



COMMUNICATIONS Department

ACTIVITY REPORT JUNE TO SEPTEMBER 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 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, and the NPS 2023 report is being designed for publication. Print production, digital posting and distribution of outstanding KRG annual reports are scheduled for completion within the next several months.
- The 2nd issue of Nunavik Voices, our new regional news magazine, was distributed across Nunavik in the spring, and now is available for viewing on the KRG website. Our 3rd issue is being printed, and will be distributed throughout Nunavik during September. 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.
- During Council, Members will receive a presentation on the planning, research and outreach effort underway to identify communication platforms (for example, social media and radio) that help each NV to reach community residents in the most effective way; particularly in the event of a municipal emergency. A pilot project involving the municipalities of Kuujjuaraapik, Salluit and Kangiqsualujjuaq will involve dedicated in-community discussion and review of communication tools and services. The goal is to elevate public communications capacity of each NV by identifying resources, platforms and training needs.
- During the period, Communications worked with other KRG departments on a range of initiatives, including:
 - Developing standardized applications of the KRG brand for community event displays, job fairs, event marketing, and departmental nameplates
 - Continuing to develop a Cost-of-Living Reduction Program awareness campaign, with redesigned, easy-to-follow program information scheduled to be available this fall
 - Partnering with Sustainable Employment on broadening awareness of training programs, including custodial skills development, and canine care training

- Working with the Recreation Department to launch and promote a Team Nunavik Québec (TNQ) pin contest for the 2026 Arctic Winter Games. Contest winner Sarah Khan from Inukjuak produced a remarkable design with poignant reflections of traditional Nunavimmiut activities.
- Coordinating efforts with the EAUFON project management team to organize and promote community information sessions on the proposed EAUFON fibre-optic cable network being mapped and planned for Ungava Bay communities.
- Further developing 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, videography and promotional material to support recycling and composting efforts and the opening of new eco-centres in Kuujjuaq and Salluit.
- Processing over 145 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 Inuktitut translators, and the launch 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 statements that received extensive coverage in local print media and radio broadcasts.

- *Agenda for Meeting of Regional Council on September 8-11, 2025 (September 5)*
- *High-tech shoreline mapping tools guiding selection of safe, eco-friendly pathway for EAUFON cable in Ungava Bay (August 14)*
- *Media advisory – Notice to users of Puvirnituk Airport CYPX (updates issued on August 11, July 29, July 9, June 27, May 29)*
- *Public Statement from Northern Village of Inukjuak – Mayor Epoo (July 22)*
- *Kativik Regional Government expresses condolences to Inukjuak victim’s family and launches immediate review (July 21)*
- *Statement from the Nunavik Police Service - Fatal Incident in Inukjuak on July 17, 2025 (July 18)*
- *Statement from the Nunavik Police Service – Missing Person Report in Kuujjuaq (July 8)*
- *Statement by Hilda Snowball, Chairperson, on National Indigenous Peoples Day (June 21)*
- *City of Saint-Eustache announces commissioning of emergency call centre dedicated exclusively to taking calls from Nunavik municipalities (June 18)*
- *Infrastructure investments, new public safety initiatives and new appointments highlight quarterly meeting of Regional Council (June 12)*
- *Nunavik mayors issue letter to Quebec Minister of Health on TB public health emergency (June 9)*
- *Municipality of Puvirnituk ends state of emergency involving water access crisis (June 6)*

The Director worked with the DGO and the 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). Increasingly, Communications is organizing media response to information and interview requests from Québec and Canada-wide media outlets.

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 35 available new jobs on the KRG website and on social media; and published articles on Regional Council activity, Team Nunavik Quebec's pin art contest, the visit of recycling management partners to Nunavik, youth animators training in Iqaluit, EAUFON high-tech shoreline mapping in Ungava Bay, Nunavik entrepreneurship, Tamaani internet services, Nunavik Voices magazine, NV drinking water testing updates, NPS operations, and the Nunavik mayors meeting. Our employee intranet featured articles on measures that KRG employees can take to cope with deteriorating air quality, a call for employee volunteers to aid the search for a missing Kuujjuaq resident, and travel packages for employees to visit Pingualuit national park.
- During Council, you will receive a presentation on our efforts to use social media to grow awareness of KRG programs and services. During the period, the Social Media Officer was involved in several video and photographic development projects, including the ESUMA summer programs, National Indigenous Peoples Day testimonials, Tamaani information sessions in Ungava Bay, Minister Lafrenière's visit to Puvirnituk, Sapummijit officer training, TNQ tryouts throughout Nunavik, Cirqiniq Summer camp in Kuujjuaq, coverage of the Masters Indigenous Games, and an Renewable Resources environmental workshop.
- 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 and Makivvik (August 19-21).

Staff of the 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	On leave
Vacant	Web Master	
Vacant	Communications Officer	
Vacant	Communications Officer	
