



Communications Department

Activity Report

November 2021 - February 2022

The Communications Department continues to seek improvements to daily planning and implementation of communications plans covering a wide range of Kativik Regional Government activities. It's main responsibility is to coordinate communication department activities and to ensure good practices in the communications of the the Kativik Regional Government internally and externally. It provides assistance in managing information for the public and news releases and helps in publicizing information regarding all Kativik Regional Government programs, services and projects. It helps coordinate the website and manages all communications of actions taken, and maintains the intranet on behalf of the Kativik Regional Government, and processes all translation requests and requests for documentation.

Administration

Communications measures: An ongoing effort to implement the main recommendations set out in the 2018 audit of the Kativik Regional Government's needs, in terms of communications over a three year period, was started in 2019 and includes: website development, improvements in communications with the communities, translations, and an increase in communications equipment and services by hiring more workers to meet demand.

Human Resources: The department has filled one of two communications officer positions and we have added another position to be filled, that of a public information officer for the website.

Website management: the public calls for tender did not produce a good result. A review is being done on alternatives in order to achieve an objective that is similar to the original call for tender.

Website development: New features were added to simplify access to the viewer for upcoming jobs. The Kativik Regional Government website has grown in importance as a resource for people seeking employment in a new format showing jobs internally within our organization and in external organizations enabling them to go directly to specific opportunities locally and within organizations.

The department has developed new communications tools in order to provide electronic monitoring of all disseminations to the 14 communities. This project requires the installation of visual monitors for the airports and in the future, it is planned to display all local and regional news at the Co-op stores. Due to travel restrictions, deployment had been delayed. In the coming months, a pilot project will be tested due to the delays to it and other department projects made necessary given the threat of the pandemic.

Programs

Support provided to other Kativik Regional Government departments in the creation, planning and implementation of communications projects. Here are a few examples of projects that need particular attention:

- The department has launched a more streamlined system for inquiries regarding community elections which is on the Kativik Regional Government website to show the results and statistics of such results are also shown to the public for reference using easy and fast uploads and is interactive on the website including easy access to the candidates in each community.

- Publicized the Social Economy Month through our public website public for the Local and Regional Development Department campaign to promote the social economy through entrepreneurship. A video series was created for entrepreneurs and community leaders in Tasiujaq, Kangiqsujuaq and Quaqtaq.
- Support was provided to the Environment, Lands, Renewable Resources and Parks Department to develop communication tools for public information and consultation purposes in relation to protected areas, reporting meeting results as well as producing materials regarding the proper establishment of landfills in Nunavik.
- Support was provided to the Nunavik Police Service to finalize their 2020 annual report and in the deployment of the new logo, as well as a renewal of the police service mandate and the redesign of their website.
- The KRG (www.krg.ca) and KRPF (www.krpf.ca) websites improvement program continues to make changes and innovations, and we have produced three guides for the KRG website, with a total of 68 internal and 276 external solutions which are available on the website.
- The coordination of translation services include both internal and external documentation. For this report, There were 58 requests for translation.
- The fall quarterly report was completed and delivered to over 4,000 Nunavik households and is available online.
- Support was provided to increase the number of news releases including for the Sanajit Project, The Nunavik Police Service Firearms Safety Course and the annual report for 2021 regarding fire prevention but such activities had been delayed due to COVID-19.
- Support was provided to the Sustainable Employment Department for an internal video on funding for job creation programs as well as a video on Schedule C of the Youth Employment Service to promote job opportunities.
- Support was provided to the Transportation Department to produce an internal video regarding staff training on new equipment for the new airport garage in Kuujuaapik and for the new terminal at the Salluit airport.
- The 2019 Annual Report was completed and is now under final review, once approved, copies will be made and disseminated and accessible online on the Kativik Regional Government website. The draft 2020 Annual Report has been underway since last year.
- Weekly news items are reviewed and prepared and sent to Kativik Regional Government's Executive Committee.
- Support was provided to the Public Security Department for their role in communications with the leadership regarding the spread of COVID-19 that affected the livelihoods of all residents in the region.
- Support was provided to the Recreation Department to publicize the Arctic Winter Games and their participation in them at Wood Buffalo, Alberta in 2023, and in 2024, in Alaska and in 2026, in Russia.

Reports, Publications and Press Releases

- The Kativik Regional Government and Nunavik Police Service contributed 104 features to regional and national news agencies.
- One report has been received.

- The Department handled all requests for information regarding COVID-19 in Nunavik communities, the fire at the Kuujjaq police station, and illegal drug seizures by The Nunavik Police and the Fiberoptic cables that were installed along the Hudson Bay coast.

Online communications

- On the date of this activity report, videos and photographs had been shown on the Kativik Regional Government Facebook page featuring 61 news items sent to 4,000 followers. An external review has shown that this generated 5,800 hits (responses, comments and additional tags).
- Ongoing review and management of comments and news items on the Kativik, Tamaani, Esuma, Team Nunavik-Quebec and Nunavik Daycares' Facebook pages.
- Responded to ongoing Youth Employment Services requests and the Sustainable Employment Departments' publicity requests.
- Support was provided for many customer service requirements on the Tamaani facebook page and website.
- Efforts were made to reach the 2021 targets with fire prevention messages including those relating to Pivallianiq/Housing Authority.

Kativik Regional Government Events and Projects

- The department is planning a communication campaign to raise awareness among residents about the need to have personal identification in order to benefit from gasoline discount programs under the cost-of-living measures. This awareness campaign will start in the near future.
- Support was provided To Laval University in disseminating a new diagram for Nunavik statistics in the form of a pamphlet given to organizations and all the communities. This project is also nearly completed.
- a news item from the Transportation Department about wearing helmets was prepared in the fall and delayed due to the spread of COVID-19. Three videos, radio announcements and posters for distribution are ready for distribution once present conditions permit.

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