



COMMUNICATIONS Department

ACTIVITY REPORT NOVEMBER 2025 TO FEBRUARY 2026

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 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. The graphic design of multiple reports is underway. Print production, digital posting and distribution of outstanding KRG and NPS annual reports are scheduled for completion within the next several months.
- The third issue of Nunavik Voices, our regional news magazine, will be distributed throughout Nunavik within the next few weeks. Nunavik Voices focuses on outcomes of Council meetings and other features that help Nunavimmiut better understand the support and services of their regional government. An online edition with links to additional features is in development.
- During the period, our Communications Officer, Rocio Valencia, continued discussions with municipal secretary-treasurers and town managers on the development of survey tools to identify communication platforms (for example, social media and radio) that help each NV to reach community residents in the most effective way. Pilot projects involving Salluit, Kuujjuaraapik and Kuujjuaq are being prepared that involve in-community discussion and a review of communication tools and services. The goal is to elevate each NV's public communications capacity 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 event marketing, departmental nameplates, business cards and other promotional material
 - Partnering with Sustainable Employment on broadening awareness of training programs, including Sanajit initiatives, Pijunnaqunga program redevelopment, and development of a Nunavik jobs portal

- Working with the Recreation Department on communications planning to support Team Nunavik Québec's participation in the 2026 Arctic Winter Games. Several pre-Games announcements already have been made including the TNQ pin contest winner, athletes selected to participate, and upcoming TNQ media coverage with CBC Tuttavik and Uvagut TV.
- Continuing to update Cost-of-Living Reduction Program information in preparation for a 2026 awareness campaign that is expected to get underway shortly after the signing of the new, multi-year agreement with the Government of Québec
- Partnering with Sustainable Employment on radio and social media efforts to inform Kangiqsujuaq residents of a January 12-14 visit by Service Canada and Services Québec
- Developing NV-based awareness campaigns with the Department of Renewable Resources to support implementation of the 2021-2027 Residual Materials Management Plan. During the period, Communications supported the placement of campaign promotional material that includes posters, radio messaging, media interviews, and an instructional video.
- Processing over 150 requests for translation and interpretation services, with over one-third of these requests managed by our in-house Senior Translator, Paul Papigatuk. We continue to work on improvements to translation services, including the completion of refinements to our automated intake system, and a lexicology project to standardize translation of technical terms, colloquial expressions and other nomenclature in Inuktitut, English and French.

2. Mainstream (Public) Media Reporting

During the period, the department coordinated preparation and distribution of media statements and web articles that received wide coverage in local print media and radio broadcasts.

- *Maggie Emudluk and Jobie Tukkiapik awarded King Charles III Coronation medals (January 19 and 20)*
- *Kativik Regional Government expresses support for Inukjuak, and calls for regional response to deal with violence (December 23)*
- *Statement from Inukjuak Mayor Bobby Epoo on incident in Inukjuak (December 22)*
- *Cost-of-living support, economic diversification and infrastructure investments highlight quarterly meeting of Regional Council (December 19)*
- *A winter checklist for Nunavik municipalities (December 5)*
- *Kativik Regional Government announces appointment of new Interim Chief of Nunavik Police Service (November 28)*
- *Nunavik annual fire chiefs meeting strengthens collaboration and training (November 26)*
- *New fire trucks delivered across Nunavik to strengthen community safety (November 19)*
- *Sustainable Employment workshop builds on March 2025 forum outcomes (November 19)*

The Director worked with the Director General's Office and Executive Advisor Guy Yango to coordinate interviews on media statements for Chairperson Maggie Emudluk 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, Nunavik 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:

- Our Webmaster, Sol Han, posted over 20 available new jobs on the KRG website and on social media; and published articles on Regional Council activity, Team Nunavik Québec's Arctic Winter Games preparation, Nunavik recycling management, Tamaani internet services, NV drinking water testing updates, and NPS operations. Our employee intranet featured articles on career service awards, workplace cybersecurity, and Québec Alert Ready emergency response testing.
- We continue to grow KRG's social media presence by amplifying community stories and events, boosting awareness of KRG initiatives, and connecting across other platforms. During the period, our former Social Media Officer, Robert Greeley, was involved in several video and photographic development projects, including filming of Civil Security Week testimonials in Puvirnituk, and a composting how-to video in Inukjuak. Communications also placed social media posts on a range of KRG initiatives including open employment positions, public tender calls, KRG recipients of King Charles III Coronation medals, and Nunavik weather advisories.
- Communications continues to work on improvements to the 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 visited Puvirnituk as part of a KRG delegation that met with Mayoress Lucy Qalingo and Council, and with Ian Lafrenière, Québec Minister Responsible for Relations with Inuit and First Nations.

A listing of employees of the Communications Department follows on the next page.

STAFF

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