Ungava Bay communities, Nunavik Voices magazine, NV drinking water testing updates, NPS operations, and the Nunavik mayors meeting. Our employee intranet featured articles on Emergency Management Service awards, phone system updates, new self-service libraries at park pavilions, and IT upgrades.
- During the period, the Social Media Officer was involved in several video and photographic development projects, including the Sustainable Employment Forum and Showcase, Arctic Winter Games tryouts, Sustainable Employment training testimonials, Civil Security Week video testimonials from NV leaders, and other department-hosted conferences on environmental management, social economy and Elders awareness.
- Communications continues to make progress on the redesign of KRG website, intranet and social media platforms. We continue to refine a new web sitemap for improved navigation, and we are working with departments to complete an 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 attended the KRG meeting with the Nunavik mayors (March 19-21); the Sustainable Employment Forum and Showcase (March 11-13); and made a presentation on the Elders Directory to the Nunavik Elders Committee (May 9).

Staff of the Communications Department (next page)

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