



COMMUNICATIONS Department

ACTIVITY REPORT SEPTEMBER TO NOVEMBER 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. Print production, digital posting and distribution of outstanding KRG and NPS annual reports are scheduled for completion over the next several months.
- Pending resolution of the Canada Post labour dispute, 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.
- During the period, our Communications Officer, Rocio Valencia, provided separate presentations to municipal secretary-treasurers and town managers to describe the research and outreach planning underway 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 Kuujuaq 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 community event displays, job fairs, event marketing, and departmental nameplates
 - Partnering with Sustainable Employment on broadening awareness of training programs, including custodial skills development, men's heritage and canine care

- Working with the Recreation Department on a communications plan to support Team Nunavik Québec's participation in the 2026 Arctic Winter Games
- Coordinating with the Director General's Office the placement of social media messaging and the presentation to all employees of an Every-Child-Matters t-shirt to mark the September 30th National Day for Truth and Reconciliation.
- Continuing to update Cost-of-Living Reduction Program information in preparation for a 2026 awareness campaign that will feature redesigned, easy-to-follow program information. The campaign is expected to get underway shortly after the conclusion of negotiations with the Government of Québec on a new, multi-year agreement.
- Working closely with the Recreation Department to highlight the new KRG-Canadian Football League (CFL) partnership, including an awareness video presented at a CFL game in Montréal, radio announcements highlighting participation of CFL champions Davis Sanchez and Bruno Hepell in a football clinic in Kuujuaq, an on-air interview with Recreation director Emma Cain, and filming Nunavik young ambassadors during their participation in events at the Montréal CFL game.
- Facilitating an extensive meeting and discussion of Nunavik town managers with Mandy Gull-Masty, Minister of Indigenous Services Canada on October 24
- Developing NV-based awareness building campaigns with the Department of Renewable Resources to support implementation of the 2021-2027 Residual Materials Management Plan. During the period, a communications strategy for new residual waste management was discussed with the Inukjuak municipal council. Campaign promotional material will include posters, radio advertising and on-air interviews, and instructional videos to encourage resident participation.
- Processing over 125 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, and recently initiated a lexicology project to standardize translation and expression of professional 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 that received wide coverage in local print media and radio broadcasts.

- *Kativik Regional Government celebrates Social Economy Month (November 18)*
- *Kativik Regional Government launches bidding process for KRG used vehicles and equipment (October 1)*
- *Kativik Regional Government teams up with Canadian Football League to promote recognition and healing (September 18)*
- *Supporting food security in Nunavik: Funding opportunities for agrifood projects (September 18)*

- *Montreal and Nunavik police seeking information from victims of sexual assault (September 16)*
- *Two individuals arrested and charged in disappearance of Kangiqsualujjuaq resident (September 11)*
- *Maggie Emudluk elected Chairperson of KRG Regional Council (September 10)*
- *Kativik Regional Government and Makivvik announce extension of cost-of-living subsidy to maintain lower price of gasoline for Nunavik consumers (September 5)*

The Director worked with the DGO and the Executive Advisor 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:

- The (former) Webmaster, Bilal Al Muhtadi, posted over 30 available new jobs on the KRG website and on social media; and published articles on Regional Council activity, Team Nunavik Quebec's Arctic Winter Games preparation, Nunavik recycling management, Nunavik entrepreneurship, Tamaani internet services, NV drinking water testing updates, and NPS operations. Our employee intranet featured articles on workplace cybersecurity, and instructions for using our new translation intake service.
- 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 Social Media Officer, Robert Greeley, was involved in several video and photographic development projects, including filming of the annual meeting of Nunavik fire chiefs, awareness initiatives connected to the KRG-CFL partnership announcement, and KRG career fairs. He also coordinated social media posting on a range of KRG projects including open employment positions, public tender calls, 2025 Masters Indigenous Games, recognition events for the National Day for Truth and Reconciliation, Aboriginal Coaching Modules training, Nunavik weather advisories, International Day for Elders, and the Nunavik mayors' meeting.
- 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 participated in the semi-annual meeting of the Nunavik municipal managers, which included discussions with Mandy Gull-Masty, Minister of Indigenous Services Canada.

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