

The April 12, 2017, Iqaluit event¹ was the second of five regional gatherings that will culminate in the convening of a national three-day conference in Ottawa. The day began with project member Geneviève Bonin introducing Elder Jack Anawak.² He was born in Naujaat (formerly known as Repulse Bay). He moved to Rankin Inlet in 1981 and has been a Member of Parliament, interim Commissioner for Nunavut and a member of the Legislative Assembly. He was also ambassador for Arctic Circumpolar Affairs and is now chair of several committees including participating in restorative justice with legal aid and the District Education Authority.

Elder Anawak's talk was right on point as mentioned by several participants on the morning panel. He noted over 20 positive roles community radio plays in Nunavut from assisting communities in hunting, search and rescue operations, selling objects to announcing births and deaths and finding solutions to community issues to only name a few. However, he also mentioned that for a medium this important, it has not received the support it deserves in Nunavut. This, Anawak said, is due to a "lack of understanding of how vital a role they do play." Sharing information with youth is also a way to develop what he called "Inuit Pride" and a means of survival. This is important given Elders lost their role when newcomers arrived in the Territory according to Anawak. He said the "chain of teaching 'how to be, and act and think like an Inuk' was broken and this has created very challenging circumstances ever since." Community radio he believes can play many of these roles today. To conclude, he mentions how important it is to have a strong network of community radio stations, equipment, training and basic operating expenses covered. Anawak called for this role to be recognized by all levels of government and dedicated funding be allocated. This was echoed throughout the day.

This presentation was followed by the Project Team address given by Geneviève Bonin which is generally the same one made at all meetings with a few minor changes to reflect the territory and project team members present. There was a short question period from the audience about the Native Broadcasting Policy and organizing of the Future of Broadcasting events. Bonin provided personal replies to questions about how the policy and its review impacts the Indigenous media sector and how these conversations will be communicated going forward, among other topics.

This address was followed by the morning panel which included the former Executive Director of Taqramiut Nipingat Inc.³, Claude Grenier, Salome Avva and Patrick Nagle from CBC North.⁴

Claude Grenier explained the role of TNI's involvement in radio since 2006. The organization is a nonprofit that broadcasts in Inuktitut for the most part with some English music and French country music as part of its programming. Prior to that broadcasting was under the CBC. The services he offers are affected by the fact that the Northern Aboriginal Broadcasting⁵ (NAB) fund has offered the same funding with no indexation or increases since the 90s. He would like Canadian Heritage to make 5 year agreements for funding in order to have some stability in the sector. He noted how it is very difficult for his organization to apply to do productions for Aboriginal Peoples Television Network (APTN), for

1 <http://indigenoustradio.ca/Iqaluit.php>

2 <http://www.bac-lac.gc.ca/eng/discover/politics-government/canadian-confederation/Pages/jack-anawak.aspx>

3 <http://www.tni-rtn.com/>

4 <http://www.cbc.ca/news/canada/north/topic/Location/Nunavut>

5 <http://canada.pch.gc.ca/eng/1456504052765>

example, since it is now asking for 13 shows instead of the 6 programs he used to produce. This production also requires double the amount of funds. Grenier said people only start to notice the lack of funds when radio suddenly goes off the air, otherwise they don't say anything. Local cable companies provide 3 free channels including CBC North, APTN and a TNI channel. With a subscription, people can get many more channels. TNI provides TV and radio for free as part of its mandate.

In terms of the CRTC's policy review, Grenier said the CRTC should consider producing a new audience survey to find out what people want in their communities. The last one he recalls dates back to 2004-2005. He also notes that in terms of the Native Broadcasting Policy,⁶ he finds the current definition of a "Native undertaking" and a "native program" are effective as they are written. However, in terms of producing enough content, he feels he still has a difficult time to fill the airwaves solely with Inuktitut content. He is also in agreement with the advertising portion of the policy within the existing framework, as well as the promises of performance because they are already something he has to produce for NAB funding.

Regarding the consultation process, he suggests the CRTC could form a policy review committee with one or two members for each of the 13 communication societies and others, as well as members of the CRTC. This committee could then make recommendations to the regular societies and open up public consultations within these communities. Radio information sessions and call-in shows in the North could serve as a way to conduct these sessions in the North.

Patrick Nagle⁷ who has been with the CBC for 27 years finds he is doing more than what is included in his mandate. Although the CBC provides basic training for people in remote areas responsible for retransmitting CBC content and some basic support for technical issues that arise, they do more than this. CBC has transmitters in half the communities that rebroadcast their content. Some communities have chosen to have their own stations to allow them more flexibility in airing programming outside CBC mandated hours. CBC has supported these initiatives as this permits communities to get information out to the communities on their time. However, Patrick has noted that when infrastructure problems arise, communities are innovative and creative in persisting, though at times he and his colleagues are asked to assist with technical issues for these stations. Patrick described this role as "cooperative" to enable people to use the infrastructure that exists. When stations run out of money or support to fix significant issues, they ask the CBC if they can revert back to the previous model. Patrick said this is a problem because ideally, each community struggles to sustain broadcasting. CBC North owns and operates transmitters in about half the communities of Nunavut. Basic facilities in communities are needed including proper infrastructure as some communities have deteriorating equipment that dates back from the original installation by the government of the Northwest Territories built in the 1970s. CBC North does programming in Inuktitut, including a daily news broadcast called Igalaq produced in Iqaluit and airing across the North. Radio is still important today, he said, as it is not a lot of programming, but rather in a lot of communities "radio is a service that is the audience, speaking to each other ... radio is a way to facilitate conversation."

6 <http://crtc.gc.ca/eng/archive/1990/PB90-89.htm>

7 https://twitter.com/patrick_s_nagle

Salome Avva⁸ has been with the CBC for 19 years. She discussed the difficulties of training Inuit to work as broadcasters at the station or in the regions. She told the story of how she demanded training as a new reporter and CBC brought someone from Vancouver to train her for two weeks. “One of our biggest challenges in getting Inuit to become reporters is training. And also in getting people interested in becoming broadcasters in our language, training is important and overcoming local norms that say you are not supposed to talk about others. Also 85% of the population speaks Inuktitut and broadcasting is important because of the oral history of the Inuktitut language. Radio is immediate information. For now youth, more than 50% of the population, and most people are not using the Internet for information because it is so slow. But this can change when, if Nunavut gets better Internet,” said Avva. In large communities like Rankin Inlet, however, she finds youth are losing the language fast. For Salome, Inuktitut broadcasting is extremely important to keep the language alive.

Anne Crawford⁹ who is a member of APTN’s board commented after the panel by saying that people think licences are a benefit. She finds licencing in most communities to be a responsibility, not an asset. APTN, she said also, is perceived as a funding source for local programming or for the regional societies, but it is a national broadcaster. APTN does not trickle down funding to the regional societies, they compete for funds for their productions like everyone and are not making their operational costs from APTN money. If APTN gets an increase in cable fees, that does not equal an increase for the regional societies. “It is nice that we have exemptions”, but, Anne added, “Indigenous communities have an inherent right to a station anyway”. The money they receive for cable fees do not become means of increasing revenue. She stressed the fundamental need for small populations in small economies to get news and that the government currently works for needs of the south. Salaries for APTN or any of the regional societies cannot match government salaries. Training is presumed to exist locally or that everyone who needs training will move temporarily to Toronto. She stressed that there are no support structures in place from the CRTC or other organizations for what northern communities need. She suggests that a new policy should include mechanisms of support, including training, and that the CRTC should consult the communities about what they need first.

Professor Sean Guistini¹⁰ who is the Manager of Resource Development at Nunavut Arctic College mentioned that he wanted to start a radio station at the college a couple years ago because it would be an effective medium for student training, but instead, he thinks he might opt for an association of sorts that will produce content because of all the work involved in building a station. Building content is something they feel they can do. He also mentioned the existence of the Igloolik oral history project that is working to protect the Inuktitut language and heritage. However, to move forward with his project, he feels he needs people fluent in Inuktitut to speak on the podcasts he might produce. He also needs people to teach the students the skills to edit the content and people to produce the projects. He also wants to work on finding out more precisely what people might want in terms of local programming to satisfy this need. Professor Guistini also noted, like Anne, that when the CBC helps the outer communities, it is not part of their mandate. Outer communities, he said, are running the stations the same way since the 70s-- they just turn on the radio and talk. Programming is still not part of their regular activities.

8 <https://twitter.com/usaaraq>

9 <http://aptn.ca/corporate2/board-of-directors/anne-crawford/>

10 <https://ca.linkedin.com/in/sean-guistini-0aba3b5a>

The panel was followed by an address by the Minister of Health Georges Hickes.¹¹ He wanted to address the group to remind the media of their role in terms of suicide prevention and also provide a suggestion for policy development in this respect. There is a grave concern surrounding the sensationalism of suicide and its glorification. Safety, according to the Minister, requires lifelong learning. He described two films, one where the narrative was negative and depressing demonstrating youth had no future in the North, whereas the second was more positive and recognizes how suicide is a loss for everyone. “Racism as free speech is irresponsible” said the Minister. He emphasized the media’s great responsibility to learn from history and transmit positive values. Industry guidelines in this respect would be a start.

After lunch, the afternoon session began with Mayor Madeleine Redfern’s¹² address. She discussed the poor state of the telecommunications infrastructure due to the lack of fiber optic installations in the North. The territory she said is dependent on satellite which offers incredibly slow, unstable, unreliable and costly connections. This is problematic as Canada continues to move forward, but the territory falls behind. For the media, this results in them having to send content to the south in order to be able to edit. People outside the territory, she said, have better access to northern content than the people in the territory themselves. The Federal government she said has committed funding to improve the situation, but this usually goes to satellite companies or those buying satellite services. The Mayor is lobbying for fiber optics or other options, but there is a fear that without concerted collaboration will result in infrastructure being built and managed by one region for the others without them being included. This she said is what happened in the case of airlines. The government and the CRTC are aware of the situation, but now the discussion must lead to a solution about how to resolve these problems. She emphasized how the connections would permit more creativity and products. She also suggested the connections might help halt the migration of youth who currently leave because they can’t express themselves and access or share their culture. In attending a recent telecommunication summit, she said, this was obvious because people were wondering why employers were struggling to attract and retain people and particularly young people. She said it is obvious that young people would not want to participate in an industry where everything is outdated. The tech industry is attractive because it is dynamic she said, so why would you want to work on telecommunication systems when you can’t connect?

This was followed by the afternoon panel which included the Radio Coordinator from CFRT 107.3FM¹³ Fanny He, Inuit Broadcasting Corporation’s¹⁴ President Madeleine d’Argencourt and TV Nunavut¹⁵ Board of Director's co-Chair Charlotte DeWolff.

Madeleine d’Argencourt’s presentation discussed the need for more aboriginal representation at the CRTC. She emphasized the need for production resources as the funding is the same since the 1990s. There are also barriers due to the non-profit status of her organization. This status prohibits her from applying for certain types of funding and particularly funds that could provide training. The funds she can access do not allow for technological upgrades or professional development. She also discussed the

11 <http://www.assembly.nu.ca/honourable-george-hickes>

12 <https://twitter.com/mayormadeleine>

13 <https://www.cfrr.ca/>

14 <http://www.nac.nu.ca/>

15 <http://www.tvnunavut.ca/>

problems with uploading data which ends up being done in the south. Also, restrictions on content force the Inuit Broadcasting Corporation (IBC) to provide English subtitles on the content it produces. This, she feels encourages viewers, particularly children, to read English, rather than listen and try to learn Inuit languages. She feels radio is a lifeline for communities outside Iqaluit who depend on it for health and safety as people can't afford the Internet. She also mentioned that some communication societies are in need of updating and that they require help to do so, in order to be up-to-date. Some of the societies, she said are not well organized. D'Argencourt went beyond the Native Broadcasting Policy to suggest changes to the Broadcasting Act, 1991.¹⁶ She said section 3.1.d.3 should have its own section for Indigenous people in the Act as the section currently folds Indigenous peoples into multiculturalism. Section 3.1. (o) should include funding. Also, she said the NAB should include provisions for technological upgrades. The new IBC building took 8 years and they were forced to contend with HD which was very expensive. Archives and the history of people should be taken into account, as well as training.

Fanny He said that it is unfortunate that people from the stations in the hamlets couldn't be part of the discussion. She said that her type A station is unique because it broadcasts in French in Iqaluit and volunteers produce the content. She broadcasts mainly in French, but also a minimum of 7 hours of Inuktitut and a maximum of 7 hours in English. She has difficulty recruiting people because people are always in and out of the city. Her funding was cut from the Federal government and the Government of Nunavut (GN). She explained how she wanted to produce a podcast or voxpop to talk about the 50 year anniversary of Inuit surnames. Before 1967, numbers identified Inuit rather than their names. However, this project is on hold because of funding issues. The Municipal Training Organization (MTO) used to provide training once a year for people in the hamlets to get a ½ day to a full day of training, but it no longer does training. She also mentioned the CRTC program officer has told her that her licence prohibits her from advertising in Inuktitut. This, she said, is problematic because she has a difficulty relying on 300-400 francophones to get ads. She feels she has to broadcast Inuktitut ads. In addition, she suggests that there should be a grant to create ads in multiple languages and some flexibility in licences to adapt to the needs of remote communities. She also finds it difficult to achieve the required promises of performance due to the lack of training and time required to edit the work. The station only has 29 watts of power, but she would like this to be expanded to Apex, a suburb of Iqaluit. Upgrading the wattage is very expensive. She also mentioned that it is very difficult for people in the regions and even in Iqaluit to figure out how to fill out the government (CRTC) required documents because these requirements are all online. She feels better support should be offered to be able to fill out the documents and have options for adaptations, as these requirements, she said are for people of the south and aren't easily applicable to people of the North.

Charlotte DeWolff described how a working group was formed based on an idea shared in a workshop held in 2003-2004 among members from Ajjit Nunavut Media Association, Inuit Broadcasting Corporation, the Nunavut independent TV/film production community, including Zacharias Kunik from Isuma, Nunavut Film and officials from different departments of the government to create TV Nunavut. Afterwards a summit of around 100 people was prepared by volunteers and held in 2012, the year TV Nunavut was incorporated as a non-profit, to provide the vision and mandate of the organization. An audience survey was done in 2016 and reps from the CRTC came to Nunavut in August 2016. A memorandum of understanding was also supplied by the legislative assembly to allow TV Nunavut to

¹⁶ <http://laws-lois.justice.gc.ca/eng/acts/B-9.01/>

broadcast on their channel whenever their meetings are not being broadcast. Nonetheless, there has not yet been any motion to make TV Nunavut the territory's official broadcaster. The CRTC has told TV Nunavut that it should operate under an exemption order. However, there is some concern that this arrangement may prevent the network from benefitting from certain types of funds. According to DeWolff, the Canadian Media Fund says it will be flexible. The network will broadcast in Inuit language, but also in French and English. There are some problems at the moment, such as the negative influence of Western culture, said DeWolff. So far, she feels there hasn't been enough content to counter the western influence even with APTN. It is hoped the network will boost the growing media arts in the area, but also inform, educate and entertain. DeWolff also mentioned a study by Dr AG Ahmed, a forensic psychiatrist speaking at an event organized by the Nunavut Black History Society¹⁷ and the slide he shared from a study by Chandler and Lalonde (1998)¹⁸ six indicators of Aboriginal community autonomy that would protect against suicide, including: self-governance, land claims, education, health services, cultural facilitates, police and fire. Where these factors are all present the suicide rate was 0.0 in 100,000 people. In 1998, the study added a seventh indicator for Indigenous language-use, and this proved to be a stronger protective factor than the original 6 components. In Aboriginal communities where at least half of the residents had conversation knowledge of their Indigenous language, the suicide rate was 0.0 in 100,000 people. So TV Nunavut will help support language-use, mental health, *and* wellness. DeWolff thanked the volunteers and shared appreciation for all of the organizations that have supported TV Nunavut over this long path towards broadcasting.

The informal policy discussion scheduled to follow was cancelled given presenters and meeting attendees felt they had made their concerns and suggestions throughout the presentations.

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This review was prepared by Geneviève Bonin, reviewed by Gretchen King and translated by Lauriane Tremblay. Sources include:

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CFRT 107.3FM (2017). The 2nd Event for The Future of First Nations, Inuit, and Métis Broadcasting: Conversation & Convergence (Iqaluit). Audio retrieved from: <http://indigenouradio.ca/Iqaluit.php>

¹⁷ <https://www.facebook.com/Iqaluitblackhistorymonth/>

¹⁸ http://firstnationcitizenship.afn.ca/uploads/A12_Cultural_Continuity_as_a_Hedge_against_Suicide.pdf