



COMMUNICATIONS Department

ACTIVITY REPORT DECEMBER 2022 TO FEBRUARY 2023

The Communications Department is proactive in seeking to improve daily planning and execution of communication plans covering a wide range of KRG activities. Its main role is to coordinate the flow and quality of information disseminated by the KRG both internally and externally. It helps organize public relations and communication activities within the region and facilitates media coverage of a wide range of KRG activities, services and programs. It provides website coordination and manages social media interventions. It also ensures internal communication services for the KRG, while coordinating translation and documentation requests.

1. **Management**

- Human Resources is currently recruiting for the Director position including other positions that are presently vacant.
- Assisted Arctic Winter Games in all communications including photos for athletes, coaches and VIP registration as well as travelling to Wood Buffalo to provide communications support for KRG and Team Nunavik-Quebec.
- Continue to participate in helping to improve the state of local FM stations as the NV's modernize their broadcasting equipment through funding from Makivik.

2. **Activities:**

- Support the KRG departments in the creation, planning and implementation of their communication activities including preparation of communication plans for each department along with an events calendar for the coming year in order to improve planning of KRG communication needs and define the proper tools required to meet the objectives.
- KRG (www.krg.ca) and NPS (www.nunavikpolice.ca) website revision is ongoing with changes and updates of the current content.
- Coordination of translations of a variety of internal and external documents.
- The coordination and production of 2019 Annual Report is underway as well as the 2020 Annual Report.
- A weekly press review is prepared and sent to the KRG Executive Council.

3. Media, articles, press releases:

- Press releases are published as needed;
- Assisted with radio interviews and press release for the Arctic Winter Games.

4. Social media:

- Ensured management of Tamaani Facebook page and continued moderation and engagement of the comments and questions.
- Updated social media on Team Nunavik-Quebec during the Arctic Winter Games
- The Communications team continues to work with other departments to develop the right social media strategy to promote their activities. These included:
 - Promoted Job openings with Human Resources.
 - Promoting Social Economy with the Local and Regional development department
 - Promoting the NPS;
 - Publishing the weekly Colilert test;
 - Producing the Bid for Vehicles online post with the Administration department;
 - Promoting the Pingnugupaa challenge of Isuarsivik;

5. KRG events and projects:

The events organized and the projects undertaken by the Department over the course of this period from November 2020 to the end of February 2021 include:

- Completed a Fire Safety campaign for Christmas period with the Civil Security Department, which included radio announcements, an article and an email to employees.
- Took photos and made final selection of photos for the new Nunivaat report.
- Worked with the NPS on new flyers to inform Nunavimmiut of the visits of NPS officers in the communities to help with the registration of firearms, meanwhile the Hunter Support Program will soon begin to give courses.
- Worked with Tamaani to define local media campaigns to inform clients of cut-off dates, extended customer service hours and use of the call centre using radio capsules and Facebook posts.
- Prepared a glossary of translation terms for OpenText.
- Begin assessing FM radio station needs for the region. Working with Regional and Local development Department to set-up a meeting with regional partners on this issue.

COMMUNICATIONS DEPARTMENT EMPLOYEES

Name	Position	Contact info
Vacant	Director	N/A
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Vacant	Communications Officer	N/A
Paulusie Papigatuk	Senior Translator	ppapigatuk@krg.ca
Vacant	Social Media Officer	
Vacant	Graphic Developer	
Vacant	Web Master	